

Montra Electric (e-SCV) Enters Andhra Pradesh with First e-SCV Dealership in Vijayawada

Partnership with Sriram Harsha LLP strengthens Montra Electric's footprint in South India's fast growing electric commercial vehicle market

Vijayawada, 28 January 2026: Montra Electric (e-SCV business vertical), the clean mobility vertical of the Murugappa Group, today announced its entry into Andhra Pradesh with the inauguration of its **first Small Commercial Vehicles (e-SCV) dealership in Vijayawada**. Operated by **Sriram Harsha LLP**, the new facility marks a strategic milestone in Montra Electric's expansion across South India – one of our fastest growing markets for commercial EV adoption.

While overall electric vehicle penetration in Andhra Pradesh remains at an early stage, adoption in **commercial and fleet-led segments is gradually gaining momentum**, supported by improving charging infrastructure, and the state's Sustainable Electric Mobility Policy 2024–29. With logistics-heavy cities such as Vijayawada emerging as regional trade and distribution hubs, electric cargo vehicles are increasingly being evaluated by fleet operators for their lower total cost of ownership, predictable daily routes, and reduced operating downtime.

Located in one of South India's key logistics corridors, the Vijayawada dealership will cater to customers and businesses across Andhra Pradesh and neighbouring regions. The dealership will offer end-to-end access to Montra Electric's e-SCV portfolio, supported by a comprehensive after-sales and service ecosystem designed to maximise vehicle uptime and fleet productivity.

The dealership will showcase the **Montra Electric EVIATOR**, a purpose-built electric SCV engineered from the ground up for commercial operations. India's first Tru EV in the small commercial vehicle segment, the EVIATOR offers a payload capacity of 1.7-ton, 10.3 feet deck length, and a real-world range of 170 kms which is sufficient to cover most daily logistics and business runs. The vehicle is equipped with advanced telematics which enable real-time diagnostics through connected 1M App integration.

Speaking on the launch, **Mr. Saju Nair, CEO- e-SCV, Montra Electric**, said, "Andhra Pradesh represents an important growth market for electric commercial vehicles, particularly as businesses seek viable alternatives to rising diesel and CNG operating costs. Vijayawada is a strategic gateway to the region's logistics economy. The EVIATOR has been rigorously validated across diverse operating conditions and load cycles to deliver the power, range, and total cost efficiency that modern fleet economics demand. Our partnership with Sriram Harsha LLP strengthens our ability to support customers with both a robust product and a dependable service ecosystem "

Mr. Sri Ram, Dealer Principal, Sriram Harsha LLP, said, "Electric commercial vehicles are beginning to find relevance among fleet operators in Andhra Pradesh, especially in urban and short-haul logistics. We are proud to partner with Montra Electric to introduce the EVIATOR to this market. With its strong performance credentials and Montra Electric's focus on service and reliability, we are well-positioned to support customers as they transition towards zero-emission, economically viable commercial mobility solutions.