

Montra Electric Strengthens Presence in Northeast India with New Exclusive e-3W Dealership in Silchar

Silchar, 16 November 2025: Montra Electric, the EV arm of the 125-year legacy Murugappa Group, has inaugurated a new exclusive electric three-wheeler (e-3W) dealership in **Silchar, Assam**, in partnership with **Sunbird Super Energy Private Limited**.

Strategically located on **Sonai Road**, the Silchar dealership will retail Montra Electric's **SUPER AUTO (Passenger)** and **SUPER CARGO (Load Carrier)** models, vehicles engineered to deliver superior range, robust performance, and significantly lower cost of ownership for drivers, fleet operators, and last-mile mobility providers. The facility is also equipped with a dedicated service bay, trained technicians, and ready spares availability, ensuring customers receive swift, dependable after-sales support.

The inauguration ceremony was graced by prominent dignitaries and community leaders from Assam, including **Shri Khalin Uddin Mazumdar (MLA, Katigorah)**; **Shri Karim Uddin Barbhaya (MLA, Sonai)**; **Shri Abu Sala Nazimuddin (Former Education Minister)**; **Shri Aminul Islam Laskar (Former Deputy Speaker)**; and **Shri Abhijit Pal (District President, Congress)**.

Speaking at the launch, **Mr. Jalaj Gupta, Managing Director of TI Clean Mobility Pvt Ltd (Montra Electric)**, said, "The opening of our Silchar dealership reinforces Montra Electric's commitment to creating an accessible and trusted EV ecosystem across India. Assam is fast emerging as a national benchmark for electric three-wheeler adoption, and we are happy to be part of this transition with a reliable partner like Sunbird EV in Silchar."

Mr. Suhel Ahmed, Dealer Principal of Sunbird Super Energy Private Limited (Sunbird EV), said: "We are delighted to be part of the Montra Electric family and join hands in making Silchar a greener and cleaner city. Montra Electric's Super Auto and Cargo are very promising offerings, and I am confident we will be able to serve the city well with our customer-centric approach in the coming days."

This is the 12th dealership for Montra Electric in Assam for electric three-wheelers. The showroom area is of 1200 Sqft and a workshop area of 900 sqft.

With over 85% of new three-wheelers in the state already electric, Assam is on track to become India's first state to achieve 100% electric three-wheeler adoption. This shift underscores the region's growing appetite for clean mobility and the rising role of EVs in last-mile connectivity.

The inauguration of the Silchar dealership further strengthens Montra Electric's expanding retail and service network across India, as the company continues to accelerate its mission of delivering intelligent, sustainable mobility solutions that drive progress for communities and businesses nationwide.

The New SUPER AUTO offers a 160 km true range, LED headlights, radial tubeless tyres, spacious car-like comfort, large luggage space, a strong metal body and the Super Cargo delivers a 170 km range, 12 kW power, 1.2ton GVW, a spacious cabin, strong metal body, a 13.8 kWh advanced battery, 23% gradeability. Both models come with an industry-best 5-year or 1.75 lakh km battery warranty.