

BSA Motors to invest Rs 20cr to ramp up R&D

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THE Chennai-headquartered BSA Motors, an arm of the Rs 15,907 crore Murugappa Group, is investing Rs 20 crore from its coffer to upgrade and strengthen its R&D activities focused on electric scooter segment.

“We see huge potential in this particular market segment and remain extremely bullish in the current year itself. We will be investing nearly Rs 20 crore in R&D facilities to further upgrade our products and services in this segment,” said K B Srinivasan, vice president, BSA Motors. If need be the company would not shy away from investing more, he added.

BSA Motors has recently rolled out its electric scooter-‘Edge’ and the launch of ‘Roamer Able’, the country’s first electric scooter especially designed for the differently-abled people, is expected by this month-end.

“BSA Motors is taking various steps to improve the performance, reliability and riding experience of electric scooters in India. We are working on more efficient motors, reliable electronics and batteries, an ergonomic vehicle design that will usher in next generation e-scooters in India. Our new product ‘Edge’ is in line with this approach,” said Srinivasan.

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