

MARKET SHARE FALLS BELOW 45% IN JAN AS MG MOTOR, M&M GAIN

# EV race gets tough for TaMo

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AFTER NEARLY FIVE years of dominating the passenger electric vehicle (EV) market, Tata Motors is now grappling with rising competition from auto-makers such as MG Motor and Mahindra & Mahindra.

In January, Tata Motors' EV retail market share fell below 45%, marking a significant drop from its peak of 95% in early 2022. The company sold 5,109 units out of the total 11,446 EVs retailed nationwide last month, as per Vahan data.

Tata Motors continues to be the segment leader, but with a surge in new EV launches, customers now have more choices, which has been gradually eroding its dominance.

"Tata Motors was an early mover in the market, but its leadership is now being challenged by competitors offering more futuristic, feature-packed vehicles at competitive prices," said Nikhil Dhaka, vice-president, Primus Partners.

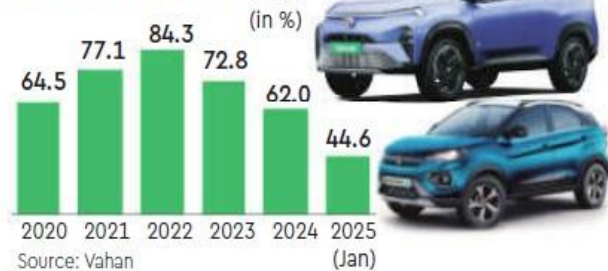
Retail numbers show a clear downward trend. In February 2022, Tata Motors commanded 95% of the EV market. By

## LOSING SPARK

Tata Motors' EV market share in past 6 months (in %)



Year-wise EV market share (in %)



December 2022, it had dropped to 75%. Throughout 2023, the decline continued, and by November 2024, it had plunged below 50%. This steady erosion coincides with an influx of new EV models from rival brands.

For instance, MG Motor has emerged as the biggest beneficiary of Tata Motors' shrinking market share. The firm, which had less than 1% market share in February 2020, commands 38% as of January 2025. The



launch of MG's Windsor EV in September 2024 was a game-changer, helping it surpass Tata's bestsellers. Between September 1 and January 31, MG Motor sold 13,997 Windsor units, significantly outpacing Tata's Nexon EV (7,047 units) and Punch EV (5,708 units), according to company data.

Other brands are also gaining traction. Mahindra's XUV400 and Hyundai's Ioniq 5, launched in early 2023, also chipped away

at Tata's market position. BYD's Seal (March 2023), MG's Comet EV (April 2023) has further accelerated this trend. The upcoming launches of M&M's XEV 9e and BE6, Maruti's e-Vitara, and Hyundai's e-Creta are expected to intensify the battle.

Tata Motors currently offers five EV models — Tiago.ev, Tigor.ev, Punch.ev, Nexon.ev, and Curvv.ev — priced between ₹7.99 lakh and ₹21.99 lakh. In contrast, MG Motor, with only three models Comet EV, ZS EV, and Windsor EV, has gained ground by introducing innovative options such as battery-as-a-service (BaaS), which lowers upfront costs for customers. MG's EVs are priced between ₹7 lakh and ₹26.65 lakh.

"Consumers are looking for advanced features like ADAS, sunroofs, and enhanced safety, along with modern designs, and other players are coming up with new launches offering such features" said an analyst.

While Tata Motors remains a strong player, its ability to respond with innovative, competitive offerings will determine if it can reclaim lost ground or continue to cede market share, said experts.