

BHARAT MOBILITY AUTO EXPO 2025: FROM A RESEARCHER'S EYE



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The Bharat Mobility Global Expo 2025, celebrated as India's flagship event dedicated to the future of mobility, concluded with monumental success. This landmark assembly brought together a diverse array of influential stakeholders from the global mobility ecosystem. From January 17 to 22, 2025, the expo showcased India's burgeoning leadership in sustainable and innovative mobility solutions, featuring groundbreaking advancements from various Original Equipment Manufacturers (OEMs). The event underscored India's commitment to reshaping the mobility landscape both nationally and internationally.

The Bharat Mobility Global Expo 2025 stood out as a trailblazing event, distinguished by a plethora of **firsts** that set it apart from its predecessors.

- 1. Inauguration by Prime Minister Narendra Modi:** On January 17, Prime Minister Modi inaugurated the expo, highlighting the government's unwavering dedication to fostering innovation and expansion within the mobility industry.
- 2. Technological and Sustainable Advancements:** With over 1,500 exhibitors and 239 product launches, the event showcased significant technological and sustainable advancements. The Auto Expo Motor Show unveiled 90 vehicles, predominantly electric, alongside models powered by flex-fuel and other alternative powertrains.
- 3. Inclusive Access:** For the first time, the event offered free entry to all visitors, a strategic move that significantly increased turnout and contributed to the event's resounding success.
- 4. Landmark Collaborations:** A standout moment was the unprecedented collaboration between Hyundai (4W brand) and TVS (2W brand), introducing E2W and E4W concepts, epitomizing the spirit of borderless innovation.



The expo was a spectacle of breathtaking innovations that underscored a robust momentum towards green mobility. This year's focus was on electric vehicles (EVs) and it highlighted the EV trend in India. The cutting-edge advancements in electric mobility prominently featured, underscoring the country's commitment to sustainable transportation solutions. The event served as a pivotal platform for showcasing India's leadership in transitioning towards eco-friendly and energy-efficient mobility options.

The plethora of brands, Indian and International, catering to the EV segment as exhilarating. From Hyundai's Creta EV to Maruti's e-Vitara, the key theme was the increasing focus of OEMs on developing cost-competitive, mass-market electric vehicles (EVs). Hyundai launched the Creta EV, Maruti Suzuki spotlighted its first EV, the e-Vitara, and Tata showcased electric versions of its popular SUVs—the Safari and the Harrier.

MG Motor introduced the lifestyle EV "The Cyberster," while Kia's EV6, a high-performance electric crossover, and Toyota's Urban Cruiser BEV and X Van concepts were also highlights. Moreover, Lexus, Isuzu, SML Isuzu, VinFast, BMW, BYD, and Skoda each unveiled innovative EVs, showcasing a commitment to revolutionizing mobility.

Additionally, the expo prominently featured a range of flex-fuel vehicle launches, reflecting the automotive industry's dedication to versatile and eco-friendly powertrain options. These vehicles, designed to efficiently operate on gasoline and ethanol blends, significantly reduce carbon emissions and promote cleaner air. This flexibility not only contributes to a greener future but also supports the utilization of locally produced ethanol, enhancing energy security and benefiting agricultural sectors. The introduction of flex-fuel vehicles aligns with India's broader strategic goals of achieving energy independence and fostering sustainable transportation solutions.

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Some examples of flex fuel launches include:

4-Wheeler Passenger Cars

- **Hyundai Creta Flex Fuel:** A prototype of the Creta Flex Fuel was on display at the expo. It can run on fuel blends of up to 100% ethanol
- **Mahindra XUV 3XO Flex Fuel:** This vehicle can run on ethanol blended fuel up to 85%
- **Tata Punch Flex Fuel:** A modified version of the Tata Punch that can run on fuel with up to 100% ethanol

2-Wheelers

- **Suzuki Gixxer SF 250 Flex Fuel:** A flex-fuel bike that can run on ethanol-blended fuels
- **TVS Raider 125 FFT:** A flex-fuel bike that can run on ethanol-blended fuels
- **Honda CB 300F Flex Fuel:** A flex-fuel bike that can run on fuel blends of up to 85% ethanol

The models and concepts showcased didn't stop at Flex Fuel. CNG was also being viewed as the fuel for passenger mobility through the 2-Wheeler segment. TVS Motor Company has showcased the world's first CNG scooter, the Jupiter 125 CNG at Auto Expo 2025. The TVS Jupiter CNG 125 has been showcased as a concept and is based on the standard Jupiter 125.

And just to top things up - the much-anticipated Vayve Eva, India's first solar-powered electric car, has finally been launched at the Bharat Mobility Global Expo 2025. Eva marks a big step towards eco-friendly urban mobility.

Focus on clean energy pathways, technologies and products was a dominant theme at the Bharat Mobility Global Expo (BMGE) 2025 with firms such as Cummins Group in India, Tata Motors, Toyota Kirloskar Motors (TKM) and Schaeffler India showcasing mobility solutions focusing on hydrogen and LNG.

Further enhancing the allure of the Bharat Mobility Global Expo 2025, several innovative concept cars made their debut, capturing the imagination of attendees. Tata Motors unveiled the production-spec Harrier EV, alongside the

near-production-spec Sierra, both reflecting the company's forward-thinking approach to sustainable mobility. Meanwhile, Kia captivated the audience with the introduction of the facelifted EV6, a testament to their commitment to high-performance electric crossovers, and the opulent Carnival Hi Limousine, which epitomizes luxury and comfort. These concept cars not only showcased cutting-edge design and technology but also underscored the industry's relentless pursuit of redefining the future of mobility.

Ipsos POV on Bharat Mobility Auto Expo 2025

The Bharat Mobility Global Expo 2025 embodies India's transformative vision and leadership in the global mobility landscape, setting a benchmark for future innovation and sustainability. The expo not only highlights India's commitment to pioneering green technologies and sustainable transportation solutions but also showcases its strategic role in fostering international collaboration and innovation.

- 1) **Pioneering Sustainable Mobility:** The expo underscores India's dedication to redefining transportation through eco-friendly initiatives. By focusing on electric vehicles (EVs) and flex-fuel technologies, India is taking decisive steps to reduce carbon emissions and advance sustainable energy solutions, positioning itself as a leader in the global shift towards greener mobility.
- 2) **Innovation and Strategic Collaborations:** The event serves as a catalyst for innovation, with landmark partnerships, such as the collaboration between Hyundai and TVS, highlighting the potential for cross-industry synergies to drive cutting-edge mobility solutions. These partnerships epitomize the spirit of borderless innovation that the expo seeks to promote.

- 3) Inclusivity and Public Engagement:** By offering free entry, the expo democratized access to groundbreaking mobility innovations, fostering a more inclusive dialogue on the future of transportation. This strategic move not only increased attendance but also broadened public engagement in the mobility discourse.
- 4) Diverse Energy Pathways:** The presentation of various alternative energy solutions, including hydrogen, LNG, and CNG, illustrates a comprehensive approach to sustainable mobility. This diversity of options highlights India's holistic strategy to address energy challenges and enhance its environmental resilience.

Conclusion

As the industry transitions towards electric and alternative fuel vehicles, and with the Indian EV market projected to grow eightfold by 2030, the Bharat Mobility Expo 2025 showcased a promising future powered by sustainable mobility solutions. This aligns with Ipsos Global Trends 2024, which highlights a global shift in attitudes towards the importance of climate action, with a significant intensification observed over the past decade (read Ipsos India's recent Auto report – [Emerging Trends in Automotive 2025](#) for more details). Furthermore, the Ipsos India sustainability report reveals that 92% of Indians express concern about the environment, and 66% believe that we are at risk. A major takeaway from the event was the increasing focus of OEMs on developing cost-competitive, mass-market EVs, priced on par with conventional vehicles. This expo truly set the stage for a new era in mobility, driven by innovation and a steadfast commitment to sustainability.

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