



Bharat Taxi Partners with Massive Mobility to Drive EV Adoption

Focus on charging access and driver financing to support electric mobility transition

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Bharat Taxi, the cooperative ride-hailing platform operated by Sahakar Taxi Cooperative Limited (STCL), has partnered with Massive Mobility Private Limited (MMPL) to strengthen electric vehicle (EV) adoption across its driver network.

The collaboration will focus on integrating charging access, introducing incentive programs, and enabling financing and membership solutions to make EV adoption easier for drivers.

Under the agreement, Massive Mobility will provide access to its EV charging network and platform capabilities, while Bharat Taxi will support integration within its driver ecosystem and lead onboarding efforts.



Key Areas of Collaboration

- **Charging Access:** Integration of EV charging within the driver ecosystem

- **Incentives:** Discounted charging, cashback, and performance-linked benefits
- **Financing & Memberships:** Solutions to reduce upfront EV costs
- **Driver Onboarding:** Training and support for EV operations
- **Charging Hubs:** Development of dedicated fleet charging infrastructure

The partnership aims to reduce barriers to EV adoption by combining infrastructure access with financial and operational support.

"This partnership focuses on building a practical EV ecosystem for our driver community. By combining charging access and financing support, we aim to make EV adoption more accessible for our sarathis," a Bharat Taxi CEO, Col. Himanshu Sharma, said.

Bharat Taxi will also evaluate introducing a dedicated EV category on its platform as adoption scales.

About Bharat Taxi

Bharat Taxi (Sahakar Taxi Cooperative Limited) is a multi-state cooperative society of Sarathis built on the principles of fair earnings, shared ownership, and dignified livelihoods for drivers.

The platform is supported by leading national cooperative institutions, including NCDC, IFFCO, GCMMF (Amul), KRIBHCO, NAFED, NABARD, NDDB, and NCEL.

Inspired by the vision of "Sahakar se Samridhi," which means shared prosperity through cooperation, Bharat Taxi aims to build a mobility system in which drivers are not just service providers but also partners in the platform they power.