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MINISTRY OF
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evready

KARNATAKA'S LARGEST EV EXPO

2026



**POWER TOMORROW.
DRIVE GREEN TODAY.**

21st - 23rd February, 2026

Tripura Vasini, Palace Grounds,
Bengaluru - 560080



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Driving India Toward Greener Mobility

India has set ambitious goals to transform its transport ecosystem with a bold commitment to sustainability and innovation. The Government of India, through the Ministry of Heavy Industries, is leading this shift with policies and schemes that encourage the adoption of electric vehicles, reducing carbon emissions and building self-reliant green infrastructure.



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Key Milestones & Vision

- EV adoption projected to reach ~30% of new vehicle sales by 2030 (policy vision /NITI Ayog projection)
- Net-zero emissions by 2070 (India's Panchamrit commitment at COP26)
- Over 6 million electric vehicles registered in India (as of 2025)
- India is the world's largest electric 3-wheeler market with rapidly growing electric 2-wheeler and e-bus segments

Major Government Initiatives

- FAME II – ₹10,000 Cr for EV adoption, charging infra & buses
- PM-eBus Sewa – 10,000 e-buses in 169 cities
- PLI Schemes – ₹44,000+ Cr for EV components & advanced battery tech
- National Charging Infra Guidelines (2023) – Charging station every 3 km in cities
- Supportive state-level EV policies (Karnataka among leaders)



The country is now entering a phase of mass awareness and consumer adoption, where **large-scale public platforms** play a crucial role in shaping India's green mobility future.



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Source: NITI Aayog (EV reports & projections), MoRTH VAHAN data, Prime Minister's COP26 announcement (PIB India), IEA & industry reports





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A Public-Powered Green Mobility Showcase

EVready 2026, hosted by News 1st Kannada in collaboration with the Ministry of Heavy Industries, Government of India, is the Karnataka's biggest platform dedicated to electric mobility, showcasing EVs across all segments—2W, 3W, 4W and EV infrastructure.

The expo unites government, industry and the public to experience the future of transport. It's not just an exhibition — it's Karnataka's leap into a cleaner, smarter and greener tomorrow.





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Objectives

- ⚡ Amplify the Government of India's EV vision through public engagement and policy alignment.
- ⚡ Create large-scale awareness about electric mobility, benefits and adoption.
- ⚡ Showcase the complete EV ecosystem — vehicles, infrastructure and innovation.
- ⚡ Position Karnataka as a front-runner in India's green mobility revolution.





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Event Highlights



Full-Scale EV Showcase

A comprehensive display of electric two-wheelers, three-wheelers, cars, buses and commercial EVs from leading manufacturers and startups.



Government & PSU Participation

Dedicated pavilions by central and state departments, PSUs and energy boards showcasing EV policies, initiatives and public sector innovation.



Live Demos & Test Ride Experiences

Real-time test rides, charging infrastructure, walkthroughs and interactive technology zones to let visitors experience EV performance first-hand.



Public Awareness & Engagement Zones

Inclusive spaces designed to educate citizens, engage youth and promote green mobility through campaigns and community activities.



Fire-side Chats

Informal, consumer-friendly discussions with leading voices from startups, auto industry, academia, policymakers, media and investors on EV trends and future mobility.



Media, Influencer & Industry Visibility

Extensive coverage through integrated multimedia exposure and engagement across television, digital, print media, celebrity auto influencers, billboards, ambient media and on-ground branding—designed to amplify awareness and drive deeper industry engagement.





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Karnataka Leads the Charge !





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Karnataka Matters !

India's Most Commercially Relevant EV Market

1.7 lakh+

Top 3 EV State in India by Volume

- Karnataka recorded ~1.7 lakh EV registrations in calendar year 2024, ranking 3rd among Indian states and accounting for ~9% of national EV sales, indicating substantial market scale.

~1.48 lakh

Strong 2025 Momentum

- Karnataka registered ~1.48 lakh EVs during January–September 2025, maintaining its premier position as India's Top-3 EV market.

~12.92%

#2 State in India for EV Two-Wheeler Penetration

- Karnataka achieved ~12.92% EV penetration in two-wheelers, ranking 2nd nationally and nearly double the all-India average.

~10.83%

Mature Electric Passenger Car (4W) Market

- Electric vehicles accounted for ~10.83% of passenger car registrations in Karnataka, more than twice the national average.

~14.09%

True Multi-segment Electrification

- Karnataka recorded ~11.41% EV penetration in cargo three-wheelers and ~14.09% EV share in electric buses, reflecting strong commercial and public transport adoption.

~20.8%

India's #1 EV Charging Hub

- Karnataka hosts ~6,097 public EV charging stations, accounting for ~20.8% of India's total charging infrastructure, the highest among all states.

Source: VAHAN Dashboard (MoRTH), EVreporter, IndiaEVNews and Ministry/State Energy Department Disclosures (CY 2024; Jan–Sep 2025; Charging infra as of Oct 2025).



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Why Brands must drive into EVready 2026?

- Direct Access to **India's Fastest-scaling EV Consumer base**
- Presence in a Market where **EV Adoption is already Mainstream**
- Visibility across **Personal, Commercial & Public Mobility**
- Strong On-ground Engagement backed by **News 1st TV & Digital**
- Association with **India's EV Innovation & Startup Capital**

Karnataka uniquely combines scale, speed, infrastructure and multi-segment EV adoption – making **EVready Expo 2026** the most commercially relevant EV platform in South India.





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Why EVready Matters to Every Stakeholder?



Sponsor Benefits

Amplify your brand visibility across Karnataka and beyond through 360° media exposure, strategic on-ground presence and association with a nationally endorsed green mobility platform.



Exhibitor Benefits

Position your brand at the forefront of India's EV revolution by showcasing innovations, connecting with serious buyers and building high-value partnerships across industry and government.



Policy Maker Benefits

Leverage the expo as a direct outreach platform to educate citizens, promote schemes and demonstrate the government's commitment to clean and sustainable transport.





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Exhibitors Visitors

Who Can Exhibit

- Electric Vehicle Manufacturers
- Battery & Charging Infrastructure Providers
- Component & Technology Suppliers
- EV Startups & Innovators
- Auto Accessories & Aftermarket Brands
- Green Finance & Insurtech Companies
- Public Sector Units & Government Departments
- Academic & R&D Institutions

Visitor Profile

- EV Buyers and General Public
- Automobile Dealers and Distributors
- Fleet Operators and Logistics Companies
- Garage Owners and Automotive Service Professionals
- Government Officials and Policymakers
- Celebrities
- Media Professionals, Auto Influencers and Content Creators
- College Students and Technical Institutions
- Clean-Tech Startups and Entrepreneurs
- Investors, Banks and Green Finance Firms



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PROMOTION

Strategy & Deliverables



360° Media Campaign

Comprehensive promotion across TV, radio, print and digital platforms to maximize visibility and build mass awareness statewide.



Regional & Trade Media

Strategic ad placements and stories in regional dailies, trade journals to target both mass and niche audience.



Influencer & Digital Marketing

Engagement with auto influencers, vloggers and content creators to reach enthusiasts online; amplified via social media ads and reels.



Community & Ground-Level Promotions

Hyperlocal outreach through community, youth/campus connect and local partnerships to drive strong footfall.





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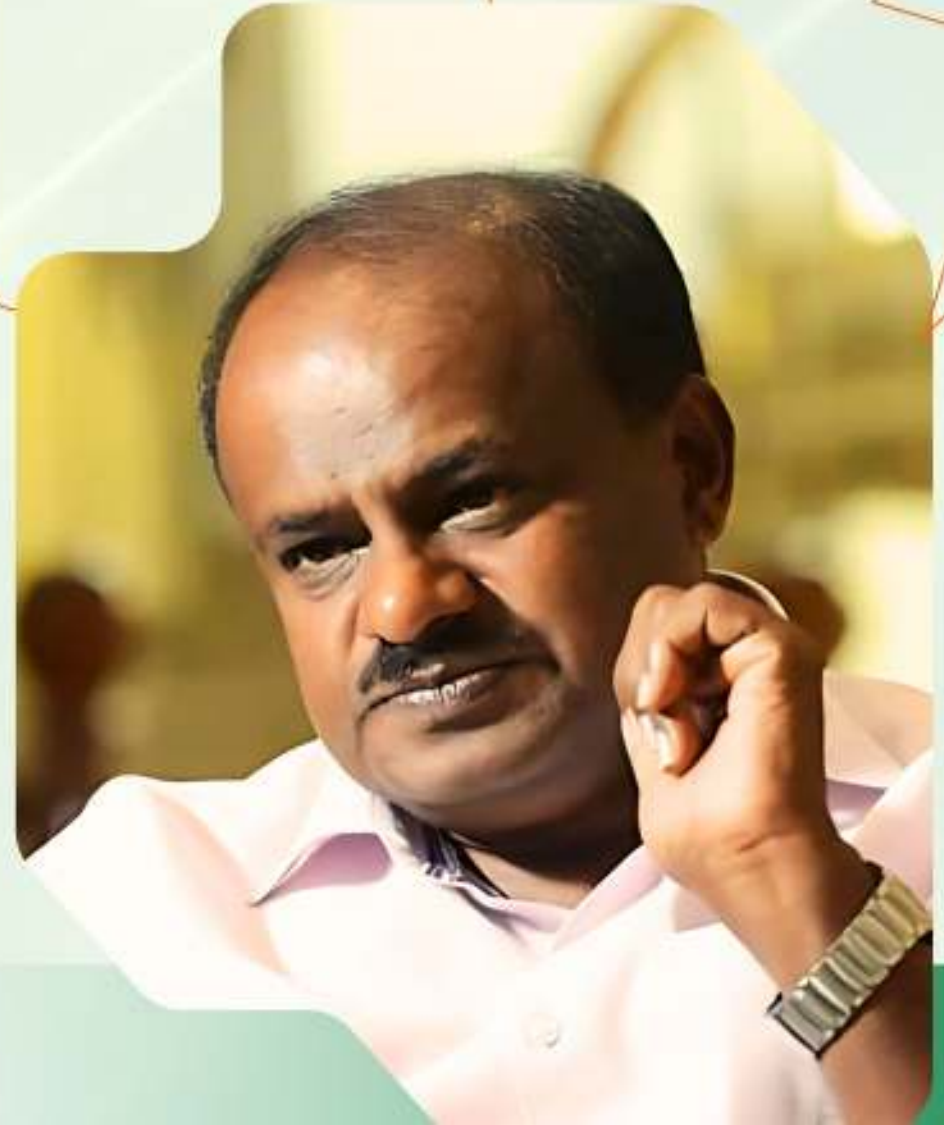


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Inauguration by Hon'ble SHRI H. D. KUMARASWAMY

**UNION MINISTER FOR
HEAVY INDUSTRIES AND STEEL**

The event will be formally inaugurated by
Shri H.D. Kumaraswamy, Hon'ble Union Minister for
Heavy Industries and Steel.
His presence adds national significance and
momentum to the electric mobility movement in
Karnataka.





ನಿರ್ಭೀತಿಯಿಂದ.. ನಿಮ್ಮ ಪರವಾಗಿ



News 1st Kannada at a **GLANCE**

- No.1 News Platform in Karnataka (TV + Digital).
- Most Influential & Strongest News Network.
- Biggest Digital News Network in Karnataka.
- 35 Digital & Social Media Platforms, including hyperlocal district-level channels across Karnataka.
- 70 Lakh Social Media Followers.
- 2.5 Crore+ Weekly Television Reach.
- 45 Crore+ Monthly Digital Views.
- 500 Crore+ Total YouTube Views..
- Recognised for credible, fearless and growth-driven journalism.





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**CHARGE AHEAD...
TAKE THE LEAD**

at

KARNATAKA's Largest EV EXPO





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Sponsorship & Stall Enquiries

Srihari Mulugundam +91 98497 60105

srihari@newsfirstlive.com

Chandrakanth CS +91 99164 44090

chandrakanth.cs@newsfirstlive.com

Sheetal Ballakurya +91 80734 49400

sheetal@newsfirstlive.com

www.evready.co.in

contact@evready.co.in



#31, TBR Tower, New Mission Road,
1st A Cross J C Road,
Bengaluru, Karnataka - 560027