



Mercedes-Benz

## Mercedes-Benz Research and Development India launches sustainability assessment framework for e-mobility startups to become more sustainable

Press Release

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- *The first-of-its-kind framework provides tools for tracking, measuring, and maximizing impact of startups while increasing their social and environmental contributions*

**Bengaluru, 06 June 2022:** [Mercedes-Benz Research and Development India](#) (MBRDI) has launched an assessment framework, in association with Villgro and World Resource Institute India (WRI India), to raise awareness on maximizing impact beyond zero tailpipe emissions while also facilitating the creation of a uniform standard for socio-economic and environmental impacts within the electric mobility sector. It also provides enterprises an opportunity to track and manage their impact from early stages of development, allowing deeper integration of sustainable practices into their business.

Spurred by conducive policies and increasing consumer awareness, the domestic e-mobility industry has been growing rapidly in the last few years. Many start-ups are actively supporting the e-mobility transition, with over 550 start-ups working on various aspects of the EV value chain, as of mid-2021. As startups struggle with integration of impact management amidst constraints of limited capital, resources, and time, this unique impact assessment framework, based on the widely recognized Sustainable Development Goals (SDGs) and targets, will encourage building products and services that contribute to a more equitable, clean, and inclusive mobility ecosystem.

Commenting on the launch of this report, **Manu Saale, Managing Director and CEO, MBRDI** said, “Sustainable mobility requires a holistic approach, and the direct and indirect impact of this assessment framework will influence a wide range of socio-economic and environmental outcomes in the industry. With rapid global growth in e-mobility and massive investments expected over the next decade, there is a unique opportunity to maximize the positive impact of this sector across the value chain. We are confident that this report will create newer employment opportunities, while reducing air pollution and greenhouse gases (GHG) emissions from the transport sector.”

It is estimated that \$180 billion of investments are required to meet India’s 2030 EV targets. This framework will prove to be an equally important instrument for impact investing firms to base their investment decisions

on a holistic, comparable, and standardized framework that prioritizes social and environmental impact besides financial viability and growth metrics.

**Chaitanya Kanuri, Senior Manager – Electric Mobility, WRI India**, said, "In addition to the emissions benefit of electric vehicles, this framework will encourage enterprises to adopt sustainable manufacturing practices and ensure circular economy of resources in the sector. With a growing number of investors applying ESG and impact lenses in making investment decisions, this framework will help companies in aligning their economic and environmental sustainability."

MBRDI currently supports e-mobility startups such as Sheru and Ziptrax with battery swapping infrastructure and battery packs utilized by their e-rickshaw drivers. This has helped increase the daily operating hours of e-rickshaws and contribute additional income of up to INR 500 per day for the drivers.

**Ananth Aravamudan, Sector Lead, Climate Action at Villgro Innovations Foundation** added, " Many e-mobility start-ups are integrating impactful initiatives in their evolving business models, be it in manufacturing, sales, or services. This framework will be of immense help to the startups we incubate, helping them to align their impact measurement to global standards and attract more investment."

Over time, this framework will support the development of benchmarks for consumer, workforce, and societal impacts in the e-mobility sector for new as well as mature enterprises.

To read the full report, click <https://villgro.org/research-reports/>

**For further information:**

Tanuja Singh | [Tanuja.singh@mercedes-benz.com](mailto:Tanuja.singh@mercedes-benz.com) | +91 9741000266  
Sejal Doshi | [Sejal.doshi@genesis-bcw.com](mailto:Sejal.doshi@genesis-bcw.com) | +91 6366945060

**About Mercedes-Benz Research and Development India (MBRDI)**

Mercedes-Benz Research and Development India (MBRDI) is the largest research and development center for Mercedes-Benz Group AG outside of Germany. Started in 1996, the Bengaluru headquartered organisation plays a prominent role in the development of new technologies like connected, autonomous, shared, and electric in the mobility world. MBRDI, known for its engineering innovations, has grown to a team of over 6,000 employees and is one of the earliest technology and innovation

center of a global automotive company to set up a strong presence in India.

In line with the global ambitions of the Mercedes-Benz Group, MBRDI plays a prominent role in innovating and accelerating the future of sustainable mobility. Over the last 25 years of its presence in India, MBRDI has established itself as an innovation powerhouse. The engineers at MBRDI are committed to providing an unparalleled experience and comprehensive digital capabilities, with technology at the core. MBRDI harnesses the role of IT in accelerating the future of automotive technology in terms of engineering, digitalisation, testing and simulation, and data science.

MBRDI offices in Bengaluru specialise in end-to-end capabilities in product development and IT services. The satellite office in Pune focuses on interior component designs and IT engineering.