

# Tesla in India: A New Era in Electric Vehicles

**DELHI, INDIA – August 11, 2025** – Tesla has officially arrived in India, with its second **Indian showroom opening** in Delhi's **Aerocity**. This landmark event marks not only a **luxury car launch** but a significant step towards **sustainable urban mobility** and an **electric vehicle (EV) revolution** in India.

Tesla's entry into India was highly anticipated, and now, the **launch of Model Y** has turned that anticipation into reality. Tesla's **Delhi Experience Centre**, located at **Worldmark 3**, spans 8,200 sq ft and is strategically positioned to cater to Delhi and the National Capital Region's discerning customers. With its rapid expansion, including a showroom in **Mumbai** and a third location planned in **Bengaluru**, Tesla is clearly committed to establishing a strong presence in India.

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## Tesla's Commitment to Delhi's Green Vision

Delhi has long been committed to combating air pollution and promoting **sustainable mobility**. The **Delhi government's proactive EV policies** offer **subsidies, tax exemptions**, and an expanding **EV charging infrastructure**, creating fertile ground for the EV revolution. Tesla's mission aligns seamlessly with these policies, and **Tesla's arrival in Delhi** is set to accelerate this shift towards a cleaner future.

### Key Policy Incentives Include:

- ₹30,000 subsidy for e-bikes
- 100% exemption on road tax and registration fees for EVs
- ₹5,000 scrappage incentive for old vehicles

Tesla is committed to improving **Delhi's air quality** and supporting a cleaner, quieter future. Isabel Fan, Tesla's **Regional Director for South East Asia**, stated at the inauguration, "We believe our vehicles will offer superior driving experiences while contributing to improving the city's air quality."

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## The Tesla Model Y: Leading the Charge in India's EV Market

Tesla's **Model Y** is the flagship vehicle leading Tesla's entry into India. It's offered in two **rear-wheel-drive variants**:

- **Standard Range**: ₹59.89 lakh (ex-showroom), with a **500 km range**.
- **Long Range Rear-Wheel Drive**: ₹67.89 lakh (ex-showroom), offering **622 km range**.

Both variants come with **advanced features** such as:

- 0-100 kmph acceleration in **under 6 seconds**.
  - **15.4-inch central touchscreen** and **8-inch rear-seat display** for entertainment.
  - **6 airbags, electronic stability control, and front & rear parking sensors**.
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## Powering the Future: Tesla's Expanding Supercharger Network

A critical element of Tesla's **Indian strategy** is developing a robust **EV charging network**. Tesla's **Delhi Experience Centre** is already equipped with **four V4 Superchargers** capable of **250 kW DC charging**. This infrastructure is crucial for addressing **range anxiety** and making long-distance travel seamless. Tesla plans to expand its **Supercharger network** across India, including locations in **Saket, Noida, and Gurugram**.

**Tesla's Expansion Plans Include:**

- Bengaluru, Hyderabad, Pune, Chennai, and Ahmedabad.

Tesla's **Superchargers** are exclusive to **Tesla vehicles** for now, but the company plans to open them to other **EV brands**, pushing the entire Indian **EV ecosystem** forward.

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## Beyond the Showroom: Building a Holistic EV Ecosystem

Tesla is committed to offering more than just cars — it's building a complete **EV ecosystem**:

- **Mobile Service**: Direct-to-doorstep service for added convenience.

- **Remote Diagnostics:** Advanced technology for efficient troubleshooting.
- **Dedicated Service Centers:** Expert maintenance and repair services, with a **Bengaluru service center** coming soon.
- **Tesla Approved Collision Centers:** Specialized care for accident repairs.

This ecosystem is crucial for instilling **confidence** among potential buyers and ensuring seamless ownership.

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## Challenges & Opportunities for Tesla in India

While **Tesla's pricing** remains a challenge due to **high import duties**, the potential for **domestic production** and **local sourcing** could bring more competitive pricing in the future. **Discussions around local manufacturing** could also pave the way for more affordable models, including the **rumored "Model 2"**.

Despite these hurdles, the **EV market in India** is booming, with **28.6% year-on-year growth** in electric vehicle sales as of June 2025. Tesla's entry:

- Sets **new benchmarks** for innovation, pushing Indian manufacturers like **Tata Motors** and **Mahindra** to elevate product quality.
  - Spurs infrastructure growth and investment in **charging stations** across the country.
  - **Boosts consumer confidence** in EVs and accelerates adoption.
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## Tesla's Vision: Revolutionizing India's EV Market

Tesla's entry into **Delhi** is more than just a launch — it's a **game-changer** for India's **electric vehicle market**. With **Model Y**, **Superchargers**, and a comprehensive **EV ecosystem**, Tesla is poised to reshape India's automotive landscape, making **electric vehicles** a mainstream choice.

The **EV revolution** in India is here, and with Tesla leading the charge, the future of **sustainable mobility** is brighter than ever.