

India Electric Rickshaw Market Report and Forecast 2025-2034

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Report description:

The India electric rickshaw market size was valued at USD 1.29 Billion in 2024. The market is further projected to grow at a CAGR of 9.80% between 2025 and 2034, reaching a value of USD 3.29 Billion by 2034.

An electric rickshaw, or e-rickshaw, is a compact, three-wheeled vehicle powered by an electric motor, offering several advantages over traditional fuel-powered vehicles. These advantages include being environmentally friendly, as they produce zero emissions, cost-effective due to lower operating costs, and easy to operate with minimal maintenance requirements. E-rickshaws are most popular in Asia, particularly in countries like China, India, Bangladesh, and Nepal. They can vary in dimensions, with most measuring 2600-3000 mm in length and are equipped with an electric motor that converts electrical energy from the battery to power the vehicle. The controller manages the flow of electricity from the battery to the motor, controlling the speed and torque of the e-rickshaw.

In 2023, more than 600,000 electric rickshaws were sold in India . This high sales growth is driven by the rapid urbanisation, governmental initiatives promoting eco-friendly transportation, and the demand for affordable last-mile connectivity solutions. The rapid urbanisation in India has led to increased demand for efficient last-mile transportation, as e-rickshaws provide a cost-effective and efficient means of transportation in crowded urban areas, boosting the India electric rickshaw market demand.

Key Trends and Developments

Innovations in e-rickshaw designs, advancements in battery technology, and integration of smart and connected features in e-rickshaws are accelerating the market growth

January 2023

Uber introduced electric auto-rickshaws in Ayodhya, Uttar Pradesh. The initiative was inaugurated by the Chief Minister of Uttar Pradesh, Yogi Adityanath, and aims to enhance local travel and boost the economy.

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September 2023

Startup Mantra is working on a project to boost the business of rickshaw owners and drivers by converting their existing vehicles into electric ones. The project aims to reduce operational costs per kilometre and increase daily income for drivers.

August 2023

Mahindra Group launched, e-Alfa Super, a new line of electric rickshaws equipped with enhanced safety features, including anti-lock braking systems and a hard metal body.

July 2022

Chargeup, a Delhi-based battery-swapping company collaborated with Paisalo Digital Ltd and Goenka Electric Motors (GEM) to support customers in financing electric two and three-wheelers. The partnership provided 50% reduction in down payment and a 30% reduction in EMI.

March 2022

Zuperia Auto Pvt. Ltd launched a new three-wheeler electric vehicle called the Narain Xi. The vehicle features a battery capacity of 85 AH Li-Ion and has a range of up to 100 km on a single charge.

Innovations in e-rickshaw designs

Manufacturers are increasingly focusing on customisation and aesthetics, which is one of the major India electric rickshaw market trends. Manufacturers, such as JMT Vehicles and Citylife Electric Vehicles are offering appealing designs, colour variations, and branding to attract both drivers and passengers.

Integration of smart and connected features in e-rickshaws

India electric rickshaw market growth is projected to increase owing to the integration of smart and connected features for better safety, such as digital fare collection systems, GPS navigation, and real-time tracking, which enhances the overall user experience.

Advancements in battery technology

India electric rickshaw market development can be attributed to advancements in battery technology, including swappable battery systems, introduction of battery-swapping stations, and improved energy density, which addresses concerns about range and charging time.

Rising government initiatives

The Indian government has taken several initiatives to promote the growth of the electric rickshaw market in India. For example, the government of NCT of Delhi is providing purchase incentives of INR 30,000 per electric rickshaw, which aims to accelerate the sales of electric rickshaws across the country.

As per the India electric rickshaw market report, the market encompasses the production, distribution, and adoption of

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battery-operated three-wheelers designed for last-mile transportation. Electric rickshaws play a pivotal role in providing sustainable and cost-effective mobility solutions in urban and peri-urban areas. Moreover, e-rickshaws produce zero tailpipe emissions, which reduces air pollution and contributes to the overall improvement of air quality in urban areas. Due to this, there is a robust government support which encourages manufacturers and consumers to embrace e-rickshaws. The support includes financial incentives, subsidies, and favourable regulatory frameworks, which serves as a key driver for increasing the electric rickshaw market demand in India.

Many companies offer e-rickshaw owners flexibility in terms of load-bearing capacity and chassis dimensions, enabling them to customise vehicles as per their needs. For example, JMT Vehicles provide customisation options, such as colour variations and branding in their e-rickshaws. Also, to facilitate e-rickshaw's battery swapping and charging, companies like Ola has built a battery-swapping station in Gurgaon for electric rickshaws with 14 units and 20 batteries per unit, which can power 100+ electric rickshaws. These factors are increasing the India electric rickshaw market size.

India Electric Rickshaw Market Segmentation

India Electric Rickshaw Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Motor Type

- 1000 W
- 1000-1500 W
- More than 1500 W

Market Breakup by Vehicle Type

- E-Rickshaw
- Loader e-rickshaw
- With Cart

Market Breakup by Battery Capacities

- Less than 101 Ah
- More than 101 Ah

Market Breakup by Battery Type

- Li-ion Battery
- Lead Acid Battery

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

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In India, e-rickshaws are widely used in densely populated areas as a shared mode of transportation

As per India electric rickshaw market analysis, e-rickshaws are anticipated to hold significant market share, catering to the demand for affordable and convenient shared transportation in densely populated urban areas. The increasing population of India demands for cost-effective and last-mile transportation, which has led to a burgeoning number of passenger e-rickshaws in the country.

Additionally, the affordability of e-rickshaws contributes to better generation of income for drivers, which fosters entrepreneurship or self-employment, aiding the India electric rickshaw market growth. Many e-rickshaw manufacturing companies, such as Mahindra & Mahindra Limited, ATUL Auto Limited, and Lohia Auto Industries provides best-in-class passenger e-rickshaws. The Lohia Narain Dx E-rickshaw provides a 140km range on a full charge and can take up to 5 passengers in a single ride. These developments increase the overall segment share, propelling the market growth.

However, loader e-rickshaws are capturing growing electric rickshaw market share in India as they widely being adopted by e-commerce and distribution companies due to their capacity to bear heavy loads without compromising on fuel-efficiency and delivery time. Many loader e-rickshaws are now under the 'electrification' process, which will further increase demand for these vehicles.

Li-ion batteries are expected to hold prominent market share due to their longer lifespan

The India electric rickshaw market share is expected to be dominated by lithium-ion batteries because of their increased adoption, driven by their higher energy density, longer lifespan, and their ability to address concerns related to weight and charging efficiency.

Lithium-ion batteries are 50-60% lighter than lead acid batteries, and have a 25-50% higher storage capacity, making them well-suited for the growing need for e-rickshaws that can travel longer distances without frequent charging. In October 2022, Lohia Auto Industries launched 'Lohia Narain Ice E-rickshaw', an affordable electric rickshaw model that comes with a lithium-ion battery. It offers increased battery efficiency because it has a range of 110km per charge, catering to the demand for sustainable transportation solutions.

As per India electric rickshaw market report, lead-acid batteries are also a popular choice for e-rickshaw owners in India as they are cost-effective and have an attractive scrap value. Additionally, lead-acid batteries are safer to operate and can run longer ranges. Even though lithium-ion batteries are gaining market share due to their longer life span, lead-acid batteries are preferred for their low costs.

Competitive Landscape

The market players are expanding their product portfolio by introducing different electric rickshaws.

Mahindra & Mahindra Limited

Mahindra & Mahindra Limited is an Indian multinational automotive manufacturing corporation, founded in 1945. The company is headquartered in Mumbai and has a significant presence in the domestic and international markets, producing a wide range of vehicles, including sport utility vehicles, e-rickshaws, trucks, and farm tractors.

ATUL Auto Limited

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ATUL Auto Limited is an Indian three-wheeler manufacturing company founded in 1986. It is headquartered in Rajkot, Gujarat, and produces a range of three-wheeled vehicles, including passenger and cargo carriers, as well as electric vehicles.

Citylife Electric Vehicles

Citylife Electric Vehicles is a leading manufacturer of environment-friendly 'Battery Operated E-Rickshaws'. The company is known for its commitment to designing and producing e-rickshaws of the highest quality, offering safety, comfort, and utility to drivers and passengers. Citylife Electric Vehicles has a worldwide presence and is recognised for its high-performance products, including e-rickshaws with lithium batteries, which are approved and subsidized by the Indian government.

Singham E Rickshaw

Singham E Rickshaw was established in 2011 and is a brand of electric rickshaws specially designed for Indian conditions, with a focus on smooth handling and quality materials. The e-rickshaws are built with features such as SS frame, digital speedometer, vacuum seats, alloy wheels, LED lights, and spare wheel, catering to a capacity of 4 passengers.

Other key players in India electric rickshaw market analysis include Saera Electric Auto Pvt. Ltd., Adapt Motors Private Limited, GRD Motors LLP, Jezza Motors, e-Ashwa Automotive, Udaan E Rickshaw, Terra Motors India Corp., Mini Metro EV LLP, and Lohia Auto Industries, among others.

North India is one of the prominent regions due to the rising popularity of eco-friendly public transport

The stringent emission norms and rising fuel prices, and an increased range of e-rickshaws are shifting consumer preference toward e-rickshaws in India. E-rickshaw sales have been increasing in North India due to the provision of subsidies on the purchase of e-rickshaws to tackle the alarming air pollution in the country. Favourable government initiatives are also accelerating the sales of electric vehicle across the country and are likely to propel the demand for e-rickshaws during the forecast period.

In North India, Uttar Pradesh is expected to be the largest e-rickshaw market in India, followed by Delhi due to the growing demand for these rickshaws in Tier-1 cities, Tier-2 cities, and the rural-urban periphery. For instance, in 2021, the Delhi government announced financial incentives in the range of INR 5000-7000 and waivers of road tax and registration fees for electric rickshaws.

Several other regions of India are offering policies and subsidies to increase the sale of electric three-wheelers across the country. For instance, Tamil Nadu's EV policy offered a 100% road tax exemption till 2022 and a waiver of permit fees. Almost eight other states in India have also released their EV policies aimed at promoting the electrification of three-wheelers. In 2021, the Government of Maharashtra announced the provision of an incentive of INR 5000/kWh for all e-vehicle categories. The maximum subsidy for electric three-wheelers is about INR 57,000-92,000. In 2021, the Gujarat government started providing a subsidy of up to INR 20,000 for two-wheelers and INR 50,000 for three-wheelers. Such incentives will boost the India electric rickshaw market development.

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