

INDIA EV CONCLAVE

AUTOCAR professional

IN
ASSOCIATION
WITH

TAMIL NADU
STATE PLANNING
COMMISSION



Guidance
INVEST INNOVATE CREATE
TamilNadu 



November 21, 2023 at The Leela Palace, Chennai
Post Event Report

Platinum Partners



INTERNATIONAL
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PERFORMANCE MATERIALS



Envalor
Imagine the Future



Under the leadership of



M. K. Stalin
Chief Minister,
Tamil Nadu



Overview

The inaugural Autocar Professional **India EV Conclave**, convened as a pivotal platform aligned with the Government of Tamil Nadu's vision of Tamil Nadu as the EV capital of India.

Esteemed auto industry leaders, policymakers, and stakeholders engaged in insightful panel discussions and technical sessions, strategizing sustainable growth and fostering crucial partnerships.

With a focus on policy frameworks, market trends, technological advancements, and investment prospects, the Conclave aimed to drive knowledge exchange and collaborative initiatives in line with the Tamil Nadu Government's objectives for a robust electric mobility ecosystem.



Keynote Address by Dr. TRB Rajaa

Minister for Industries, Industry Promotion & Commerce Department,
Tamil Nadu Government

Special Addresses



Mr. V Vishnu IAS,
MD & CEO, Guidance
Tamil Nadu



Mr. V Arun Roy IAS, Secretary
to Government, Industries,
Investment Promotion &
Commerce Department,
Tamil Nadu Government



Dr. J Jeyaranjan, Vice
Chairman, State
Planning Commission,
Tamil Nadu Government

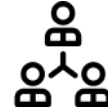
Conclave Highlights



Industry Insights



Case Studies



Networking Opportunities



Expert Perspectives



New Partnerships



Future Outlook

30+
Speakers

6
Panels

6
Technical Sessions

300+
Attendees

Power-Packed Panels

Evolution of India's EV Landscape



Shailesh Chandra
MD, **Tata Motors**
Passenger Vehicles
& TPEML



Balbir Singh
Dhillon, Head,
Audi India



Rahul Bharti,
Executive Director,
Maruti Suzuki India



Aditya Jairaj
Deputy MD,
Stellantis India

Building the Supply Chain



Dhanendra Nagwanshi,
Global Electrification
Leader, **SABIC USA**



Vivek Vikram Singh
MD and Group CEO,
SONA Comstar



Ravi Chidambar
CEO, **Tata**
AutoComp Systems



Nileshkumar Kukalyekar
Regional Commercial
Director - India, Middle
East & Africa,
Envalor India

Two-Wheelers Leading the EV Charge



Eric Vas
President - EVs
Bajaj Auto



Vinay Harne
Advisor - Technology,
TVS Motor Company



Ravneet Phokela
Chief Business Officer
Ather Energy



Sanjay Behl
CEO & ED,
Greaves Electric
Mobility

Power-Packed Panels

Policy Enablers and Regulatory Impact



Nitin Sheth
CEO, New Mobility,
Reliance Industries



Sachin Shilavat President
& Head OEM and
Automotive Alliances,
**Reliance General
Insurance**



V Vishnu IAS
MD & CEO
Guidance Bureau



Gopala Krishnan CS
CMO,
Hyundai Motor India

Transformation of Last-Mile Mobility



Suman Mishra
MD & CEO, **Mahindra
Last Mile Mobility**



Amitabh Saran
Founder & CEO
**Altigreen
Propulsion Labs**



Kalyan Kumar Paul
MD,
TI Clean Mobility



Mahesh Babu
CEO - Global,
Switch Mobility

Strengthening EV Charging Infrastructure



Virendra Goyal
Head BD - EV Charging,
Tata Power



Arjun Singh
Founder,
HopCharge



Karthikeyan
Palanisamy
Co-Founder & CEO,
Zeon Charging

Technical Sessions

Future-ready
Mobility
Materials



Sanjay Singh
Strategic Marketing &
OEM Leader, **ASCEND
Performance Materials**

Thermal
Management
In EVs



Basil Siddeeqi
MD, **Alkraft
Thermotechnologies**

Disrupting
EV Battery
Systems with
Thermoplastic



Ajith Babu
Account Manager -
Technical,
SABIC

Providing Raw
Material
Solutions for
Manufacturing



Dakshit Agarwal
CEO, **International
Trading
Corporation**

EV Vehicle for
Fire Fighting
Solutions



Jaideep Wadhwa
MD, **Sterling
GTake E-Mobility**

Building the
Future with
Technology



Unnikrishnan Nair PM,
MD
**Anlon Technology
Solutions**

+ **A Concurrent Roundtable** on Standards for Safe, Secure, Sustainable Indian EV Ecosystem



“We are in the process of developing a green hydrogen hub. If we have a robust EV charging infrastructure, then the transition from fossil-fuel dependency to green energy sources and renewables will benefit all.”
Dr TRB Rajaa, Minister of Industries, Investment Promotion & Commerce Department, Tamil Nadu Government

“The long-term story of battery electric vehicles is not a choice. It is imperative because all the nations have signed for net carbon zero. The same pressure is on all OEMs. There is no choice. It is only a matter of how fast this is going to happen.”

Shailesh Chandra, MD, Tata Motors Passenger Vehicles & TPEML



“95% of the market is not into the electric vehicle space. The people who attempt to discover electric vehicles are in one frame. There are a lot of people sitting on the other side, and to unlock them you need multiple offers – price point-wise, motivation-wise – and that is what fuels the market.” - **Ravneet Phokela, Chief Business Officer, Ather Energy**



“Subsidy should continue for a predictable amount of time. It cannot be up and down. So if there is a certain consistency and subsidy is there for a certain longer period, then all the research and development will be in the right direction.”

Vinay Harne, Advisor, Technology, TVS Motor Company

“The EV ecosystem is evolving and the industry is collectively making significant investments to create the supply chain, which is going to take time as we are still in the early stages of EV adoption in India.”

Suman Mishra, MD and CEO, Mahindra Last Mile Mobility



“Electric mobility has to be a marathon, not a sprint. All of us have to be patient. We have to have sustainable actions in place including from manufacturers, charging infra companies and the government.”

Balbir Singh Dhillon, Head, Audi India

High-caliber Attendees

TATA MOTORS
Connecting Aspirations

DAIMLER TRUCK



SIEMENS



MARUTI SUZUKI



High-caliber Attendees



High-caliber Attendees



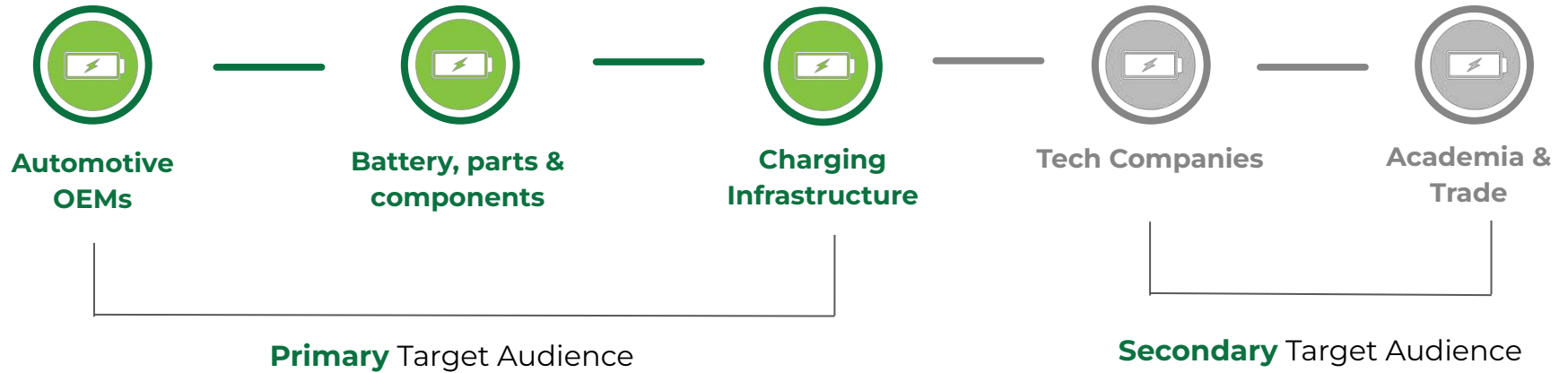




Short Teaser

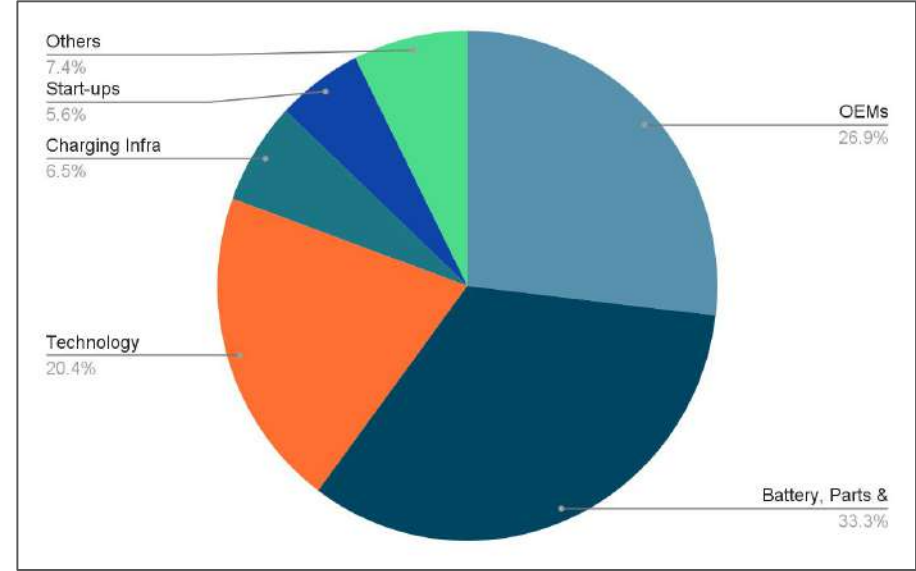
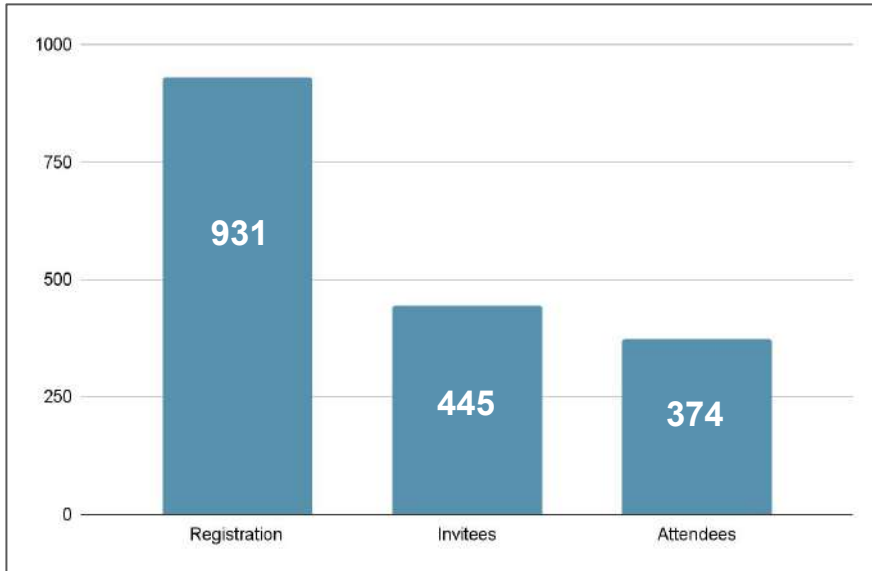
Click to Watch

Target Audience



Registration & Attendees

#IndiaEVConclave was an invite-only event with capped event attendees.



User Registers

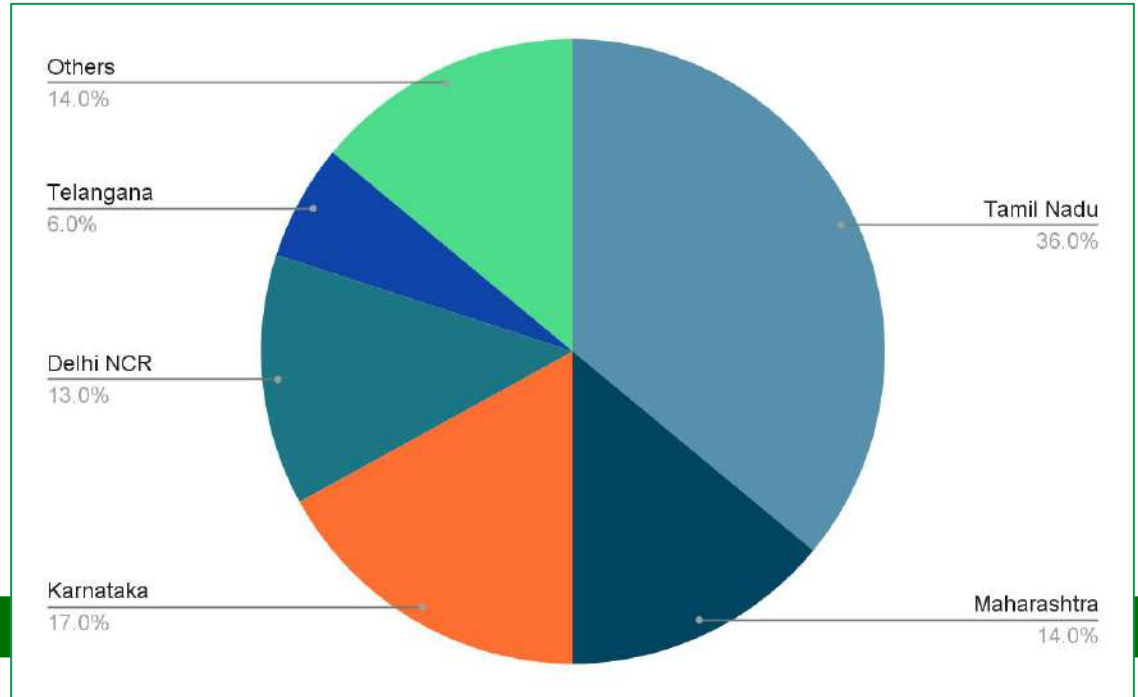
Autocar Professional team runs an eligibility check

Followed by a double tele-verification process

User gets a confirmation email

Attendees from across India

Industry professionals from across India converged at the #IndiaEVConclave, reflecting a gathering exclusively composed of key stakeholders, decision-makers, and experts within the electric vehicle sector, ensuring a focused and specialized participation



Event Promotions

#IndiaEVConclave hashtag was extensively used throughout the online campaign.

Pre-Promotions

- Consolidated **Microsite** consisting of key addresses, speakers, panel topics and registration form
- **Social Media** - LinkedIn, X and Facebook coverage
- **Paid Marketing** - LinkedIn identified as the primary platform keeping in mind the target audience
- **Print Ads** coverage in two editions in Autocar Professional magazines November editions
- **Email and SMS marketing**
- **Web Articles** about event-specific with redirection to the microsite

Event Coverage

- **Social Media**
 - Live Tweets
 - LinkedIn posts
- **TV Coverage**
- **Resharing** key personality posts on LinkedIn

Post Promotions

- **Special edition** of India EV Conclave in December 1 issue of Autocar Professional
- Social Media amplification of the event on Facebook, X and LinkedIn across video and static post format
- Interview bytes of power-packed speakers on **YouTube**
- **Web Articles** on autocarpro.in

Key Performance Metrics

The outreach for #IndiaEVConclave achieved remarkable success, evidenced by substantial engagement across various platforms. Key performance indicators included robust attendee registration, heightened social media impressions, elevated website traffic, increased interaction rates on live coverage, and a notable surge in engagement through email, SMS, and print mediums



Social Media

279,348**

Impressions

3.55%**

Engagement



Website

102,723**

Article Views

16,750

Unique Visitor



Email

1.02%

CTR



SMS

5.56%

CTR

**Data includes pre-promotions and event coverage only.

**Social Media coverage includes pre-promotions and event coverage.

Print Ads

Autocar Professional
November 1 and
November 15 editions

November 21, 2023
The Leela Palace,
Chennai

REGISTER



INDIA EV CONCLAVE

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ELECTRIFYING TOMORROW

Navigating the EV transition

- ‡ Evolution of India's EV landscape
- ‡ Two-wheelers leading the EV charge
- ‡ Building the EV supply chain in India
- ‡ Policy enablers and regulatory impact
- ‡ Transformation of last-mile mobility
- ‡ Strengthening EV charging infrastructure

KEYNOTE ADDRESS



Dr. TRB Rajas
Minister of Industries,
Investment Promotion & Commerce,
Govt. of Tamil Nadu

SPEAKERS

 Uthay Kim MD, Hyundai Motor India	 Sudesh Chandra MD, Tata Motors Research & Vehicle	 Bharat Singh Shilpa Head, Autodesk	 Ajay Jain Deputy MD, Bharat Forge	 W. Viswanath President, Mahindra Group	 K. N. Sudhakrishnan Director & CEO, TCS Motor Company	 Srinivas President - Electric Vehicles, Bajaj Auto
 Rahul Shrivastava Executive Director, Mahindra Suzuki India	 Vishwanath Country Head & Executive VP, Toyota Kirloskar Motor	 Vivek Vaidyanathan MD & Group CEO, Sona Comstar	 Rishi Shrivastava CEO - New Mobility Business Division	 Tirthu. V. Vishnu MD, Ola Electric	 Suman Mishra MD & CEO, Mahindra Last Mile Mobility	 Kalyan Kumar Paul MD, Pi CleanMobility
 Mahesh Babu CEO, Ola Electric Mobility	 Ajay Singh President, Horsepower	 Rajesh Lohani Former Minister, Govt. of Tamil Nadu	 Anil Roy In-charge Minister, Govt. of Tamil Nadu	 Karthikeyan President, Co-Founder & CEO, Zion Charging	 Sanjay Singh Strategic Advisor & Performance Specialist	 Dhananjay Senior Director, Lead, U.S. & APAC, USA

November 21, 2023
The Leela Palace,
Chennai

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INDIA EV CONCLAVE

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TAMIL NADU
STATE PLANNING
COMMISSION



Guidance
TamilNadu



5
TAMIL NADU
STATE PLANNING
COMMISSION



Under the Leadership of
M. K. Stalin
Chief Minister,
Tamil Nadu

You are cordially invited to
The India EV Conclave

Theme:
Electrifying Tomorrow:
Navigating the EV Transition

Tuesday, November 21 | The Leela Palace, Chennai

REGISTER NOW



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Magazine Coverage

December 1 edition

COVER STORY

Tamil Nadu's EV policy drives ecosystem integration

The efforts indicate the state's understanding of the interconnectiveness of various elements contributing to the growth of the EV sector, including infrastructure, policies, and market dynamics, writes **Shahib Aidi**

The Ministry of Road Transport and Highways has set ambitious targets for the adoption of electric vehicles (EVs) in India with specific goals for different vehicle segments. By 2030, the ministry aims for 30 percent of cars on roads, 20 percent of two-wheelers, and 10 percent of heavy-duty vehicles, with a target of 100 percent for all segments by 2040. As a government action plan to the country, Tamil Nadu (TN) has taken a significant step in accelerating this vision.



Families, including Tamil Nadu Minister for Industries, Investment Promotion and Commerce, are seated at the India EV Conclave that was held in Chennai on November 21.

By launching a special initiative called 'Policy Buddy' and 'EV Buddy' as part of the India EV Conclave, the government has taken a significant step to address the challenges of EV adoption and support a comprehensive approach towards accelerating EV adoption in the state. Additionally, the EV Conclave also showcased the state's commitment to the implementation of the EV policy with the state of Tamil Nadu as a prominent feature in the state. Additionally, the EV Conclave also showcased the state's commitment to the implementation of the EV policy with the state of Tamil Nadu as a prominent feature in the state.



When an investor makes a bid, that gives the bank lots of work.
Dr. T.R. Bala
Minister for Industries, Investment Promotion and Commerce, Government of Tamil Nadu

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INDIA EV CONCLAVE

IN CONVERSATION

'Our ambition is to make Tamil Nadu the R&D capital of India, if not Asia'

Dr. T.R. Bala, Tamil Nadu's Minister for Industries, Investment Promotion and Commerce shares plans to catapult the state as the country's top Research and Development hub. **Amal Vijay M** reports



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IN CONVERSATION

EV Conclave



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Microsite on autocarpro.in

A dedicated microsite was crafted exclusively for the India EV Conclave, serving as a centralized hub for information, registration, and updates, offering attendees a streamlined and immersive experience tailored specifically for the #IndiaEVConclave, enhancing accessibility and engagement for participants.

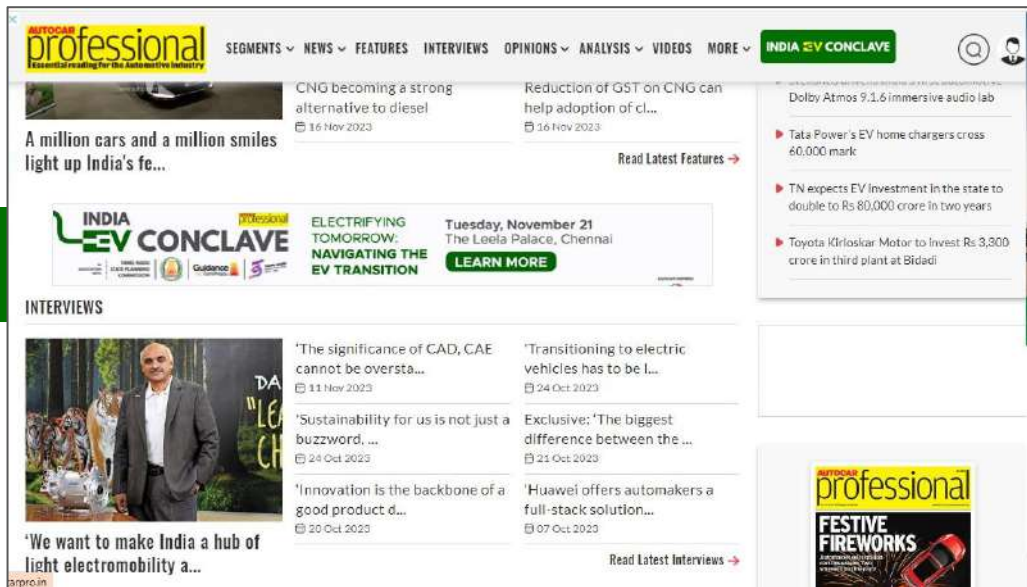


www.autocarpro.in/india-ev-conclave



Web Banners

Web banners were strategically positioned on autocarpro.in, and they played a pivotal role in reaching specialized audience i.e. deeply engaged in the automotive industry, effectively amplifying visibility and interest in the #IndiaEVConclave from targeted and relevant visitors.



Social Media

Pre-promotions on LinkedIn, X and Facebook were implemented to generate buzz, captivating audiences' interest ahead of the event, thereby creating a compelling narrative and fostering engagement among targeted communities.



Social Media in real-time

Live coverage was strategically conducted on Facebook, X, and LinkedIn to maximize outreach and engagement, fostering real-time interaction and broadening the event's global visibility among varied audiences.

Autocar Professional · 4 d · 🌐

Tamil Nadu is in the process of developing a green hydrogen hub, and is looking to increase its installed energy capacity from 50% to 75%, says Dr TRB Rajaa, Tamil Nadu Minister for Industries, Investment Promotion and Commerce Department bit.ly/3ur9dJN



INDIA EV CONCLAVE professional

TAMIL NADU INVESTMENT PROMOTION AND COMMERCE DEPARTMENT

Guidance Tamil Nadu

"We are also in the process of developing a green hydrogen hub. If we also have a robust EV charging infrastructure, the transition from fossil-fuel dependency to green energy sources and renewables will benefit all."

Dr. TRB Rajaa,
Minister of Industries,
Investment Promotion & Commerce Department,
Government of Tamil Nadu

Autocar Professional @autocarpro · Nov 22

Tamil Nadu state government has outlined plans for a roughly five-fold increase of its 400-odd charging state to touch 2000 charging stations by the end of FY25 bit.ly/3QYn41Q



Guidance Tamil Nadu and 6 others

🗨️ 🔄 ❤️ 10 📊 968 📌 📤

Autocar Professional

73,608 followers
5d · 🌐

We must not look at electrification merely as an ICE-to-EV transition, said V Arun Roy, Secretary to Government, Industries, Investment Promotion and Commerce Department, Tamil Nadu Government, at the India EV Conclave organised ...see more



YouTube

Watch the entire panel sessions from the India EV Conclave 2023, where visionaries converge to navigate the landscape of sustainable mobility.

<https://www.youtube.com/@AutocarProfessional/videos>



Panel Discussion | Strengthening EV Charging Infrastructure

67 views • 2 days ago



Panel Discussion | Two-wheelers Leading the EV Charge

5.4K views • 3 days ago



Panel Discussion | Transformation of Last-Mile Mobility | India EV...

3.1K views • 6 days ago



Panel Discussion | Building the EV Supply Chain in India | India EV...

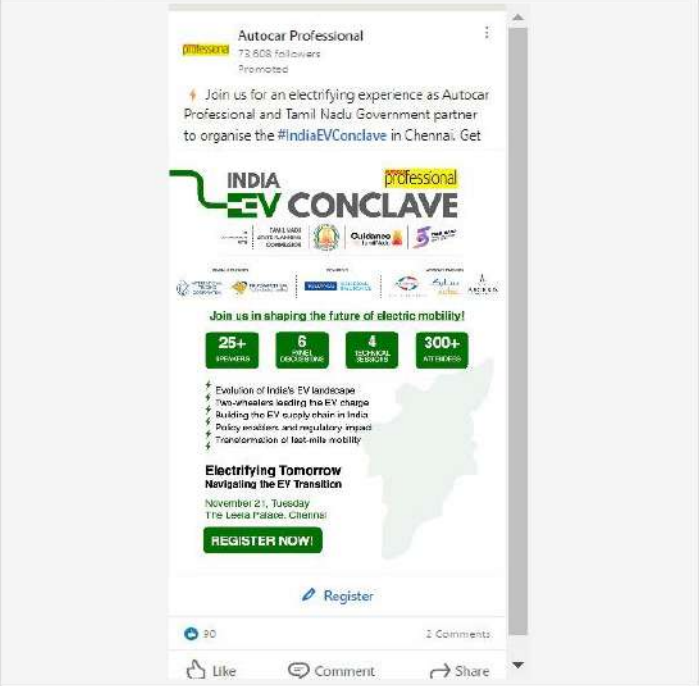
4.7K views • 9 days ago

Lead Generation

LinkedIn ads were utilized for the #IndiaEVConclave to precisely target industry professionals, decision-makers, and stakeholders within the EV sector, ensuring focused outreach and engagement among a relevant set of audience.

View content

Actual ads shown in Feed will not be cropped or altered



The screenshot shows a LinkedIn advertisement for the 'India EV Conclave Professional' event. The ad is from the page of 'Autocar Professional', which has 73,608 followers and is a promoted post. The main text of the ad invites users to join for an electrifying experience as Autocar Professional and Tamil Nadu Government partner to organize the #IndiaEVConclave in Chennai. Below the text is a large graphic for the event, featuring the title 'INDIA EV CONCLAVE Professional' and a list of sponsors including 'TAMIL NADU GOVT. GREEN CORRIDOR COMMISSION', 'Oudizmo EV-FAIR', and '5G'. The graphic also lists '25+ Speakers', '6 PANEL DISCUSSIONS', '4 TECHNICAL SESSIONS', and '300+ ATTENDEES'. A list of topics to be discussed includes 'Evolution of India's EV landscape', 'Tech-universities leading the EV charge', 'Building the EV supply chain in India', 'Policy enablers and regulatory impact', and 'Transformation of last-mile mobility'. The event is scheduled for November 21, Tuesday, at The Lexia Palace, Chennai. A 'REGISTER NOW!' button is prominently displayed. At the bottom of the ad, there are 90 likes and 2 comments. The interface includes a 'Register' button and social media interaction icons for Like, Comment, and Share.

Autocar Professional
73,608 Followers
Promoted

Join us for an electrifying experience as Autocar Professional and Tamil Nadu Government partner to organise the #IndiaEVConclave in Chennai. Get

INDIA EV CONCLAVE Professional

TAMIL NADU GOVT. GREEN CORRIDOR COMMISSION | Oudizmo EV-FAIR | 5G

Join us in shaping the future of electric mobility!

25+ SPEAKERS | 6 PANEL DISCUSSIONS | 4 TECHNICAL SESSIONS | 300+ ATTENDEES

- Evolution of India's EV landscape
- Tech-universities leading the EV charge
- Building the EV supply chain in India
- Policy enablers and regulatory impact
- Transformation of last-mile mobility

**Electrifying Tomorrow
Navigating the EV Transition**

November 21, Tuesday
The Lexia Palace, Chennai

REGISTER NOW!

Register

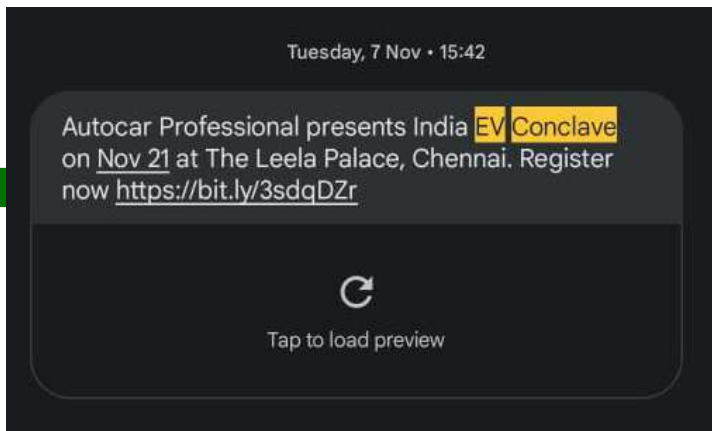
90 2 Comments

Like Comment Share

The display of your ad may vary from this view based on device, system preferences, and other factors.

Other Communications

SMS and emailers served as additional channels for outreach, facilitating direct communication with an EV-specific audience, and ensuring comprehensive coverage to inform, engage, and invite participation.



Extensive coverage on autocarpro.in / autocarindia.com

The comprehensive post-event coverage on the website encapsulated the highlights, discussions, and innovations showcased at the India EV Conclave, providing in-depth insights and a lasting repository of industry advancements.

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Maruti Suzuki focused on fundamentals of EVs over hype, will make in India for the world, says ED, Rahul Bharti

With a commitment of Rs 10,000 crore for the electric vehicle business, Maruti Suzuki will be coming out with its first electric vehicle and the construction of its battery facility is already in the works.

By Radhika Dave and Ketan Thakkar | 27 Nov 2023 | 6750 Views

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<https://www.autocarpro.in/news/maruti-suzuki-focused-on-fundamentals-of-evs-over-hype-will-make-in-india-for-the-world-says-ed-rahul-bharti-117950>

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Home News TN expects EV investment in the state to double to Rs 80,000 crore in two years

TN expects EV investment in the state to double to Rs 80,000 crore in two years

The government plans to launch an EV Portal, which will integrate all charging stations in the state.

By Amit Vijay M and Kiran Murali | 21 Nov 2023 | 10835 Views

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<https://www.autocarpro.in/news/tn-expects-ev-investment-in-the-state-to-double-to-rs-80000-crore-in-two-years-117861>

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HOW TATA MOTORS DRIVES DESIGN INNOVATION THROUGH SIMULATION DRIVEN RAPID DESIGN ITERATION

Webinar | December 12 | 4:30 P.M.

Home News 'Data is a key driver of the EV transition': Amitabh Saran

'Data is a key driver of the EV transition': Amitabh Saran

The founder of the electric three-wheeler start-up Altgreen is bullish about the power of data to enable interactions between various stakeholders in the EV ecosystem, including financiers which are leveraging it to offer customised B2C lending schemes for EV customers.

By Mayank Dhingra | 24 Nov 2023 | 3634 Views

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<https://www.autocarpro.in/news/data-is-a-key-driver-of-the-ev-transition-amitabh-saran-117919>

Extensive coverage on autocarpro.in / autocarindia.com

professional SEGMENTS ▾ NEWS ▾ FEATURES ▾ INTERVIEWS ▾ OPINIONS ▾ ANALYSIS ▾ VIDEOS ▾ MORE

HOW TATA MOTORS DRIVES DESIGN INNOVATION THROUGH SIMULATION DRIVEN RAPID DESIGN ITERATION

Webinar | December 12 | 4:30 P.M.

Home ▾ News ▾ 'If we remove EV subsidy, we will derail the adoption': Mahesh Babu

'If we remove EV subsidy, we will derail the adoption': Mahesh Babu

With the government having a second look at reintroducing the FAME subsidy in its third iteration by April 2024, the industry is of the belief that incentives must continue at least until the nation achieves a double-digit penetration across vehicle categories.

By Mayank Dhingra 25 Nov 2023 1410 Views

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<https://www.autocarpro.in/news/if-we-remove-ev-subsidy-we-will-derail-the-adoption-mahesh-babu-117925>

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HOW TATA MOTORS DRIVES DESIGN INNOVATION THROUGH SIMULATION DRIVEN RAPID DESIGN ITERATION

Webinar | December 12 | 4:30 P.M.

Home ▾ News ▾ TN to develop green hydrogen hub, increase installed energy capacity from 50 to 75%

TN to develop green hydrogen hub, increase installed energy capacity from 50 to 75%

Tamil Nadu is among the few states with a future-ready EV policy, the minister stated.

By Autocar Pro News Desk 22 Nov 2023 1303 Views

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<https://www.autocarpro.in/news/tn-to-develop-green-hydrogen-hub-increase-installed-energy-capacity-from-50-to-75-117886>

professional SEGMENTS ▾ NEWS ▾ FEATURES ▾ INTERVIEWS ▾ OPINIONS ▾ ANALYSIS ▾ VIDEOS ▾ MORE

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**TATA MOTORS AND ALTAIR,
WHERE INNOVATION IS UNLIMITED**

Home ▾ News ▾ 'Electrification is a global opportunity for India': KK Paul of TI Clean Mobility

'Electrification is a global opportunity for India': KK Paul of TI Clean Mobility

Robustness of supply chain to meet the EV industry's QCD requirements, as well as the foray of technology-led start-ups in the EV ecosystem is set to streamline the ecosystem and accelerate EV adoption in India while giving it a global opportunity.

By Mayank Dhingra 25 Nov 2023 3399 Views

Share - [f](#) [t](#) [in](#) [whatsapp](#)



<https://www.autocarpro.in/news/electrification-is-a-global-opportunity-for-india-kk-paul-of-ti-clean-mobility-117933>

Extensive coverage on autocarpro.in / autocarindia.com



<https://www.autocarpro.in/news/ev-transition-is-a-marathon-govt-support-needed-for-a-decade-%E2%80%93-balbir-dhillon-head-audi-india-117986>



<https://www.autocarpro.in/news/tamil-nadu-to-see-five-fold-increase-in-charging-stations-by-2025--117884>



<https://www.autocarpro.in/news/transition-to-bev-not-a-choi-ce-an-imperative-tata-motors-on-course-for-50-penetration-by-2030-says-shailesh-chandra-117989>

External Media Coverage (Earned Media)

External media extensively covered the #IndiaEVConclave, showcasing its industry significance, amplifying its reach.



The Indian Express

<https://www.newindianexpress.com/states/tamil-nadu/2023/nov/22/tamil-nadu-to-have-own-vehicle-scrappage-policy-soon-2635057.html>



Business Standard

https://www.business-standard.com/industry/auto/tamil-nadu-to-see-investment-of-rs-50-000-crore-in-ev-sector-by-2025-123112100665_1.html



Money Control

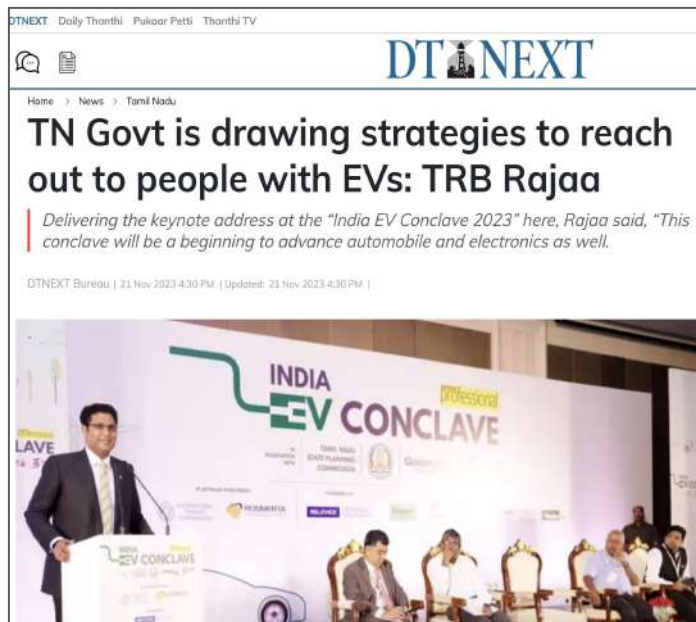
<https://www.moneycontrol.com/news/business/70-of-electric-2-wheelers-sold-in-country-are-manufactured-in-tamil-nadu-tn-govt-11783041.html>

External Media Coverage (Earned Media)



Industrial Economist

<https://industrialeconomist.com/india-ev-conclave-2023/>



DT Next

<https://www.dtnext.in/news/tamilnadu/tn-govt-is-drawing-strategies-to-reach-out-to-people-with-evs-trb-rajaa-749784>



Times Drive

<https://www.timesnownews.com/auto/electric-vehicles/plenty-of-ev-subsidies-on-offer-says-tn-industries-minister-article-105424075>

External Media Coverage (Earned Media)

Tamil Nadu in process of developing green hydrogen hub, says Industries Minister Rajaa

The Tamil Nadu minister said that the electric vehicle sector would get tremendous visibility during the forthcoming Tamil Nadu Global Investors Meet to be held in January next year.



Reported By: PTI

New Delhi

Updated on: November 23, 2023 16:03 IST



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Tamil Nadu to come out with a scrapping policy to encourage EV adoption: Industries Minister TRB Rajaa

Rajaa pointed out that the state's EV adoption is a little slow also because of range anxiety.

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Updated Nov 21, 2023, 5:08 PM IST

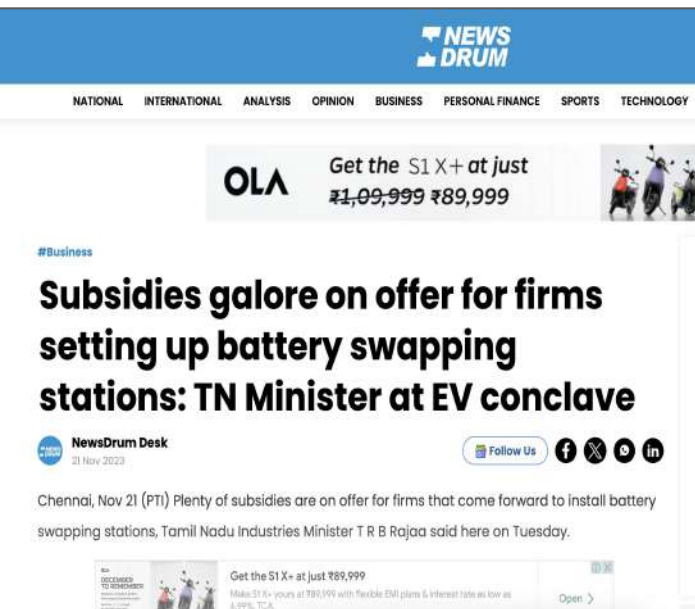
India TV

<https://www.indiatvnews.com/tamil-nadu/news-industries-minister-rajaa-on-developing-green-hydrogen-hub-electric-vehicle-conclave-mk-stalin-latest-news-2023-11-23-904092>

Business Today

<https://www.businesstoday.in/technology/news/story/tamil-nadu-to-come-out-with-a-scrapping-policy-to-encourage-ev-adoption-industries-minister-trb-rajaa-406556-2023-11-21>

External Media Coverage (Earned Media)



The screenshot shows the News Drum website. At the top, there is a navigation bar with categories: NATIONAL, INTERNATIONAL, ANALYSIS, OPINION, BUSINESS, PERSONAL FINANCE, SPORTS, TECHNOLOGY. A prominent advertisement for OLA is displayed, offering a S1 X+ at a price of ₹1,09,999, down from ₹89,999. The main article headline reads: "Subsidies galore on offer for firms setting up battery swapping stations: TN Minister at EV conclave". The article is attributed to NewsDrum Desk and dated 21 Nov 2023. The text of the article states: "Chennai, Nov 21 (PTI) Plenty of subsidies are on offer for firms that come forward to install battery swapping stations, Tamil Nadu Industries Minister T R B Rajaa said here on Tuesday."

News Drum

<https://www.newsdrum.in/business/subsidies-galore-on-offer-for-firms-setting-up-battery-swapping-stations-tn-minister-at-ev-conclave-1703773>



The screenshot shows the Press Trust of India website. The main article headline is: "Tamil Nadu in process of developing green hydrogen hub: Industries Minister Rajaa". The article is dated Nov 21 2023 11:51PM. The text states: "Chennai, Nov 21 (PTI) Tamil Nadu was leading the green energy transition revolution and was in the process of developing a green hydrogen hub, Industries Minister T R B Rajaa said here on Tuesday. At the India EV Conclave event organised on the theme 'Electrifying Tomorrow: Navigating the EV Transition', he said 50 per cent of installed energy capacity in the state was green and the government was targeting to increase it to 75 per cent. 'Tamil Nadu is leading the green energy transition revolution. The government's commitment and efforts were acknowledged with the 'UN Promotion Award 2023 for Excellence in Scaling Up Energy Transition Investments' at the recent World Investment Forum held in the UAE,' he said. Please log in to get detailed story."

Press Trust of India

<https://www.ptinews.com/news/national/tamil-nadu-in-process-of-developing-green-hydrogen-hub-industries-minister-rajaa/692936.html>

Outlook BUSINESS + MONEY

Subsidies Galore On Offer For Firms Setting Up Battery Swapping Stations: TN Minister At EV Conclave

In his address at the India EV Conclave, held in partnership with the Tamil Nadu government ahead of the Tamil Nadu Global Investors Meet 2024, Rajaa said Tamil Nadu is among the few states with a future-ready EV policy

Business Outlook

<https://business.outlookindia.com/news/subsidies-galore-on-offer-for-firms-setting-up-battery-swapping-stations-tn-minister-at-ev-conclave>

External Media Coverage (Earned Media)





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Chief Minister,
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9:30am onwards
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Dr. TRB Rajaa · 3rd+

Minister for Industries, Investment Promotion & ...

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🌟 Today is an exciting day for us as we showcase Tamil Nadu's #EVsector strengths via the "India EV Conclave 2023", a power-packed event organized in part... see more



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Industry leaders discussed the evolving electric vehicle landscape in India and its impact on last mile connectivity.... see more

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LAST MILE MOBILITY



Our MD & CEO
Ms. Suman Mishra

participated in a panel discussion on
Transformation of Last Mile Mobility at India EV Conclave

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Hormazd Sorabjee · 1st

Editor at Autocar India

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We have a fully 'charged' line-up of speakers for our EV Conclave in Chennai on Nov 21st. A great opportunity to interact with the best minds in the EV space. see more



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Autocar Professional also features regular updates of auto markets in rest of Asia including China and Southeast Asia. And we have some of the world's biggest names in the industry writing for us. In a nutshell, what is delivered to you twice a month is nothing but the best in automotive intelligence.

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Thank you for being a part of the #IndiaEVConclave 2023 — an event that united industry leaders, sparked innovation, and drove forward the future of electric mobility.

Together, we've set the stage for a sustainable and dynamic tomorrow, and we are just getting started. Stay tuned for the post event coverage.