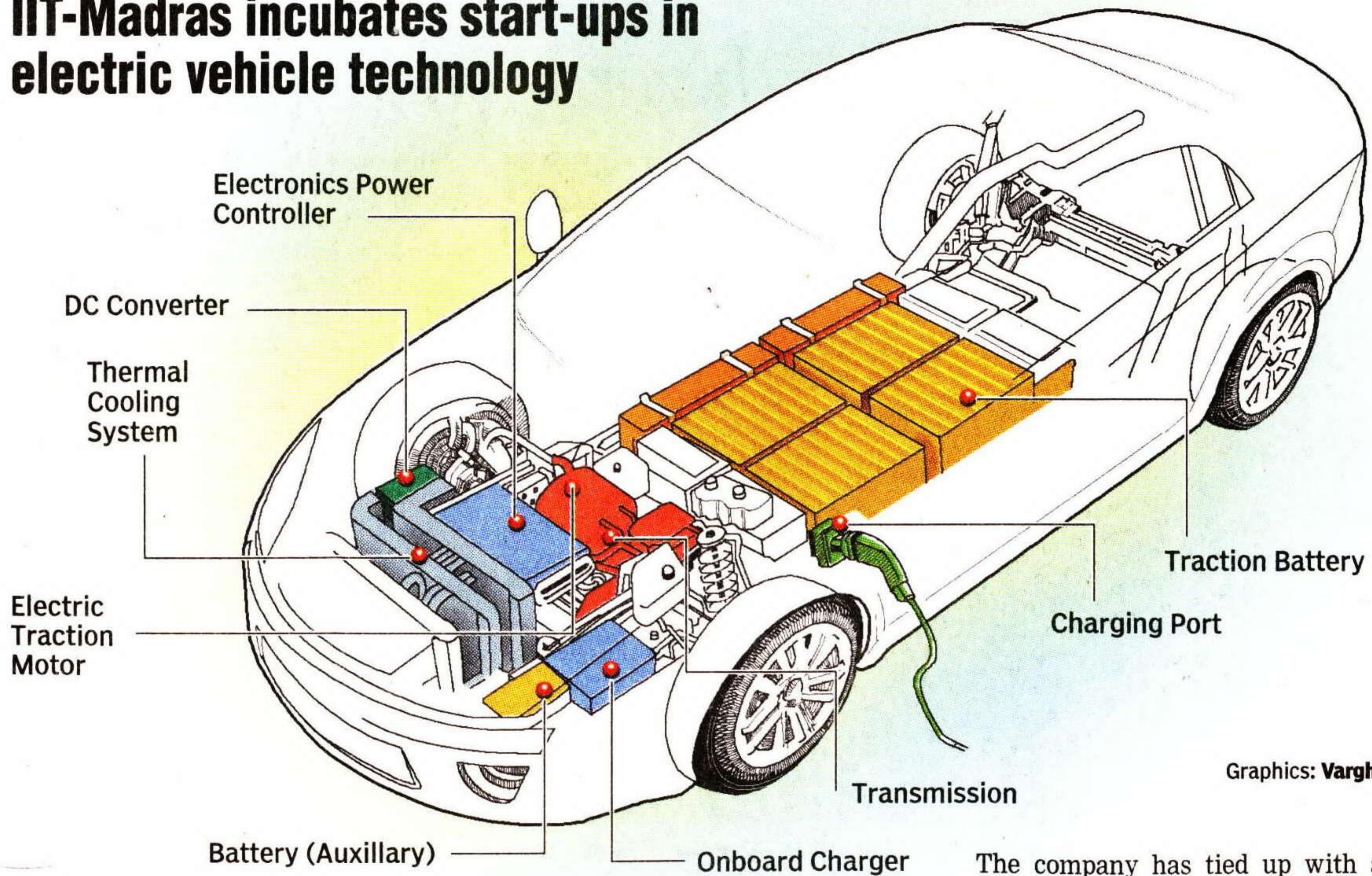


IIT-Madras incubates start-ups in electric vehicle technology



Graphics: **Varghese Kallada**

While big auto makers, including of two-wheelers, are waiting and watching to go full throttle, inspired by the huge success of Tesla, many start-ups in India are turning to be disruptive in order to cash in on the opportunities

eSmito, a start-up being incubated at IIT-Madras, is an early entrant into the emerging EV ecosystem. Another IIT-Madras start-up, Ather Energy, has started taking pre-bookings for their electric scooters to be launched in Chennai and Bengaluru soon. Priced at Rs 1.31 lakh, with a promise that no charging point will be beyond 4-5 km range, they would be managed through a mobile app, with an incentive of free charging for six months

The company has tied up with a number of cafes, malls and pubs, and large corporate complexes visited by youngsters, where charging ports will be set up at parking lots.

A non-Ather EV could charge at Rs 35 per half hour for two-wheelers and Rs 75 for four-wheelers. All Ather EVs will be charged Rs 20 flat.

“Many youngsters, especially girls, may be taken-in by the craze to drive clean-energy, non-pollutant, noise-less, new-generation stylish EVs. Two-wheeler production could switch to EVs by 2023-24,” says Prabhjot Kaur, CEO, C-BEEV, and promoter of eSmito.