

# Tesla dares BYD, BMW in India's luxury EV lane

FROM PAGE 1

based abroad expressed surprise at the unprecedented media turnout for at the showroom, which opens to customers on Wednesday.

"We are here to create the ecosystem to invest in the necessary infrastructure," Tesla senior director Isabelle Fan told reporters. "It will take some time to cover the whole country, but we're going to start with Delhi, Gurugram and Mumbai."

Tesla said it will set up four charging stations each in Mumbai and Delhi-NCR. Early customers also get a free wall charger for home.

For Musk, the world's richest man, Tesla is the first of his businesses to open shop in India. His satellite broadband business Starlink has received approvals for launch, and is waiting for spectrum.

In India, the Model Y will take on BYD's Sealion 7, BMW's iX1 and Mercedes-Benz EQA.

"With their pricing, Tesla is competing with the iX1 as well as i4 from BMW and BYD's Sealion 7. Choices for customers will increase in that segment and hopefully the segment will grow and EV penetration increase in that price bracket," said Subhabrata Sengupta, a partner at Avalon Consulting.

India clocked sales of 107,645 electric passenger vehicles in FY25, up 18% from the previous year. While the number of electric luxury car sales remains small, BYD recorded a 90% jump in sales to



Tesla is one of Elon Musk's first businesses to enter India. AP

3,401, while Mercedes doubled sales to 1,133 units, according to Federation of Automobile Dealership Associations. BMW recorded a 9% increase in electric car sales to 1,550 units.

When a brand like Tesla arrives, it tends to boost the entire segment by drawing curious customers to showrooms, said Puneet Gupta, director at market intelligence firm S&P Global Mobility.

"Due to its premium pricing, Tesla will mainly compete with

brands like BMW and Mercedes. With the strength of its brand, technology and the excitement surrounding its entry, the company is likely to see increased interest as consumers

look to experience something new and something which is global."

However, Tata Motors, Mahindra and Mahindra, Hyundai and MG Motors may be unscathed as their vehicles are sold at lower prices.

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