# Ola Electric to launch new electric scooters in India by 2025



As the demand for sustainable mobility solutions escalates across India, Ola Electric is poised to make a significant impact on the electric two-wheeler market with its upcoming line of innovative electric scooters. The company recently unveiled plans to introduce two new models, the Ola Gig and Ola S1 Z, which are set to launch in mid-2025, marking a crucial addition to the rapidly evolving electric vehicle (EV) landscape in the country.

Ola Electric, recognised as the largest electric two-wheeler manufacturer in India, has developed proprietary battery technology, the Bharat 4680 cell, designed to enhance performance under local conditions. These advanced battery packs offer five times the energy density of the traditional 2170 cells and can withstand temperature variations from 10 to 70 degrees Celsius, making them ideally suited for India's diverse climate. The company has asserted that these batteries can endure over 1,000 charge cycles, providing longevity to customers concerned about durability and reliability.

The Ola Gig is targeted towards commercial users and features a straightforward design, accommodating a single passenger with ample storage capacity. The standard variant is expected to be priced at approximately 39,999 Indian rupees (around €450), equipped with a 0.25 kW hub motor and a 1.5 kWh battery that allows speeds of up to 25 km/h and a range of 112 km. In contrast, the Ola S1 Z aims to attract both personal and commercial buyers, with a retail price of 59,999 Indian rupees (about €674). Both models are expected to facilitate increased adoption of electric vehicles across various customer segments.

This expansion into the electric vehicle market aligns with the Indian government's push for sustainability, as authorities actively promote the adoption of EVs as part of national environmental objectives. The manufacturing and use of electric vehicles are being bolstered by government incentives, which are intended to encourage both companies and consumers to pivot towards greener alternatives.

The competition in the electric two-wheeler segment is intensifying, with local startups like Ather Energy and Hero Electric also making strides in the market. Ather Energy, for instance, is enhancing consumer appeal through technology-focused features, including over-the-air software updates and smart connectivity solutions, catering specifically to tech-savvy users.

Although there is considerable optimism regarding the potential for mass EV adoption, experts have highlighted several challenges, such as the relatively high cost of electric vehicles compared to traditional petrol-powered models, which may deter some price-sensitive consumers. However, industry analysts believe that the dynamics of supply and demand are tilting positively, predicting significant growth for affordable small passenger vehicles by 2025.

The introduction of electric two-wheelers plays a crucial role in addressing both economic and accessibility issues, especially in a market where many consumers are seeking cost-effective alternatives to conventional vehicles. The potential for savings on fuel costs adds to the appeal of these electric models while also contributing to the environmental goal of reducing vehicular pollution.

Startups within the sector are also diversifying their offerings beyond scooters. Companies like Tork Motors are entering the motorcycle segment, aiming to cater to the growing passionate biking community. The enthusiasm surrounding electric mobility solutions in India is garnering attention and optimism, indicating a bright future for the sector.

The broader electric vehicle market is expected to experience a transformation as companies ramp up production and release various models catering to different consumer needs, from urban commuting to leisurely rides and commercial applications. The strategic initiatives undertaken by traditional automotive giants like Tata Motors further underline this shift, with significant investments and multiple electric models launched to solidify their standing within the new market landscape.

Future growth prospects are likely to be strengthened through strategic partnerships between automotive manufacturers and technology firms, allowing for innovative solutions that enhance efficiency and performance, essential for long-term sustainability and profitability.

As discussions around climate change and sustainability gain momentum, companies implicated in the electric vehicle sector stand to benefit immensely. The interplay of sustainability with technological advancements promises not only to shape purchasing decisions among Indian consumers but also to foster a broader shift toward electric mobility. Analysts anticipate that 2025 could serve as a crucial turning point for the sector as consumer options expand and government policies become increasingly aligned with the goals of sustainable transportation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.autocarindia.com/bike-news/ola-gen-3-platform-arriving-by-january-2025-433509> - Corroborates Ola Electric's plans to introduce the Gen 3 platform and new scooter models, including the S2 and S3 sub-brands, and the accelerated launch timeline to January 2025.
* <https://www.bestmag.co.uk/ola-electric-unveils-the-bharat-4680-cell-and-battery-pack/> - Supports the development of Ola Electric's proprietary Bharat 4680 cell technology, its energy density, temperature range, and charge cycle endurance.
* <https://auto.hindustantimes.com/auto/electric-vehicles/ola-electric-fast-tracks-gen3-product-launch-to-january-2025-41731487921416.html> - Confirms the fast-tracked launch of Ola Electric's Gen3 platform, the new magnetless motor, single board electronics, and the use of the battery as a stressed member, as well as the company's plans for new products and market expansion.
* <https://humansofev.info/ola-electrics-revolutionary-4680-cell-technology/> - Provides detailed information on Ola Electric's 4680 cell technology, including increased energy density, enhanced safety, improved efficiency, and cost-effectiveness.
* <https://www.autocarindia.com/bike-news/ola-gen-3-platform-arriving-by-january-2025-433509> - Highlights Ola Electric's strategy to cater to both mass and premium markets with the Gen 3 platform and the growth in two-wheeler adoption in India.
* <https://auto.hindustantimes.com/auto/electric-vehicles/ola-electric-fast-tracks-gen3-product-launch-to-january-2025-41731487921416.html> - Mentions Ola Electric's plans to launch at least one new EV every quarter, including electric motorcycles, premium scooters, and three-wheelers, aligning with the Indian government's sustainability push.
* <https://www.bestmag.co.uk/ola-electric-unveils-the-bharat-4680-cell-and-battery-pack/> - Discusses the integration of the 4680 cells into Ola Electric's future products, including roadster electric motorcycles, and the company's vertical integration of EV technology.
* <https://www.autocarindia.com/bike-news/ola-gen-3-platform-arriving-by-january-2025-433509> - Details Ola Electric's Network Partner Programme and its expansion plans for sales and service partners to enhance EV penetration in India.
* <https://auto.hindustantimes.com/auto/electric-vehicles/ola-electric-fast-tracks-gen3-product-launch-to-january-2025-41731487921416.html> - Addresses the competition in the electric two-wheeler segment, including other players like Ather Energy and Hero Electric, and their technological advancements.
* <https://humansofev.info/ola-electrics-revolutionary-4680-cell-technology/> - Explains the benefits of the 4680 cell technology in terms of performance, safety, and efficiency, which are crucial for addressing economic and accessibility issues in the Indian market.
* <https://auto.hindustantimes.com/auto/electric-vehicles/ola-electric-fast-tracks-gen3-product-launch-to-january-2025-41731487921416.html> - Highlights the broader electric vehicle market transformation, including investments by traditional automotive giants like Tata Motors and the potential for strategic partnerships to enhance efficiency and performance.
* <https://news.google.com/rss/articles/CBMihAFBVV95cUxPMDVkUFBHQ3d0V3RacVBFUU9pbXJMZjRjcm82ekJnbXpuLTVmTzBpeVAyOGZaV3dNVTJ4ay1ZMWxKRENHaHVhdTE0bEFXMWdmbnEwQUVkZ0dUdWVyUzhpXzQ3dlBPU3JOTUVnYlJoaGNtal83UTh3UENpS1pPbVd6WDQ4aU0?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data