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PHD CHAMBER
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Presents

PHDCCI

EV Car Rally 2.0

Saturday, 16th March 2024 - Delhi to Jaipur

300 KM | TSD FORMAT

India's First Inter-State EV Car Rally

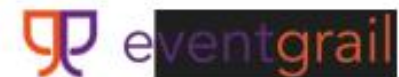
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PHDCCI – JK Tyre EV Car Rally is an initiative of PHDCCI to promote **Carbon Neutrality**.

India's First Inter-State EV Car Rally
Delhi to Jaipur (NH 48).



- ✓ Encourage citizens to switch from Internal Combustion Engines (ICE) to Electric.
- ✓ Accelerate the growth of EV's in the nation.
- ✓ The flare of Sports will involve our country's youth to take the step of switching over to Electric.
- ✓ Build confidence of EV owners to do inter-city travel.
- ✓ Drive the change to a Greener Tomorrow.



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EV CAR RALLY 2.0

The EV Car Rally is an Initiative of PHDCCI to promote Carbon Neutrality.

India's First EV Rally under the Aegis of FMSCI was conducted by PHDCCI on 12th Mar '23. Ever since there has not been a second EV Car TSD Rally organized in the country.

PHDCCI will be organizing the 2nd edition of the All Electric Car Rally, under the regulations of FMSCI, on 16th March, 2024. This 2nd edition will be organized on Delhi – Jaipur highway making it India's First Inter-State EV Car Rally.

The EV Car Rally will start from the PHD HOUSE New Delhi and follow a 300km(approx.) route to Jaipur.

We all are aware of the numerous EV drives organized across the country, to increase the growth of EV's in the nation. We have a similar aim to encourage citizens to switch from fuel combustion to Electric but at a more rapid rate. By linking Ev's to Sports we would be creating a completely new segment generating excitement and thrill amongst the users. As sports is a major influencer, the event will make not only the users but also the viewers that the vehicles are durable and as sustainable as the fuel combustion engines, and will be the future of travelling.

OBJECTIVE



To Promote EV Vehicles through sports displaying durability and sustainability



To help India achieve its Carbon Emission Targets under Prime Minister's Panchamrit



To incorporate Prime Minister's vision of LiFE (Lifestyle for Environment) where every individual is responsible for climate action.



Cleaner and Greener Planet-With the rising AQI levels we all must do our part for a better future



To Building confidence in EV car owners to do inter-city Travel.



To promote zero emission with zero noise pollution motor sports



Benefits to adopt EV's.



Reduce Carbon Footprints: No Emissions



Prevent Planet Breakdown



No Noise Pollution



Usage of Renewable energy to charge up



Low Running and Maintenance Cost



Easy to drive with no gears



Convenience of charging at home



Financial and Tax benefits



Importance of EV Motorsports Events

Electric vehicle (EV) motorsports events play a crucial role in shaping the future of automotive technology and sustainability. Here's why they are important:

Technological Innovation: Racing pushes the boundaries of technology. EV motorsports encourage the development of more efficient, powerful, and durable electric motors, batteries, and other components. The advancements made in these high-performance settings often trickle down to consumer vehicles, accelerating the evolution of electric vehicle technology.

Public Perception and Awareness: Motorsports have a vast audience, and they provide an excellent platform to showcase the capabilities of electric vehicles. These events help change perceptions about EVs by demonstrating their performance, speed, and reliability, dispelling myths about their limitations and highlighting their potential.

Environmental Consciousness: By promoting electric vehicles through racing, these events underscore the importance of sustainability in the automotive industry. They encourage the shift away from fossil fuels, reducing carbon emissions and promoting cleaner energy sources.

Inspiration for Future Generations: Motorsports have a way of inspiring future engineers, designers, and innovators. Seeing cutting-edge technology in action can motivate young minds to pursue careers in STEM fields, particularly in sustainable technology and automotive engineering.

Testing Ground for Manufacturers: Racing serves as a rigorous testing ground for EV components and systems. The extreme conditions faced during races help manufacturers refine and improve their technology, ensuring that it performs reliably in demanding situations.

Overall, electric vehicle motorsports events serve as a catalyst for the advancement and adoption of electric vehicle technology, promoting sustainability and innovation in the automotive industry.



Initiatives to adopt EV's taken by PHDCCI already in 2023

- **Future Series EV Ecosystem Conclave: Challenges and Opportunities in India** was organized by the Alumni bodies of IIT (BHU), Varanasi - AIBA & AASSII along with PanIIT Alumni India and Pro MFG Media at the PHD Chamber of Commerce and Industry, New Delhi on 7th December 2022. The Conclave was supported by the **Automotive Component Manufacturers Association of India (ACMA)**, **IIT Delhi Alumni Association**, PHD Chamber of Commerce and Industry & **NASSCOM Centre of Excellence -IoT and AI**.

This conclave was aimed at churning out new ideas, insights, and innovations along with catapulting the industry into a New Age of Mobility. An effort was made to comprehensively understand the dynamics of the quickly changing EV Ecosystem and, based on these insights, make specific recommendations for the growth and sustainability of this ecosystem.

Industry Experts shared their experiences, creating a learning environment fostering new ideas and innovations. With every session, the speakers focused on the need and the importance of EVs in India and how various auto players, industry experts, and policymakers are playing a key role in making a sustainable EV Ecosystem.



- **Green Mobility Electric Vehicle Expo 2023: The Biggest EV Expo in Northern India** organized by PHDCCI. The Expo was Inaugurated today by the **HE Banwari Lal Purohit, Hon'ble Governor, Punjab and Administrator Chandigarh UT** with the objective to bring all stakeholders on a common platform for development of future-ready and environmentally sustainable mobility products and technologies, besides giving a platform to the public to get more knowledge about the products and government policies.

Punjab Local Government and Parliamentary Affairs Minister Dr. Inderbir Singh Nijjar that attended the 3day Expo said that smart cities and urban cleanliness can be truly meaningful only when vehicular pollution is reduced. To reduce the pollution of vehicles, it's necessary that we have to give up the habit of oil. He said that Chandigarh the capital of Punjab, has set an example in many respects, the Punjab government is considering running e-busses as a pilot project in Mohali, Zirakpur and Kharar areas adjacent to Chandigarh. The Punjab government has also implemented its new EV Policy with the objective to create awareness amongst people about saving the environment



India's 1st All EV Car(TSD) Rally Under FMSCI Regulations Organized by PHDCCI in Feb, 2023



PHD Chamber of Commerce and Industry organized India's First of its Kind EV (TSD) Car Rally Powered by **Citroen** and Co-Powered by **Bridgestone**, under the regulations of **Federation of Motor Sports Club of India** on 12th March 2023.

The ceremonial flag-off was conducted on 11th March 2023 at the PHD House New Delhi, by Shri Vinkesh Gulati (Chairman, FADA Academy & Research), Shri Sanjeev Sharma (Vice President, Delhi Olympic Association New Delhi), Shri Ajay Sharma (Secretary General, SMEV) and Shri Saurabh Sanyal (Secretary General, PHDCCI).

The event was organised in association with **Society of Manufacturers of Electric (SMEV)**, **Federation of Automobile Dealers (FADA)** and **National Highway (NHEV)**.

Shri Anuj Khanna, Co-Chair, Roads, Highways, Ports, Shipping and Waterways Infrastructure Committee, PHDCCI flagged-off the rally on 12th March 2023 from **DLF Cyber City, Gurugram** as the start point to the finish point being the **Heritage Transport Museum** in Tauru-Haryana.

The museum played a pertinent role bringing in the flair of old to new technology reflecting the advancement over the years.

PHDCCI aims to raise an awareness and adoption of Eco Friendly Electric Cars, not only with Conclaves and Expos but through Sports as well.

The rally was organized with the prime focus to create and increase awareness towards the climate change and the essence of green mobility.

The EV Models that featured in the rally included the Citroen-E C3, MG-ZS EV, Tata Nexon and Tigor EV to name a few. A total of over 100 participants with 35 EVs participated in the competitive trail of Time-Speed-Distance. The competition was concluded with a Skill Test circuit that raised the excitement to an all new level. The supplementary regulations, where only the Electric Vehicles could participate, were also drafted and approved by FMSCI for similar EV TSD Rallies in future.

India EV Conclave, 12-13 February 2024

PHDCCI organised a two day India Electric Vehicle Conclave during 12-13 February 2024 at PHD House, New Delhi. Speaking at the Conclave on the first day, the Chief Guest, **Mr Sudhendu J. Sinha, IRTS, Adviser (Infrastructure Connectivity & Electric Mobility), NITI Aayog**, informed that now 33 States and UTs in India have their own EV policies which apart from providing an EV ecosystem are also focussing on attracting investments in the EV sector. He informed that in India while the Central Government has been running various programs and schemes like FAME I & II, the State Governments drive their own policies. While adoption of EVs started at a very slow pace in 2014-15, now the momentum has picked up and we have 7000 electric buses running in India. The Government has also roped in 16 IITs and National Research Labs to carry our R & D in EVs, Batteries, Charging equipment. The recent announcement in Budget about scheme for 1 crore homes having solar rooftops will further give an impetus to the Battery sector and in these homes solar power will be used for EV charging. He informed that as per the latest Economic Survey, by 2030 India will become a global EV manufacturing hub and expressed hope that soon we will become a major EV exporter as well.

Delivering the Keynote address at the Conclave, Mr Bhaskar Rajah, Regional Energy Team Leader, USAID, US Embassy, informed that the USAID has been supporting India's EV journey since the last 20 years. USAID has a big focus on Decarbonisation of Transport sector in South Asia and they have proposed various innovative methods like demand aggregation of EV buses to reduce costs. He expressed hope that India will soon start exporting EVs to African countries. Mr Pawan K. Tibrawalla, Co-Chair, Renewable Energy Committee, PHDCCI, in his Address emphasised on Partnerships for facilitating EV adoption in India and appealed that all stakeholders, including the government, industry, academia, and civil society, should come together and work in synergy to drive the EV transformation. We must promote domestic manufacturing of electric vehicles and their components.

A Knowledge Report titled : Electric Mobility Ecosystem in India : Roadmap for the future, was also released at the Conclave which was been prepared by NRI Consulting and Solutions India Pvt. Ltd & PHDCCI. Mr Yash Pal Sachar, VP, Ashok Leyland spoke about the EV offerings of his company. Ms Mili Dubey delivered the Vote of Thanks at the Conclave which was attended by 225 delegates. A display of recent Electric Cars launched in India along with Innovations by EV Startups was also organised.



ROUTE AND FORMAT

New Delhi To Jaipur Highway

The Route is specifically chosen as it is the country's Latest EV Friendly National High Way

Detailed Route Map/Tulip Map will only be shared before Flag Off on 16th Mar, 2024 at 6am

The Rally will Start from PHD House New Delhi and end at Jaipur.

The route will be split into 2 Segments, to enable the participants to charge their vehicles for the next stage.

The **TSD Segments** is in the Time-Speed-Distance format and not a speed Trail. All participants should follow all road rules, speed limits & shall move on public roads in a controlled manner with a minimum difference of 2min per vehicle.



FLOW

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-    Registration and Vehicle Scrutiny : 14th Mar, 2024 - 12pm - 4pm
 -    Press Conference and Ceremonial Flag off: 14th Mar, 2024- 4pm -6pm
 -    Flag Off – PHD House New Delhi - 16th Mar, 2024 – 7am
 -    1st Competitive (TSD) Segment
 -    Refreshments & Charging Facilities for Vehicles
 -    2ND Competitive (TSD) Segment
 -    Finish – Jaipur at 4pm
 -    Hotel Check in: Room Provided from 16th Mar 4pm to 17th Mar 10am
 -    Presentation and Prize Distribution Ceremony for both events
 -    After Event Party



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