

Tesla Dares BYD & BMW in India's Luxury EV Lane: Competition and Ecosystem Impacts



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With the entry of Tesla, how do you think the premium EV market competition will intensify where players like BMW and BYD are already present?

Yes, obviously, as with their pricing, Tesla is seen competing with the iX1 as well as the i4 from BMW and the Sealion7. More choices are expected to become available to customers in that segment, and it is hoped that the segment will grow, and EV penetration will increase in that price bracket.

How would you see the entry of Tesla, and what impact can it have going forward on the EV ecosystem?

Presumably, investment will also be made by Tesla in the charging ecosystem and fast charging, which can be considered a positive. In addition, the Tesla brand may accelerate EV adoption in some segments, which can only be seen as a good development