

E- NEWSLETTER

SOCIETY FOR SMART E-MOBILITY



MAY - 2026

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President's Message

Dear Members,

Greetings from SSEM!

Electric cars generally have lower running costs than internal combustion engine (ICE) vehicles, mainly due to their higher motor efficiency. The recent rise in oil prices resulting from the conflict in the Middle East has further increased the cost savings associated with driving an EV.

Based on average oil prices in April, the annual fuel cost savings associated with driving an EV in the European Union grew 35% compared to 2025 savings. For corporate fleets that travel long distances, the running cost savings can be several times larger than for the general consumer. Preliminary signs suggest EV sales are increasing in countries with supply concerns, or where fuel price increases have been particularly steep.

The full implications of the current crisis will take time to register in the car market, due in part to the lag between vehicle orders and deliveries. For consumers in emerging economies with low rates of motorisation and high sensitivity to fuel prices, electric two- and three-wheelers look to be an attractive option – sales more than doubled year-on-year in the first quarter of 2026 in Southeast Asia, and grew more than 30% in India.

The steady rise of electric vehicle (EV) adoption in Trichy, identified as one among six major EV cities in the state by Tamil Nadu's EV policy, plans are under way to significantly expand public charging infrastructure in Trichy. Indian Oil Corporation Limited (IOCL) has proposed nearly 15 new EV charging stations across the district.

Tamil Nadu Power Distribution Corporation Limited (TNPDC) has installed around 40 EV charging stations which are currently functioning in Trichy, including nearly 20 within city limits. These include both private charging facilities and stations operated by public sector units (PSUs). Due to space constraints within the city, most of the proposed charging stations are planned along suburban stretches and highway corridors. Identified locations for such charging stations include the Dindigul-Trichy bypass, Musiri taluk, Trichy-Chennai bypass road, Karur bypass, Thanjavur road and Pudukkottai road.

An EV charging station near Vaiyampatti on Trichy-Dindigul road is already under construction. The proposals submitted by IOCL are currently in various stages of approval and infrastructure planning. The new stations are expected to become operational over the next one year, improving charging accessibility and supporting the increasing number of EV users in the region. This trend is expected to be followed in the EV high-proliferation districts shortly.

With best wishes!

V Senthil Kumar



Electric Vehicle – An Update

Southern states lead EV shift with double-digit penetration

Chennai: Southern states are pulling ahead in India's electric mobility shift, outpacing other regions in both adoption and momentum. The region leads the country in the penetration of both electric two-wheelers (E2Ws) and electric passenger vehicles, which include battery-powered cars and SUVs.

Electric two-wheeler penetration in the South climbed to 14% in April, up sharply from 10% a year earlier and well above the national average of 8%. The recent surge in penetration across both electric two-wheelers and cars reflects expectations of rising fuel costs, which have strengthened the value proposition of lower running costs for battery-powered vehicles. Improved supply from original equipment manufacturers (OEMs) has also ensured better availability, according to analysts at Equirus Securities.

Within the southern region, Kerala (17%) and Karnataka (16%) lead in E2W penetration, while Tamil Nadu and Andhra Pradesh (AP) have recorded levels of 12% and 10%, respectively.

Legacy OEMs continue to dominate the E2W market. TVS Motor Company retains its leadership position with around 25% market share in April 2026, supported by strong demand for the iQube and a gradual scale-up of its newly launched Orbiter. The company has also expanded its portfolio with the iQube S 4.7 kWh variant, offering an IDC-certified range of 175km. Bajaj Auto held the second position with a 22% market share.

The southern region is also leading in electric car adoption, with penetration reaching a high single-digit 8%—well above the national average of 6%—and marginally ahead of the West and Central regions, which are tracking at around 7%.

Among passenger vehicle OEMs, Tata Motors remains the market leader with a 37% share, followed by Mahindra & Mahindra at 23% and JSW MG Motor India at 21%.

[Read more at : Southern states lead EV shift with double-digit penetration - Times of India](#)

Events held – May 2026

The Largest & Premium B2B International Exhibition

AUTO EV SHOW held on 13-15 May 2026 at PUNE.

SSEM is one of the “Supporting Association”



Welcome to the Next Era of EV & Automotive Technology

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Auto EV Show

13|14|15 May 2026

Auto Cluster Exhibition Center,
Pimpri-Chinchwad, Pune



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Events held – May 2026

The Largest & Premium B2B International Exhibition

AUTO EV SHOW held on 13-15 May 2026 at PUNE.

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Move into The Future
13-15th
May 2026
Auto Cluster Exhibition Center, Pune

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India's International Exhibition on Automotive & EV
Technology Auto EV Show | 13–15 May 2026 | Pune

Join industry leaders – the following key companies have already
confirmed their team attendance at the Auto EV Show 2026 in Pune

Key Visitor Delegates

Events held – May 2026

Evolving Ecosystems : Challenges and Aspirations in Indis's EV Landscape
held on 15 May 2026 at Taj Vivanta, Coimbatore.



Events Planned 2026

JUNE - 2026

Vehicle Dynamic Conference, scheduled on 16th June 2026
Chennai Trade Centre (CTC), Chennai. SSEM is one of the
“Supporting Partner” of the Conference.



EVCON 2026 3rd Edition – Conference on “Electric Vehicles
& Allied Industries” scheduled on 19th June 2026 at Hotel
KISCOL Grands, Coimbatore.

JULY - 2026

Electric Vehicle WORLD Exhibition 30.07.26 & 01.08.26 at
Hyderabad Expo Centre, Hitex City at Hyderabad. SSEM is one
of the “Supporting Partner” of the event.

AUGUST - 2026

RE VEHICLE EXPO 2026 - @ CODDISSIA TRADE FAIR Complex,
Coimbatore on 21ST - 24th August 2026 - SSEM is one of the
“Supporting Partner” of this event.

Events Planned – June 2026

VEHICLE DYNAMICS CONFERENCE 2026

Chennai Trade Centre (CTC), Chennai scheduled on 16 June 2026.

SSEM is one of the “Supporting Partner”



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Partner



VEHICLE DYNAMICS CONFERENCE 2026

16th June, 2026,
Chennai Trade Centre,
Chennai

**THEME: MAKING
AUTOMOBILES SAFER,
COMFORTABLE
AND SUSTAINABLE**



IDEATE

PRESENT

NETWORK

For registration, branding & speaking
opportunity, please contact: hello@pin-365.com

Organised by:

MotoringTrends
Powering The Mobility Ecosystem

TyreTrends

Events Planned – June 2026

Conference on “Electric Vehicles & Allied Industries”

19 June 2026 at Hotel KISCOL Grands, Coimbatore

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3rd Edition

EVCON

2026

19 June 2026
Coimbatore

Conference on “Electric vehicles & Allied Industries”



19TH JUNE 2026



0930 - 1730 HRS



HOTEL KISCOL GRANDS,
COIMBATORE

TOPICS TO BE DISCUSSED

- 1  Electrifying Mobility: The future of Transport and Beyond
- 2  Emerging Trends in the Electric Vehicle Industry
- 3  Role of Institutions in Advancing Electric Mobility
- 4  Building a Robust EV Ecosystem: Policy and Infrastructure Focus

DISTINGUISHED SPEAKERS

- Mr Kasi Vishwanathan P, Managing Director, TN Auto Skill, Govt. of Tamil Nadu
- Mr K Ramasamy, Chairman, Roots Group of Companies
- Mr Ramesh AnanthaVijayan, Technology Director, BOSCH
- Prof. C Vasantharaj, Director-KCIRI, Kumaraguru College of Technology
- Dr S Chandrasekar, Corporate Director, Roots Group of Companies
- Mr V Ravindran, Chief Engineer - Centre of Excellence, TAFE
- Mr Christie Fernandez, Founder & CEO, Spoorva EV India Pvt Ltd
- Mr Anand Pitchaikani, Managing Director, South Asia, Modelon Engg Pvt Ltd
- Prof. S A Sundaresan, Prof. of Practice, Dept of Engg Design, IIT Madras
- Mr K Barathan, Managing Director, Ozotec Automobile Pvt Ltd
- Mr D Gunasekaran, AGM-Plant Head, COSMO Instrument India Pvt Ltd
- Mrs T P Sivasankari, Founder, AR4 Tech Pvt Ltd
- Mr A Sasikumar, Head-Powertrain, VDV, Jeyam Automotives Pvt Ltd
- Mr V Sudhakar, Managing Director, Surya Batteries Pvt Ltd
- Dr C S Nandakumar, Senior Technology Expert, BOSCH
- Mr P Prasanthkumar, Chief Technical Consultant, Haritha Mobility Solutions
- Mr Ananda A Prakasam, Senior Principal Engineer, Cadence Design Systems
- Ms Kalaivani N, Managing Director, WIEV Energik Pvt Ltd
- Mr Suresh Babu, Business Development Head, DEGSON Technology Co Ltd
- Mr Hitender Vigamal, Head Sales & Strategy, MAK E-Mobility Solutions
- Dr C Carunaiselvane, Asst Prof. Dept of Automobile Engg, SRM Institute
- Mr Ramesh G, Regional Head - South, ASDC

scan to register




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Last date of registration

15 June 2026

MEDIA PARTNERS




 For Speaker Slot / Sponsorship
Mr Manoharan
+91 99430 09060

 For More details
+91 88258 96298

Events Planned – August, 2026

ELECTROTEC 2026 – “Renewable Energy & Electric Vehicle Expo 2026”

21-24 August, 2026. Electrotec 2026 is organised by CODISSIA and SSEM is one of the “Supported by” of the RE & CODISSIA EV Expo.

CODISSIA Trade Fair Complex : Coimbatore



RE VEHICLE EXPO 2026

(An Event of CODISSIA Intec Technology Centre)

Organised by



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21st - 24th August 2026

**CODISSIA Trade Fair Complex
Coimbatore, Tamil Nadu, India**

A Fair Exclusively For
E - Vehicles

Parallel Events

Elektrotec 2026

An Exhibition for Electrical, Industrial Electronics and Renewable Energy



**RENERGY 2026
COIMBATORE**

An Exhibition with Emphasis on Sustainable Energy



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Sustainable Realities
For The Future!

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Members Enrolled - May, 2026



AR4 TECH

– Lifetime Member (Industry)



E-LINKS

– Annual Member (Industry)

Members Enrolled - May, 2026



AR4 TECH

AR4 TECH specializes in offering top-notch OEM/ODM, electric, and solar-powered vehicles, as well as their parts. By developing hybrids or complete EV conversion kits for them, the company primarily focuses on converting existing Gas-powered 2-wheelers and cars into electric powered technology.

- ❖ **EV conversion for 2W / 3W / 4W**
- ❖ **EV motor and controller repair**
- ❖ **EV conversion kit and spares sales**
- ❖ **EV related Trainings**

Members Enrolled - May, 2026



E - LINKS

E-LINKS

Empowering Tomorrow with Innovative Electrical Solutions and Renewable Energy

About Us

E-LINKS, is a leading provider of cutting-edge electrical products and renewable energy solutions. Established in 2013, our mission is to drive sustainable progress by delivering high-quality, efficient, and eco-friendly technologies. Headquartered in [City, Country], we serve clients across [Region/Global], combining innovation, reliability, and customer-centricity.

Vision

To become a global leader in electrical and renewable energy solutions, empowering communities with sustainable and innovative technologies.

Mission

To provide superior-quality products and services that meet the evolving needs of our customers while fostering a greener and more sustainable future.

Our Expertise

Electrical Products

- Switchgear and control systems
- Circuit breakers and panel boards
- Wiring devices and accessories
- Energy-efficient lighting solutions

Renewable Energy Solutions

- Solar power systems (residential, commercial, and industrial)
- Wind energy installations
- Energy storage and battery systems
- Electric vehicle (EV) charging stations

Members Enrolled - May, 2026



E - LINKS

Core Values

Innovation: Embracing new technologies to stay ahead.

Sustainability: Commitment to environmentally friendly practices.

Quality: Ensuring excellence in every product and service.

Customer Focus: Building long-term relationships through exceptional service.

Our Services

Custom design and installation of renewable energy systems

Maintenance and support for electrical and energy solutions

Consultation and feasibility studies for sustainable energy projects

Retrofitting and upgrading of existing electrical systems

Key Projects and Achievements

Installed 2MW solar farms in Different Location.

Successful implementation of smart energy systems.

Why Choose Us?

Experienced team of engineers and technical experts

High-quality, certified products from trusted manufacturers

Commitment to sustainability and reducing carbon footprints

Tailored solutions to meet unique customer needs

Contact Us

Address: New No.52, Ansari Street, Coimbatore.

Phone: +91 9940499505

Email: sales@elinks.in

Website: www.elinks.in

Let's Build a Sustainable Future Together!

E-LINKS is here to power your dreams with innovative electrical products and renewable energy solutions. Contact us today to explore how we can transform your energy needs.



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

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