

Media Information  
01 February 2024

## **Trailblazing Performance: BMW Group India is Number 1 in luxury electric vehicle market.**

**Highest luxury electric sales for the second year in a row.**

**The most diverse and attractive product range.**

The BMW iX remains India's top selling car in luxury electric vehicles.

MINI 3 Door Cooper SE is India's best selling premium electric hatch.

**BMW Group India continued its record-breaking success in 2023 by posting the best-ever annual sales (January – December) – for all three brands – BMW, MINI and BMW Motorrad. BMW Group India delivered 14,172 cars (BMW and MINI) and 8,768 motorcycles (BMW Motorrad). BMW sold 13,303 units and MINI 869 units.**

BMW Group India also posted its **best-ever annual EV sales** in CY 2023. With this, BMW Group EVs continued leadership in the luxury segment for second year in a row. The company sold 1,474 electric cars (BMW + MINI) between January – December 2023. BMW delivered 1,235 EVs registering a remarkable +415% y-o-y growth. MINI delivered 239 units posting an impressive +123% y-o-y growth.

<b>CY 2023</b>	<b>BMW</b>	<b>MINI</b>	<b>BMW Group India</b>
<b>Electric Car Sales</b>	1,235 +415%	239 +123%	<b>1,474</b> <b>+325%</b>

Mr. Vikram Pawah, President, BMW Group India said, "BMW Group India has successfully retained its leadership in the electric luxury car segment for the second consecutive year. By blending driving pleasure with zero emissions, our luxurious offerings resonate with a growing clientele embracing a progressive and sustainable mindset. We continue to set the pace in the Indian electric luxury vehicle market with the most diverse and innovative product range, designed to cater to diverse customer needs. A perfect example is the BMW iX which is the highest selling luxury electric vehicle in India. With proven strengths, future-oriented technologies and a robust premium charging network, we are confident of taking this to the next level."

The success and dominance in luxury EV segment is attributed to the **most versatile electric product portfolio** – BMW i7 (limousine), BMW iX (sports activity vehicle), BMW i4 (sedan), BMW iX1 (compact sports activity vehicle) and MINI SE (premium hatch).

The **BMW iX remains the largest selling luxury EV** in India (694 units). Introduced in India in 2021, the first BMW electric all-wheel drive vehicle made a big impression and was completely sold-out on launch day itself. Since then, the electric SAV has seen continuously high demand.

Launch of **new electric products – BMW i7 and BMW iX1** – last year, further elevated the enthusiasm. The first-ever BMW i7 is a true all-electric luxury limousine that demonstrates how an exclusive driving experience can be combined with unwavering commitment to sustainability. The first fully-electric BMW iX1 is a game-changer as it fulfils the expectations of a SAV in a purely electric way, bringing together modern versatility with zero emissions. Both models contributed to strengthening the 'Power of Choice' for Indian customers.

The success of **MINI 3 Door Cooper SE** has made it the highest selling premium electric hatchback in India. With huge demand, it has claimed the spot of second-highest selling MINI model in a short period of time. The first all-electric MINI is every bit the original iconic MINI, fusing legendary go-kart feeling, distinctive design, and premium quality with emission-free driving. MINI is poised to become an all-electric brand by 2030 and India is already among of the fastest growing electric markets for the brand.

Robust 24X7 **charging infrastructure** in premium segment at BMW Group dealer network in 35 cities played a vital role in ensuring user confidence. The proactive step to open access of charging network for customers of other brands as well is a step to accelerate electric adoption in the market. Every BMW and MINI electric car comes with a **complimentary wallbox charger** that can be easily installed at home or office.

**Born Electric:** The BMW Group's electric cars imbibe the principles of sustainability throughout lifecycle, right from production to usage to end-of-life, making comprehensive use of natural and recyclable materials. Sustainability is in the DNA of BMW Group long before Sheer Driving Pleasure begins. The principle of Circular Economy - '**RE:THINK, RE:DUCE, RE:USE, RE:CYCLE**' cuts down use of primary raw materials and increases secondary materials. Reduction of carbon footprint is achieved throughout the value chain and all stages of lifecycle by making comprehensive use of natural and recyclable materials and production with 100% green electricity.

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