



# Society for Smart E-Mobility

**E-NEWSLETTER**

**November, 2024**



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## Message From President's Desk

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Dear Members,

Greetings from SSEM.

The 'PM Electric Drive Revolution in Innovative Vehicle Enhancement (PM E-DRIVE)' Scheme, recently approved by the Cabinet with a financial outlay of Rs. 10,900 crore, came into effect on October 1, 2024, and will remain in force until March 31, 2026. The primary goal of the scheme is to accelerate the adoption of electric vehicles (EVs), develop essential charging infrastructure, and establish a robust EV manufacturing ecosystem across the country. Under this scheme, electric vehicle sales have already seen a record surge, reflecting the growing momentum of EV adoption.

Earlier the Indian government offered subsidies for electric vehicles (EVs) under the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme. FAME-II: The current phase of the FAME scheme, which is in effect until March 2024, offers Two-wheelers: Rs 15,000 per kWh, up to 40% of the vehicle's cost and Four-wheelers: Rs 10,000 per kWh. The Maximum incentive value of Rs 1.5 lakhs for Electric cars.

Now, the Ministry of Heavy Industries (MHI) is introducing e-Vouchers for EV customers to avail the demand incentive under the scheme. The scheme portal will generate an e-KYC Aadhaar FACE authenticated e-Voucher for the customer at the time of purchase. This e-voucher will be signed by the buyer and submitted to the dealer to avail demand incentives under the scheme. Thereafter, the e-Voucher will also be signed by the dealer and uploaded on the PM E-DRIVE portal. The signed e-voucher shall be sent to the buyer and dealer through an SMS. The signed e-voucher will be essential for OEM to claim reimbursement of demand incentives under the scheme.

The Tamil Nadu State has released a revised e-vehicle policy, aiming to attract investments worth Rs 50,000 crore in electric vehicle manufacturing and create 1.5 lakh new jobs over the next five years.

The state has attracted around Rs 60,000 crore worth of EV investments in recent years, and by 2030, around 35% of all electric vehicles manufactured in India will be produced in Tamil Nadu. The electric vehicle penetration in the state stands at 5.4% of total vehicle sales for 2023-24. New jobs created in the EV ecosystem will require highly skilled labour and a shift from mechanical to electrical and electronics skills.

With best wishes!

**V Senthil Kumar**

## Electric Vehicle – An Update

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### India to expand EV manufacturing incentives ....

India plans to expand electric vehicle incentives to automakers building models at existing factories in the country, instead of limiting the benefits to automakers willing to build new plants, a person with direct knowledge of the matter said.



India's EV policy, which is still being finalised, was originally designed to encourage Tesla , to enter the market and manufacture locally but the U.S. automaker backed off from those plans earlier this year.

Other foreign automakers have shown interest in making EVs in India at existing and new factories, according to minutes of a meeting with India's ministry of heavy industries that was seen by Reuters. It is hoped that changes to the policy will encourage EV investment from the likes of Toyota and Hyundai, the source said.

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## Electric Vehicle – An Update

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Under the policy announced in March, an automaker investing at least \$500 million to manufacture EVs in India with 50% of components sourced locally is entitled to a huge cut on import taxes - a drop to 15% from as high as 100% for up to 8,000 electric cars per year.



Volkswagen's India unit wanted more leeway with the investment timeframe. It asked if 75% of the \$500 million could be invested in the first three years of the five-year scheme, instead of 100% as currently required. It also sought to understand if investments by suppliers would qualify, the minutes showed.

The government will now also consider EV investments at existing factories that currently build gasoline-engine and hybrid cars, said the source who was not authorised to speak to media and declined to be identified. Volkswagen said it was studying the latest EV policy "in detail" and would evaluate a way forward accordingly.

Read more at:

[https://economictimes.indiatimes.com/industry/renewables/india-to-expand-ev-manufacturing-incentives-after-tesla-disappointment-source-says/articleshow/115799629.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/renewables/india-to-expand-ev-manufacturing-incentives-after-tesla-disappointment-source-says/articleshow/115799629.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

Events Held : November - 2024

**EV India 2024 at India Expo Centre, Greater Noida (UP)  
held on 19<sup>th</sup> – 21<sup>st</sup> November, 2024.  
SSEM one of the “Supporting Associations” of the show.**

**4<sup>th</sup> EDITION**

**EV India**  
An Electric Motor Vehicle Show

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**NOVEMBER 2024**

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**CONCURRENT EVENTS**

**EV FUTURE OF TRANSPORT**  
National Seminar on Electric Vehicles and Allied Industries

**E-CHARGE FORUM**  
International Summit on Electric Vehicle Charging Technology & Infrastructure Development

**E-MOBILITY AWARDS**

● GREEN DRIVE 5.0

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## Events Held : November - 2024

**ACMA Conference on “Automotive Aftermarket”  
held on 22<sup>nd</sup> November, 2024 at Chennai.  
SSEM one and only “Supporting Partner” of the Conference**



## Events Held : November - 2024

**International Engineering Sourcing Show XII organised by Engineering Export Promotion Council of India (EEPC) from 27<sup>th</sup> – 29<sup>th</sup> November, 2024 at Chennai Trade Centre, Chennai.**



**Shri Vimal Anand, IRS, Joint Secretary, Department of Commerce, Government of India along with the Office Bearers of EEPC India visited SSEM Stall on 27th November, 2024 during International Engineering Sourcing Show XII at Chennai Trade Centre, Chennai.**



## Events Held : November - 2024

**SSEM Stalls at IESS Expo'2024 held from  
27<sup>th</sup> – 29<sup>th</sup> November, 2024  
at Chennai Trade Centre, Chennai.**

### AR4 Tech Pvt Ltd



**Eco Dynamic Electric Vehicles Pvt Ltd**



**Emote Electric Pvt Ltd**

## Events Held : November - 2024

**SSEM Stalls at IESS Expo'2024 held from 27<sup>th</sup> – 29<sup>th</sup> November, 2024 at Chennai Trade Centre, Chennai.**

### Ozotec Automobile Pvt Ltd



### Prabha Automotive Engineers Pvt Ltd



### Events Held : November - 2024

Coinciding with IESS XII, EEPC organised a Session on “E – Mobility” held on 28<sup>th</sup> November, 2024 at Chennai Trade Centre, Chennai. SSEM members addressed the session



## Member Enrolled in November 2024:

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1. **Mr. P R Chithambaram, Professional**
2. **Mr.K. Govindasamy, Professional**
3. **Mr. V. Sivaraman, Professional**
4. **Mr. S. Venkataraman, Professional**
5. **EDS Technologies Pvt Ltd**
6. **M & N Auto Products Pvt Ltd**
7. **Nash Energy India Pvt Ltd**
8. **Sodion Energy Pvt Ltd**

## Member Enrolled in November 2024:

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### 1. EDS Technologies Pvt Ltd



EDS Technologies Pvt. Ltd. (EDST) is the largest Engineering and Real Time Visual Simulation solutions provider in India. With over two decades of experience in various industries, They enable companies in the Aerospace, Automotive & Supply Chains, Industrial Machinery, High-tech and Electronics, Railways, Infrastructure, Consumer Packaged Goods, Engineering Service providers, Defense and Research verticals to achieve their business goals.

EDS Technologies has established the privileged position in the market and partnered with many global key technology players like Dassault Systèmes, EOS GmbH, Presagis, MAK, Synopsys, Esri, FESTO and provides PLM, 3D Printing, COTS Visual Simulation, EDA, GIS and Industry 4.0 solutions bringing in the most complete Digital Transformation offerings for any size and type of company.

### 2. M & N Auto Products Pvt Ltd



M N Auto Products Private Limited started its business in the year 2004 as a private limited organization, engaged in manufacturing and supplying a comprehensive range of Mobile Chargers, Wiring Harness, Relays, Electronic Buzzers etc. Further, their product range consists of Intermittent Buzzer, Continuous Buzzer, Cell Phone Charger, Relay Wiring Harness, Head Lamp Relay, Metal Horn Relay and others. Their entire range of products is manufactured using optimum quality raw material, which they procure from the most reliable and trusted vendors of the industry. Furthermore, by following various quality control measures, they assure clients that the supplied products are in accordance with the prescribed industrial norms and guidelines.

## Member Enrolled in November 2024:

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### 3. Nash Energy India Pvt Ltd



NASH is a global design, innovation, engineering, and manufacturing company of Sheet Metals Stamping and allied products, Bus Bars, Wire Harness, DC-DC Converters, Battery Chargers, BLDC Controllers, Display & Camera solutions etc.

Nash Energy- Vertical of Nash Group, Focused on development of Green Energy Technologies & Products and its manufacturing- Li-ion cell technologies and products- LFP and Solid-State.

Nash Energy owns the technology and the complete process so that clients can focus on larger business ambitions. We partner with industry leaders for design, manufacture and supply of LFP Cells in Cylindrical, Prismatic and Pouch formats by adopting innovative and state of the art manufacturing technologies, systems, and processes that are reliable, cost effective and functional. Targeting to be the leading technology company and manufacturer of Advanced Li-ion cells in India for global market for EV and Stationary Storage Applications.

### 4. Sodian Energy Pvt Ltd



Sodian Energy Private Limited, established in 2024 in Coimbatore, Tamil Nadu, is dedicated to revolutionizing energy solutions through top-tier, sustainable products. Their expertise spans advanced renewable technologies, offering products like Photovoltaic Inverters, Sodium Ion Cells, and Wall Mount Inverters that promote energy efficiency and environmental responsibility.

They aim to lead the renewable energy sector by providing clients with high-performance, eco-friendly solutions designed to reduce reliance on non-renewable resources. Their commitment to quality and innovation positions us as a trusted partner in India's clean energy journey. By delivering dependable and affordable energy options, they strive to ensure a brighter, more sustainable future for their customers and the communities they serve.



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**Instagram - [www.instagram.com/ssemobility/?hl=en](https://www.instagram.com/ssemobility/?hl=en)**

**Sources :**

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[https://www.google.com/search?q=details+of+existing+subsidies+to+the+customer+for+ev&rlz=1C1UEAD\\_enIN1125IN1125&oq=detail+s+of+existing+subsidies+to+the+customer+for+ev&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRigATIHCAIQIRigATIHCAQQIRiPAjIHCAUQIRiPAjIHCAQYQIRiPATIBCTg4MDkwajBqN6gCALACAA&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=details+of+existing+subsidies+to+the+customer+for+ev&rlz=1C1UEAD_enIN1125IN1125&oq=detail+s+of+existing+subsidies+to+the+customer+for+ev&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRigATIHCAIQIRigATIHCAQQIRiPAjIHCAUQIRiPAjIHCAQYQIRiPATIBCTg4MDkwajBqN6gCALACAA&sourceid=chrome&ie=UTF-8)

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