



Astro Motors unveils flagship EV products in the L5 cargo and passenger segment called Navya and Nova

Astro Motors, a manufacturer of commercial electric vehicles, has launched two of its flagship products in the L5 cargo and passenger segment called Navya and Nova respectively, underscoring its focus on user-centric game changing innovations which create operational and experiential value delivering delight. The latest advancements were presented at the EV Expo in Pune.

Astro Navya is India's first geared electric commercial three-wheeler designed keeping in mind challenges that drivers and fleet owners face in running their vehicles and businesses efficiently and smoothly. A unique combination of a high-performance motor, battery and a gearbox has helped it unlock performance in all key impact areas like payload, battery usage and life, vehicle performance on bad roads, stop-go traffic and mountainous terrain. Their launch campaign "Gear hai to sahi hai" captures the benefits of a geared electric cargo vehicle in an evocative and simple manner.

Tailored to capture the minds and hearts of its intended audiences, this campaign has gone live on the brands social handles.

The brand's other popular launch, the Astro Nova is a passenger auto rickshaw designed to deliver unmatched comfort and space for the driver and the passengers. In a world of share-an-auto and premium Uber auto experiences, this is an opportunity to elevate the overall experience of an auto which has largely remained unchanged for decades. "Duniya badal gayi lekin Auto Rickshaw nahin badli". The Astro Nova is a large-hearted way of looking at the category in a world where space and comfort is premium. The launch campaign for the Nova "Auto ka SUV" is designed to evoke the product's unique benefits in a memorable manner.

Vitan Jagada, Founder & CEO, Astro Motors said, "Astro's first commercial product, a geared electric L5 cargo vehicle, is ready for rollout, with deliveries set to begin soon. Our L5 passenger variant is undergoing

homologation for a July 2025 launch, followed by L3 cargo and passenger vehicles in October 2025.

By early FY 2026, we plan to unveil a four-wheeler modular skateboard chassis, capable of supporting diverse vehicle types. The IP is fully owned by Astro, offering opportunities to license the platform and powertrain tech to other OEMs, extending its influence across the EV ecosystem.

Targeting both B2B and B2C markets, we envisage rapid domestic scaling via fleet partnerships and a wide distribution network. We are also looking at expansion into emerging global markets like Africa, Southeast Asia, and Latin America, before entering mature economies.

Guided by Industry 4.0 principle, we aim to build a global EV brand anchored in innovation, customer-centricity, and sustainable, lean operations."

In a launch ceremony attended by special invitees and partners, Astro Motors officially

launched the Navya and Nova amidst high interest and expectations. The company has already laid the foundation for the business with strategic dealer sign-ups, financial partnerships and an after-sales service ecosystem to facilitate a hassle-free and fulfilling user experience. In the coming months, the company plans to aggressively scale its reach and operations.

Key Partnerships: The company is already making headway in its market-readiness with key dealer sign-ups and financial partnerships in key markets. The company has already signed up 3 dealers in Pune, Bhavnagar and Jammu with 5 more being signed on across key centres in UP, Delhi NCR and Maharashtra. Astro Motors commercial vehicles are currently available in the following 3 dealerships:

1. Ampere EV, Jammu (J&K)
2. Hunddekkari Motors, Pune (MH)
3. JJ Patel, Bhavnagar (GUJ)

Its strategic financial partnerships include MUFIN

Greenfinance, RiseWise Capital and Perpetuity Capital which have its operations across the country.

Currently, Astro Motors is looking to further extend its footprint across the country with more strategic dealer and financial partnerships.

About Astro Motors

Founded in February 2020, Astro Motors is focused on building reliable, high-performance electric vehicles that ease the shift from internal combustion to clean energy mobility. Its mission is simple yet ambitious-deliver vehicles that offer real-world efficiency, power, and peace of mind. After four years of real-world validation, the vehicles have attracted strong demand, entirely through word-of-mouth.

Astro Motors with a plant in Chakan (Pune) is one of the few electric three-wheelers with gear technology with one of the highest payload capacities of 747 kgs and 130 kms range. Remsons Industries Limited, an automotive OEM components manufacturer recently acquired 51.01% stake in Astro Motors.