

E-Newsletter

Society for Smart E-Mobility



AUGUST - 2026



In This Issue

Message from President's Desk

3

Electric Vehicle - An Update

4

Events Held – August, 2026

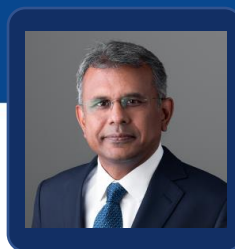
5

Events Planned Sep 2026

16

Member Enrolled – August, 2026

19



Message From President's Desk

Dear Members,

Greetings from SSEM!

India's electric vehicle (EV) market recorded strong growth in August 2026, with overall EV sales increasing 51% year-on-year, reflecting sustained consumer demand across electric cars and two-wheelers. However, sales declined 12% sequentially, primarily due to lower vehicle registrations during holidays at regional transport offices associated with festivals such as Onam and Rakshabandhan. Electric passenger vehicle registrations stood at 29,687 units during August, compared with a record 33,746 units in July. Meanwhile, sales across the top five listed electric two-wheeler companies increased 69% year-on-year to 160,000 units. Bajaj Auto and TVS Motor Company were among the key contributors to this growth, recording year-on-year increases of 235% and 91%, respectively, while Ola Electric reported a 29% decline in sales.

The month-on-month moderation was also visible in the electric two-wheeler segment, where sales declined 11% compared with July and penetration eased to 10.7% from 11.2% in the previous month, while remaining significantly higher than the year-ago level. Despite the temporary decline, major EV manufacturers continue to expand capacity to meet sustained demand. Companies including Tata Motors, Mahindra & Mahindra, JSW MG Motor, Bajaj Auto, TVS Motor and Ather Energy are expanding manufacturing capabilities and commissioning new facilities. Tata Motors remained the largest electric passenger vehicle manufacturer in August with 12,984 registrations, followed by Mahindra & Mahindra with 6,367 units and JSW MG Motor with 4,568 units. The strong annual growth highlights the continued momentum of electric mobility adoption in India and is expected to support further investment and expansion across the country's EV manufacturing ecosystem.

Tamil Nadu accelerated its electric vehicle (EV) transition through major public transport rollouts, charging infrastructure funding, and dedicated workforce training programs. Chennai's Metropolitan Transport Corporation deployed 130 new low-floor air-conditioned electric buses (Switch Mobility EiV12 models) on August 25, 2026, operating out of the Alandur and Central depots as part of a broader phase-two zero-emission fleet expansion. Vietnamese EV maker VinFast received formal investment approval for Phase 2 expansion at its Thoothukudi manufacturing plant in Tamil Nadu, solidifying the state's role in domestic and export e-mobility.

With best wishes!

V Senthil Kumar



Electric Vehicle – An Update

Electric two-wheeler maker Ultraviolet to invest Rs 779 crore in new manufacturing facility in TN over next 5 years: CEO Narayan Subramanian

New Delhi: Electric two-wheeler maker Ultraviolet on Thursday announced plans to establish its BIGGA (Big Global Ambition) Factory, a new manufacturing facility in Hosur, Tamil Nadu.

In an interview to PTI, Ultraviolet co-founder and CEO Narayan Subramanian said it plans to invest Rs 779 crore in the new facility over the next five years.

The BIGGA Factory will ramp up to an annual manufacturing capacity of 2,50,000 vehicles in a phased manner, with infrastructure designed to scale production to 5,00,000 vehicles per annum as demand grows.

"So the amount we've spoken about now (Rs 779 cr) is for the next five years, which is through seeing the entire facility scale to 250,000 units. So at this point, I would not want to comment on what the next phase of scale up is. In fact, the next phase would probably be even more aggressive because the EV market is growing," Subramanian shared.

This production expansion is expected to create nearly 2,000 job opportunities, scaling further over the next five years.

"Hosur is a key manufacturing hub with a well-established automotive ecosystem, significant supply-chain advantages and close proximity to Ultraviolet's R&D operations and existing supplier network," said Niraj Raj Mohan, Co-founder & CTO, Ultraviolet.

Read more at : <https://shorturl.at/6RWAB>



Events held – August 2026

**“EV COMPONENTS SHOW” held on
31 July–2 August 2026, Chennai Trader Centre, Chennai –
SSEM one of the “Supporting Association”**



Platinum Partner



Supported By



31 July – 2 August, Chennai Trade Centre

JOIN SSEM PAVILION

SSEM பெவிலியனில் இணையுங்கள்



**AVAIL SPECIAL
RATES FOR MEMBERS**

உறுப்பினர்களுக்கான
சிறப்பு கட்டணத்தில்
பயனடையுங்கள்.



400+
Exhibitors



12500+
Visitors



**Conference
& Open House
Sessions**



100+
Speakers



Arun Singh
+91-78278 55273





Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex
SSEM one of the “Supporting Association”**



RE VEHICLE EXPO 2026

(An Event of CODISSIA Intec Technology Centre)

Organised by

CODISSIA
Intec Technology Centre

**21st - 24th August 2026**
**CODISSIA Trade Fair Complex**
Coimbatore, Tamil Nadu, India

A Fair Exclusively For
E - Vehicles

**Elektrotec 2026**
An Exhibition and Conference on Sustainable Energy

**RENERGY 2026
COIMBATORE**
An Exhibition cum Conference on Sustainable Energy



ELECTRIC DREAMS
Sustainable Realities
For The Future!
Be a part of the Transformation

Supported by

**ARAI**
Progress through Research

**SSEM**
Society for Smart E-Mobility

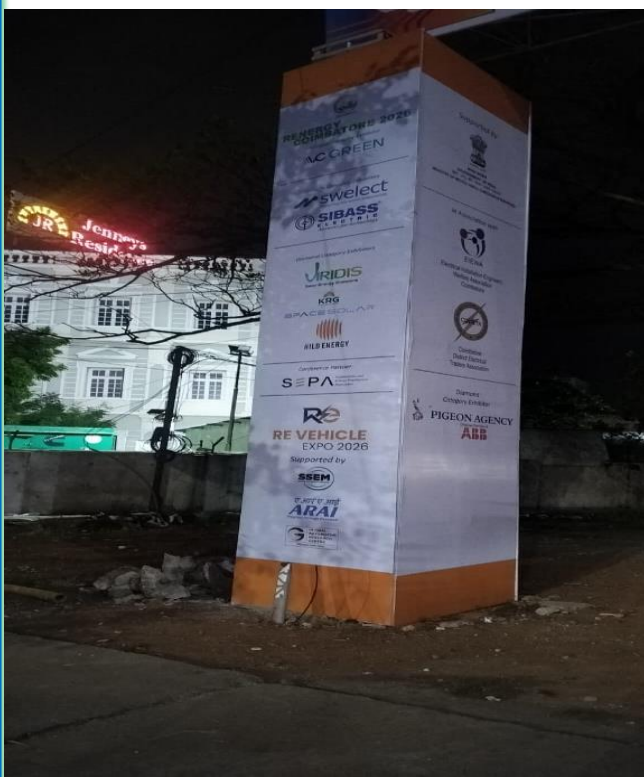
**GLOBAL
AUTOMOTIVE
RESEARCH
CENTRE**
ENSURING SAFE DRIVES

**+91 74023 27000**

elektrotec@codissia.comwww.elektrotec.codissia.com

Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex
SSEM one of the “Supporting Association”**





Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex
SSEM one of the “Supporting Association”**





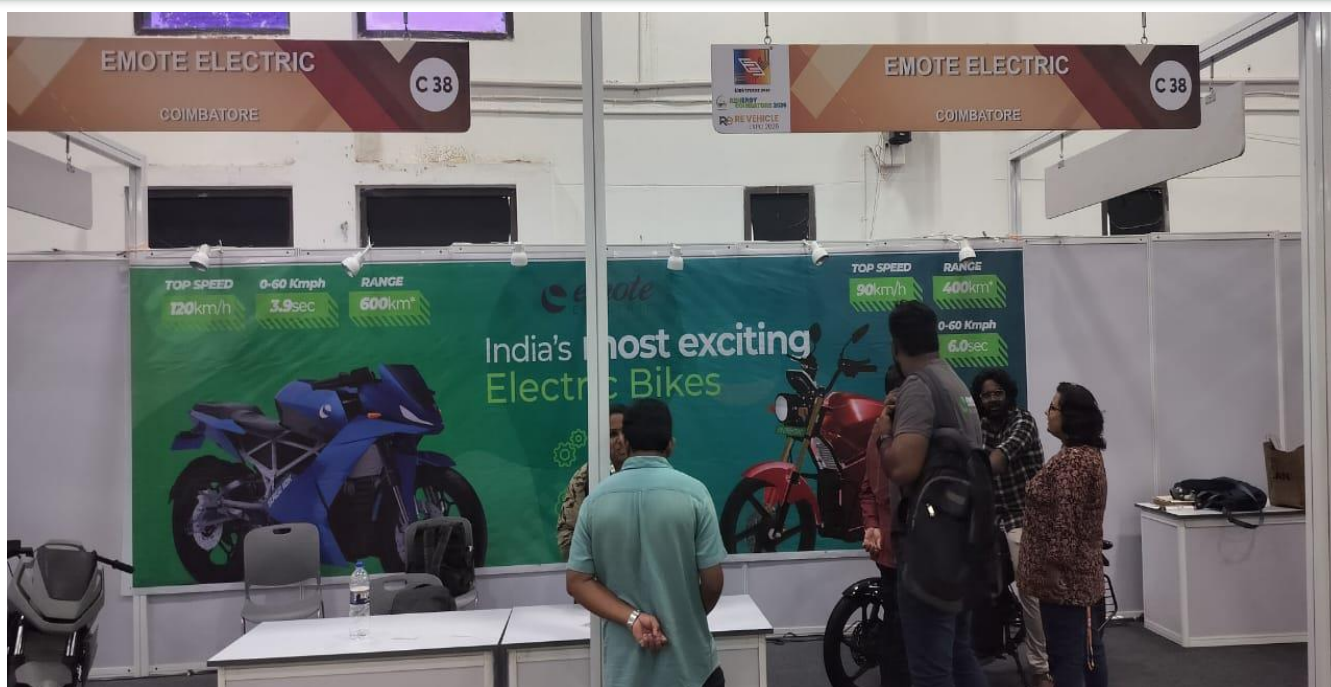
Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex –
Our Member Propel displayed their vehicle**



Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex – Our Members
Emote Electric & Bannari Amman
Institute of Technology participated in the EXPO**



Events held – August 2026

**RE Vehicle EXPO 2026 held on 21-24 August, 2026
at CODISSIA Trade Fair Complex – Our Member
E-Links participated in the EXPO**





Events held – August 2026

Guest Lecture on: Advancement in E-Mobility : AI Powered EV held on 25 August, 2026 at Dr.Mahalingam College of Engineering and Technology, Pollachi



Dr. MAHALINGAM
COLLEGE OF ENGINEERING
AND TECHNOLOGY
Pollachi, Coimbatore

An Autonomous Institution

Approved by AICTE, New Delhi
Affiliated to Anna University,
Chennai
Accredited by NAAC with 'A++'
Grade

SOCIETY FOR SMART E-MOBILITY (SSEM)

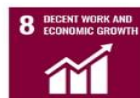
In Association with
Departments of
EEE, Mechanical & Automobile Engineering



Guest Lecture on:
Advancement in E-Mobility : AI Powered EV

Guest Speaker: Mr. Monish Kiran,
Founder of Kira Autonomy,
Coimbatore

Date : 25th Aug 2026
 Time : 9.30AM to 1.00PM
 Venue : Mechanical Seminar Hall



ADMISSION OPENS -2026

2706

www.drmcet.ac.in

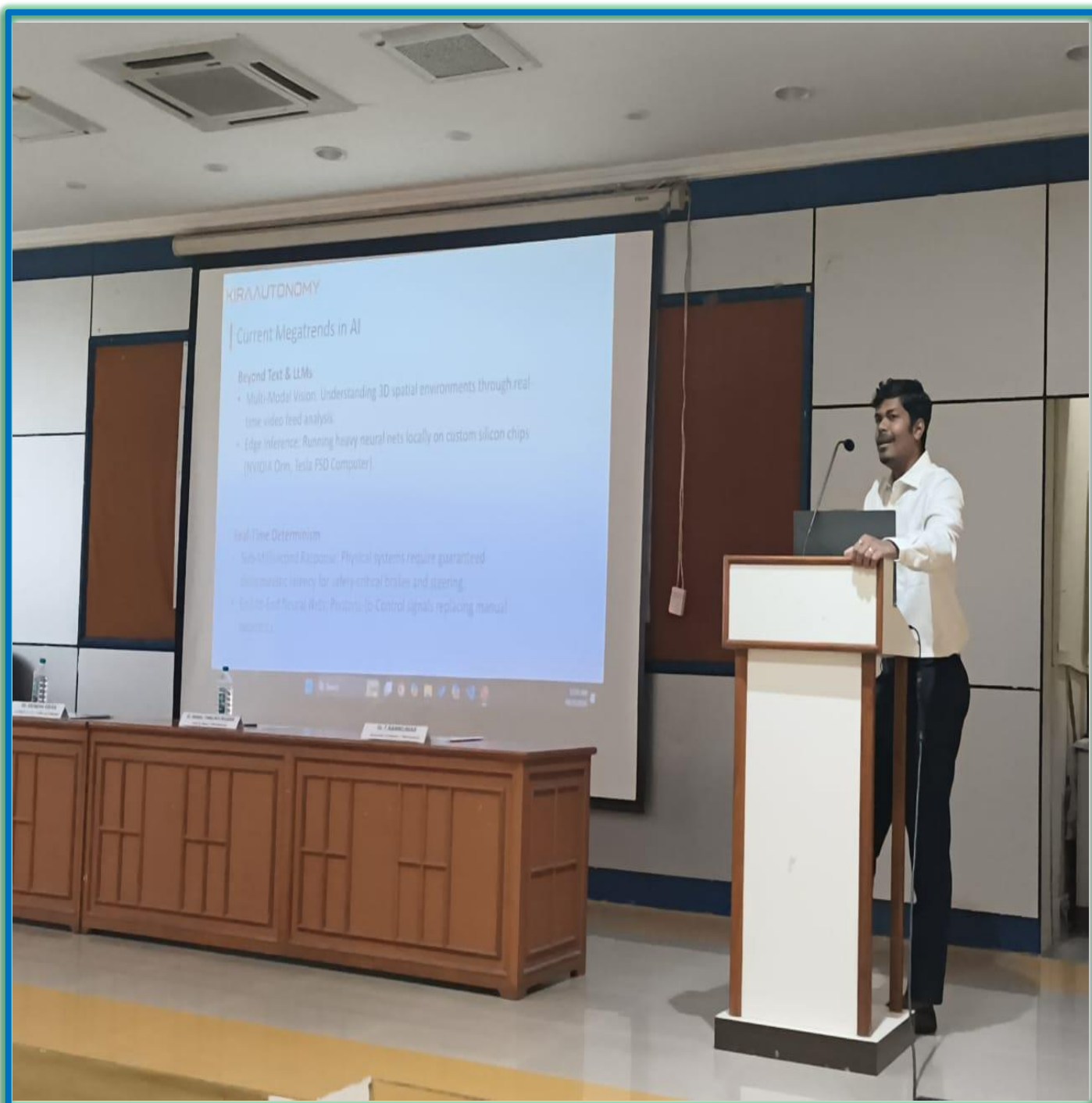
Events held – August 2026

Guest Lecture at Dr.Mahalingam College of Engineering and Technology, Pollachi held on 25 August 2026 Various Students Participated and benefited- SSEM one of the “Supporting Association”



Events held – August 2026

Guest Lecture at Dr.Mahalingam College of Engineering and Technology, Pollachi, Coimbatore held on 25 August 2026. More than 100 Students participated and benefited.





September Events – 2026

- ❖ **“WORLD ELECTRIC VEHICLE DAY”(WEVD)
“Road Show, Rally & Exhibition”
on 9 September 2026**

- ❖ **GARC visit by Dr.Mahalingam College
of Engineering and Technology, Pollachi
on 11 September 2026**

- ❖ **Webinar on IPC-2232 - “Guideline for Printed
Board Design and Manufacturing of IoT
Products” on 30 September 2026 organised by
Global Electronics Association supported by
SSEM**



September Events – 2026

**World Electric Vehicle Day 2026(WEVD)
Roadshow, Rally & Exhibition
on 9 September 2026**



FIFTH EDITION
Society for Smart E – Mobility, Coimbatore
celebrates
“WORLD ELECTRIC VEHICLE (EV) DAY”
ELECTRIC VEHICLE – ROADSHOW, RALLY & EXHIBITION



 **WEDNESDAY,
THE 9TH SEPTEMBER 2026**

 **07.00 AM**

 **ROADSHOW, RALLY VENUE :**
Race Course, Coimbatore
(Landmark : Income Tax Office)

 **EXHIBITION VENUE :**
VOC Park, Coimbatore.

 **Electric Vehicles – Roadshow & Rally (2/3/4/12 Wheeler) –**
Around 3 rounds travel by all Electric Vehicles in Race Course circle at **07.00 AM** and then will be routed to the exhibition venue at **09.30 AM till 04.00 PM** as the display of all participating EV's and EV Components for general public visit and enquiry.

 **CHIEF GUEST**

Shri. Pavankumar G Giryappanavar, IAS,
District Collector, Coimbatore.

 **GUEST OF HONOR**

Shri. S. S. Maheshwaran, IPS,
Deputy Commissioner of Police (Traffic) Coimbatore City.

 **GUEST OF HONOR**

Shri. T. Kumaresan,
Deputy Commissioner of the Coimbatore City Municipal Corporation.

 Participation of SSEM Members and Non Members 50 + Electric Vehicles (2/3/4/12 Wheeler).

 To create an awareness on Electric Vehicles to the general public on a EV Day.

 Prior registration is mandatory for Electric Vehicles participation.

 For more details contact S M Manoharan – **9943009060.**

DRIVE ELECTRIC • DRIVE GREEN • DRIVE THE FUTURE
Let's Power a Sustainable Tomorrow!





September Events 2026

Webinar on IPC-2232 - “Guideline for Printed Board Design and Manufacturing of IoT Products” on 30 September 2026 organised by Global Electronics Association - supported by SSEM

Dear Member,

Greetings from the Society for Smart E-Mobility (SSEM)!

The Society for Smart E-Mobility (SSEM) is supporting the upcoming Global Electronics Association online webinar on IPC-2232 - “Guideline for Printed Board Design and Manufacturing of IoT Products”.

As electric vehicles increasingly incorporate connected and IoT-enabled technologies, manufacturers face growing challenges related to electronic design, connectivity, quality, reliability, and lifecycle management. IPC-2232 provides structured guidelines for the design and manufacturing of IoT-enabled products, helping organizations select relevant IPC standards based on Product Classes 1, 2, and 3 to support reliable product development across the evolving e-mobility ecosystem.

To learn more about the standard and understand how it can be applied to IoT product development, we invite you to join the upcoming webinar:

Session details are below:

Date: September 30, 2026

Time: 11:30 AM (India Time)

Program Agenda: [Click Here](#)

To Register (Free): [Click Here](#)

This webinar is ideal for IoT product developers, design engineers, PCB designers, electronics manufacturers, OEMs, EMS providers, and quality professionals.

For more information, please contact : Ms. Manvi Kapoor, Event & Stakeholder Engagement – India & Southeast Asia, Global Electronics Association.

Email: manvikapoor@electronics.org | Phone: [+91-9654202207](tel:+91-9654202207)

Member Enrolled – August, 2026

**SSEM WELCOMES
NEW / RENEWED
MEMBER ENROLLED
IN AUGUST, 2026**



**Prabha Automotive Engineers Ltd.,
– Annual Member (Industry)**

Member Enrolled – August, 2026



Prabha Automotive Engineers Ltd.,

Prabha Automotive Engineers Limited is part of the Prabha group. Established as Prabha Engineers in Hosur in 1982, the company has ten manufacturing locations in the North & South of India for truck components.

Prabha Automotive Engineers Limited is a public limited company based in Chennai, Tamil Nadu, India. It specialises in auto parts and components, a part of the broader automotive sector. Incorporated on 19 June 2019, the company has been in operation for over 7 years.



Society for Smart E-Mobility – SSEM

For more details, you may reach us @

RKG Industrial Estate

Ganapathy

Coimbatore - 641006

+91 9943009060 / +91 8825896299

ed@smartEmobility.org / info@smartEmobility.org

Website - www.smartEmobility.org

Facebook - www.facebook.com/SSEMobility/

LinkedIn - <https://www.linkedin.com/company/society-for-smart-e-mobility/>

Instagram - www.instagram.com/ssemobility/?hl=en

Source :

<https://www.ibef.org/news/india-ev-sales-jump-51-in-august-as-robust-demand-drives-electric-car-and-2w-market-growth>
developments of ev scenario in tamil nadu during august 2026