

India's first electric car Reva launched in Delhi

After 13 years of research and development, India's first electric car 'Reva' was launched in the national capital by Delhi Chief Minister Sheila Dikshit Wednesday morning.

Describing Reva as "a little cute car", Sheila Dikshit said her government was committed to taking steps to improve the city's environment.

"It is a green day for Delhi. I have been using the car myself for short distances and I like it a lot," she said.

'I appeal to all those who have several cars to at least buy one Reva,' Dikshit added.

To popularize the battery-operated car, the government announced a 15 percent subsidy on its base price, 12.5 percent exemption of value-added tax (VAT), and a refund of road tax and registration charges.

The subsidy and exemptions would bring down price of Reva's base model to Rs.299,000, and it would cost users 40 paise per kilometre.

Asked about their target in the first year, Reva Electric Car Co's president of India operations Girish M. Rakhe said: 'We will be very happy if we sell 3,000 cars in the national capital in our first year.'

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