

Montra Electric Expands its Electric Small Truck Range with Two New Variants – EVIATOR 350 and EVIATOR 350L+

- *EVIATOR 350 (32kWh) is perfect for short-distance urban logistics of up to 140 km daily runs.*
- *EVIATOR 350 L+ (50kWh) is best suited for long-distance intercity transport delivering 200+ real life range.*

Chennai, 24th April 2026: Montra Electric, the clean mobility brand of the diversified Murugappa Group, today announced a strategic expansion of its eSCV portfolio with the introduction of two new EVIATOR variants, **EVIATOR 350 (32kWh)** and **EVIATOR 350L+ (50kWh)**.

This expansion is rooted in real-world intelligence, with Montra Electric's fleet of over 600+ vehicles clocking more than 65 lakh kilometers, enabling the company to decode distinct duty cycles and redefine how electric commercial vehicles are deployed across applications.

While the current 40kWh EVIATOR remains a core pillar of the lineup, the new 32kWh variant is engineered as the Last Mile Champion for high efficiency runs up to 140 km, providing a more accessible price point without compromising on the brand's signature 99% uptime. Conversely, the EVIATOR 350 L+ (50kWh) variant is positioned as the Marathon Runner, offering a category-leading certified range of 300+ km and a real-world range of 200+ km to eliminate anxiety for inter-city logistics and power-hungry specialised applications like reefer and municipal services.

This strategic expansion follows the success of EVIATOR 350L launched in Jan '25, which has captured over 30% market share in the 3.5-ton segment within just 11 months of its debut. Montra Electric's eSCV is driven by its unmatched range and a customer-first approach. With this expansion, Montra Electric is moving beyond a one-size-fits-all approach to electric mobility and introducing a **duty-cycle and use case led vehicle strategy**, where fleet operators can choose battery configurations aligned to their exact operational needs, from high-frequency urban routes to intensive inter-city logistics.

This marks a shift from product standardization to **application-specific electrification**, enabling customers to maximise uptime, optimise total cost of ownership, and scale operations with confidence.

Mr. Jalaj Gupta, Managing Director, Montra Electric, said, *"The next phase of EV adoption will not be driven by products alone, but by how intelligently they fit into real-world operations. At Montra Electric, we have leveraged over 65 lakh kilometers of fleet data, drawn exclusively from our 600+ EVIATOR vehicles, to understand how different businesses use their vehicles. This has enabled us to move towards a **duty-cycle-driven product strategy, delivering complete business solutions** where customers can choose configurations that directly improve uptime, efficiency, and return on investment. This is a critical step in making electric mobility not just viable but scalable for commercial applications, **enhancing operational efficiency while significantly reducing logistics costs.**"*

Mr. Saju Nair, CEO, Montra Electric (e-SCV Division) said, *"EVIATOR has already set benchmarks in uptime and performance in the eSCV segment. With the introduction of these new variants, we are expanding the platform to address **a wider spectrum of logistics needs, from last-mile efficiency to long-haul consistency.** This enables fleet operators to deploy EVs with greater precision, unlock new use cases, and improve overall fleet economics, accelerating the transition to electric mobility."*

With three distinct battery configurations (32kWh, 40kWh, and 50kWh), EVIATOR becomes the **only electric SCV platform in India designed around application-specific energy needs**, setting a new benchmark for flexibility and operational precision in the segment.

The new EVIATOR will be available across all Montra Electric dealerships soon. Furthermore, all dealerships are equipped with comprehensive comparison data to help customers choose the variant that minimizes their Total Cost of Ownership (ROI).

The EVIATOR range is strategically priced to offer a **clear progression from urban efficiency to inter-city performance**, enabling customers to select configurations aligned with their operational and financial goals.

The EVIATOR range is priced at an introductory ₹14.58 lakh for the 32 kWh variant and ₹16.86 lakh for the 50 kWh variant.
