

Goyal Aluminium to foray into ev segment; plans to set up manufacturing plant in Noida

The company in a statement said that the decision is in line with the government's initiative of 'Clean India and Green India' in view of the rising levels of pollution.

The company has also appointed 25 dealers in north India and is expecting to appoint 150 dealers across the country before March 2024, as per company's plans.

Goyal Aluminium has announced to foray into the [electric vehicle](#) segment through the newly incorporated venture namely Wroley E India. According to an [exchange filing](#), the company will manufacture electric scooters and low-speed scooters for the Indian market.

The company in a statement said that the decision is in line with the government's initiative of 'Clean India and Green India' in view of the rising levels of pollution. Wroley E India has secured sanction for financing from Shri Ram Finance to offer customers financing solutions to purchase its [electric scooter](#) in monthly installments, the company statement added.

"This will make it easier for customers to choose e-scooters over existing fuel-mechanic vehicles in the two-wheeler segment," the statement said.

The company has plans to launch high-speed electric scooters in April this year, for which it has secured approval from the Central Institute of Road Transport (CIRT). The company has also appointed 25 dealers in north India and is expecting to appoint 150 dealers across the country before March 2024, as per company's plans.