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Driverless Vehicle

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Meet Ojai

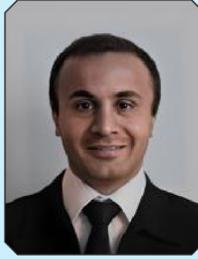


The V2V Revolution

Government Pushes Next-Gen Road Safety Tech



“ V2V and connected safety technologies have the potential to reshape India’s road safety ecosystem by turning vehicles into intelligent partners. Integrated smart systems enable monitoring of driver behaviour, over-speeding, and seatbelt use, while telemetry-driven alerts and fleet immobilisation support real-time accident prevention. Features such as back cameras, seatbelt reminders, and EV battery thermal management enhance reliability across India’s diverse conditions, while connected systems using sensors, GPS, and internet connectivity strengthen traffic management and emergency response. However, adoption faces India-specific challenges, including mixed-traffic conditions, limited driver habituation, infrastructure gaps, and low awareness, which must be addressed through collaboration, standardisation, and awareness-building.



Divya Chandra
MD
Atul Greentech

“ V2V and related safety technologies promise to revolutionize India’s road safety ecosystem, with the government mandating nationwide rollout by end-2026 to slash accidents by up to 80%. Real-time vehicle communication, aiming on braking, blind spots, and hazards will shift us from reactive chaos to proactive prevention on chaotic highways. Yet, challenges like retrofitting 300 million vehicles, ensuring affordability amid diverse incomes, and spectrum interoperability will need to be addressed. Priorities include OEM standards, subsidy for legacy fleets, and public awareness to build trust. This isn’t just tech; it’s a lifeline for safer Indian roads.



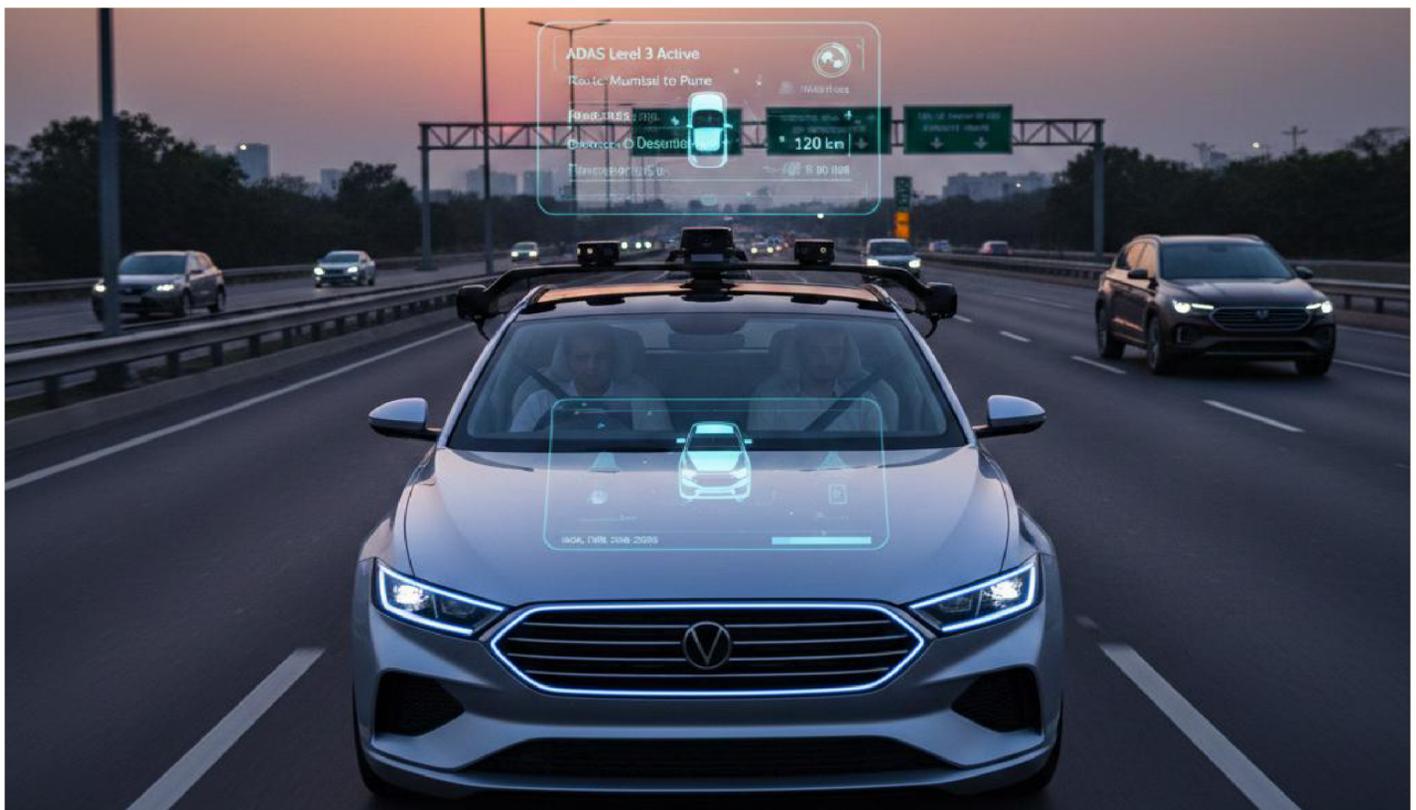
Sachin JKS Haritash,
Founder
Haritash Mobility

“ Vehicle-to-Vehicle communication has the potential to significantly improve road safety in India by addressing nearly 40–45% of accidents that stem from gaps in real-time situational awareness rather than driver intent. In this context, the recent steps taken by the Government of India to advance V2V and connected safety technologies are clearly in the right direction. Scenarios such as rear-end collisions, intersection crashes, wrong-way movements, sudden braking and low-visibility pile-ups—common in India’s mixed traffic—are precisely where V2V can deliver the greatest impact. However, success will depend on a carefully managed transition, ensuring high system reliability, low false alerts, V2I-enabled corridor rollouts, and alignment with global V2X standards to build scale and long-term driver trust.



Pramod Nanjundaswamy
Vice President and
Head of Delivery,
ALTEN INDIA PVT. LTD.

Fleet-led adoption also addresses one of India’s toughest challenges: heterogeneity. By rolling out V2V in controlled fleet environments first, standards, reliability and trust can be established before broader consumer deployment.





The Evolving Expectations of Discerning Car Buyers in India's Burgeoning EV Market

As India's EV market accelerates, discerning car buyers are redefining value through advanced technology, sustainability, and immersive ownership experiences, compelling automakers to rethink products, retail, and relationships in a rapidly evolving mobility landscape, writes **Sachin JKS Haritash**, Founder, Haritash Mobility and Haritash Group

In the dynamic landscape of India's automotive industry, a profound shift is underway. As more electric vehicles (EVs) flood the market, discerning customers are no longer satisfied with mere functionality or fuel efficiency. They demand the pinnacle of technological innovation coupled with an unparalleled experience that spans every stage of the ownership journey—from initial exploration and test drives to booking, delivery, and after-sales support. This evolution is particularly pronounced amid the rapid influx of EVs into India, where the market is projected to grow from US\$3.21 billion in 2022 to US\$113.99 billion by 2029, boasting a staggering compound annual growth rate (CAGR) of 66.52%. By 2025, battery electric vehicle production is expected to nearly triple to 377,000 units from 130,000 in 2024, driven by major launches and supportive policies.

This surge is fuelled by a combination of government initiatives, environmental consciousness, and technological advancements. India's EV sales

rose 20% in 2025 despite global slowdowns, with ambitions to achieve 30% EV penetration by 2030. Luxury segment EVs saw a 66% year-on-year increase to 2,027 units in the first five months of 2025. Projections indicate that battery-powered passenger vehicle production will soar 140% to 301,400 units in 2025, representing 6% of total passenger vehicle output. By 2030, this could reach 1.33 million units, accounting for 20% of production.

Discerning buyers, often urban professionals aged 25–34 who prioritize sustainability and innovation, are at the heart of this transformation. They expect vehicles equipped with cutting-edge features such as AI integration, IoT connectivity, extended range, and rapid charging. However, technology alone isn't enough. In an era where car buying is as much about lifestyle as transportation, customers crave immersive experiences that make the process enjoyable and personalized. This holistic demand is reshaping dealerships, sales strategies, and post-purchase services, especially

as international players like VinFast enter the fray with premium offerings tailored for the Indian market.

As EVs become mainstream—with sales potentially reaching three million units by 2026—automakers must adapt to these elevated expectations to capture market share. This article explores how technology and exceptional experiences are converging in India's EV sector, highlighting innovative approaches that set new benchmarks.

The Surge of Electric Vehicles in India: A Market in Acceleration

India's EV market is accelerating at an unprecedented pace, transitioning from a niche segment to a mainstream force. In 2024, the market was valued at approximately US\$12.09 billion and is projected to reach US\$69.22 billion by 2033, with a 21.40% CAGR. Another estimate pegs it at US\$14.18 billion in 2024, soaring to US\$101.41 billion by 2030 at 38.8% CAGR. This growth is underpinned by government policies such as the FAME II scheme, PM e-DRIVE, and state-level mandates that subsidize purchases, build charging infrastructure, and enforce emission norms, such as Bharat Stage VI.

Two-wheelers and three-wheelers dominate, with EVs comprising about 7.6% of total vehicle sales in 2024, up from negligible figures a decade ago. Passenger cars, however, are catching up: electric car sales neared 100,000 in 2024 (2% market share), with a 45% year-on-year growth in Q1 2025. By 2025, over 2.14 million EVs had been sold, with monthly penetration reaching 4.9% in new-car sales. Key players like Tata Motors, MG Motor, and



Mahindra lead, but global entrants are intensifying competition.

Customer expectations are evolving with this boom. Affordability remains key, but discerning buyers seek vehicles that align with eco-conscious lifestyles. Falling battery costs and improved infrastructure—such as over 100 subsidized charging stations in Mumbai housing societies at INR 5.50 per unit—are addressing range anxiety. Government targets aim for 30–40% two-wheeler electrification and over 50% for three-wheelers by 2030.

Challenges persist: inadequate charging networks, underutilized existing facilities, and awareness gaps hinder adoption. To counter this, policies are shifting from incentives to mandates, focusing on zero-emission vehicles (ZEVs) and geographic saturation in select cities. In 2026, affordable EVs like Maruti Suzuki's e-VITARA are expected to go mainstream, offering ranges up to 543 km and positioning EVs as primary household vehicles.

This market surge underscores that for EVs to thrive, automakers must deliver not just vehicles but ecosystems that prioritize technology and user-centric experiences.

Demanding the Latest in Technology: Beyond the Basics

Discerning car buyers in India are tech-savvy, expecting EVs to incorporate the forefront of innovation. Integration of AI and IoT is reshaping dynamics, enabling predictive maintenance, personalized driving modes, and seamless connectivity. For instance, vehicles now feature advanced driver-assistance systems (ADAS), over-the-air updates, and voice-activated controls that enhance safety and convenience.

Battery technology is a core demand. Buyers seek longer ranges (500+ km) and faster charging, with lithium-iron-phosphate (LFP) batteries gaining traction for affordability and durability. Global forecasts predict EV sales at 23.7 million in 2025, with battery demand exceeding 1 TWh. In India, models like Tata's Harrier EV offer premium features at competitive prices around Rs 22.50 Lakh.

VinFast, a Vietnamese entrant,



exemplifies this with its India-made VF6 and VF7 SUVs, launched in September 2025. Priced from Rs 17.29 lakh to Rs 21.89 lakh, respectively, they boast efficient powertrains, modern designs, and smart tech such as intuitive interfaces. Upcoming models include the Limo Green MPV in February 2026, a 5+2 seater with a 2,840 mm wheelbase, and the compact VF3 for city commutes, priced between Rs 8–10 lakh. Larger options like VF9 and VF8 will follow, expanding choices.

Safety innovations, such as BEV architectures with low centers of gravity and robust battery protection, are non-negotiable. Hybrid options persist, but pure EVs dominate preferences for zero emissions. As consolidation hits the sector in 2025–2026, focus shifts to heavy-duty EVs such as e-buses, which promise greater momentum.

These technological advancements ensure EVs aren't just greener alternatives but superior driving machines, meeting the high standards of India's discerning buyers.

Crafting an Amazing Customer Experience: The Full Journey

Beyond tech, the customer experience is paramount. Discerning buyers view car ownership as a lifestyle choice and expect seamless, hospitality-driven interactions.

Exploration Phase: Digital tools such as virtual showrooms and AR configurators enable remote browsing. Dealerships are evolving into experiential hubs that blend retail with leisure.

Test Drive: Personalized demos highlight EV perks like silent acceleration and instant torque, often in real-world settings to alleviate range concerns.

Booking and Delivery: Streamlined processes with transparent financing, subsidies, and customization options build trust. Delivery ceremonies turn handover into memorable events.

After-Sales: Comprehensive warranties, mobile servicing, and app-based support ensure longevity. VinFast offers robust ecosystems, including charging networks.

In India's EV context, where infrastructure lags, brands like VinFast address this through partnerships and innovative retail. Overall, this end-to-end experience fosters loyalty, turning buyers into advocates.

Future Charged with Innovation and Experience

As India's EV market hurtles toward 30% penetration by 2030, discerning customers will drive the agenda, demanding tech-forward vehicles and exceptional journeys. Initiatives like "A Car Cafe" illustrate how brands can thrive by prioritizing hospitality. With projections of 90 million global EV sales by 2040, India's role is pivotal—blending technology with customer-centricity for a sustainable future. ■

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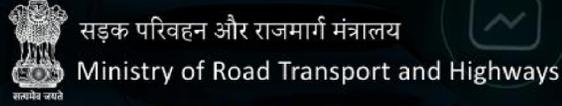
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