



The Next Lap

January 2026

Let's kick off the new year with some fresh perspectives and forward-looking developments shaping the future of mobility at Ayvens India, along with some trivia to keep things fun!



Ayvens spotlight: Enabling lifestyle mobility

Mobility today is no longer defined by ownership, model year, or engine performance. It is a lifestyle choice shaped by convenience, sustainability, and flexibility. For urban professionals, growing families, and businesses alike, the question has evolved from “Which car should I buy?” to “What is the smartest way to access mobility that fits my lifestyle?”

At Ayvens, we believe mobility should adapt to people, not the other way around. That’s why we’re building lifestyle-centric solutions that meet customers where they are.



Smart mobility plans

Enjoy mobility without ownership constraints. Easily adjust mileage, switch vehicles, and choose from multiple options, including hybrid and CNG.



Innovative leasing solutions

Flexible terms and tailored packages that balance cost efficiency with choice. Ideal for SMEs, corporate fleets, and individual professionals.



Sustainability pathways

Expert guidance to transition to cleaner fleets, covering the optimal energy mix, total cost of ownership, and alignment with sustainability policies.



A seamless experience

From digital onboarding and transparent pricing to proactive maintenance and intuitive performance dashboards, we have simplified mobility.

At Ayvens, our goal is not just to provide vehicles but to curate mobility that fits the rhythm of life and work.

Ownership vs leasing: Which way to go?

Choosing between ownership and leasing depends on what matters most to you.

Ownership

- Best suited for long-term use with consistently high mileage
- Requires higher upfront investment and carries depreciation risk
- Ideal for those who prefer customisation and keeping a vehicle for many years

Leasing

- Fixed monthly rentals with access to newer vehicles and planned upgrades
- Maintenance can be included as a service*
- Well-suited for users seeking flexibility and a lower total cost of ownership

Quick rule of thumb

If predictable costs, newer vehicles, and built-in flexibility matter most, leasing is often the right way to go.

Why choose

Ayvens?

Because mobility isn't just about getting from point A to point B, it's about moving life forward.



With Ayvens, your mobility is:

Convenient

Digitally enabled, hassle-free, and designed to save you time

Sustainable

Smarter choices across hybrid, CNG, and electric mobility

Flexible

Built to adapt as your needs change, without locking you in

Ayvens empowers you with mobility that fits today, and is ready for whatever comes next.

*Terms and conditions apply

Navigating traffic jams: A driver's guide to staying safe

Traffic congestion is a part of everyday urban driving. While it can be frustrating, staying composed and avoiding risky habits helps protect both you and your vehicle.



Avoiding the jam before it starts

- Plan your travel to steer clear of peak hours when possible
- Choose alternative routes to bypass known bottlenecks
- Use live navigation apps for real-time traffic updates
- Reduce speed early when you see traffic building up ahead

When you're stuck in traffic

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|---|--|
|  <p>Stay calm
A patient mindset leads to safer, smarter decisions.</p> |  <p>Stay alert
Stop-start driving increases the risk of minor collisions.</p> |
|  <p>Stick to marked lanes
Avoid shoulders or shortcuts unless directed by authorities.</p> |  <p>Enable smooth merging
Leaving space for merging vehicles improves traffic flow for everyone.</p> |
|  <p>Maintain following distance
Sudden stops are common in congested conditions.</p> |  <p>Put the phone away
Even slow-moving traffic requires your full attention.</p> |
|  <p>Obey speed limit once traffic clears
Speeding won't recover lost time, but it can increase risk.</p> | <p>Traffic jams are frustrating, but they are both predictable and manageable. Safe driving habits help keep roads safer and traffic moving more smoothly for all.</p> |

ALD Automotive and LeasePlan merger is progressing smoothly.

We are sharing updates on the ALD Automotive and LeasePlan merger. If you have not heard from us yet, please be assured that we will be in touch with you soon.

For any questions, please contact the **Ayvens customer relationship team.**



- India's auto sales surge in November across passenger and commercial vehicles
- Tesla highlights low running costs amid slower India sales
- Mahindra unveils new premium SUV: XUV 7XO
- New fuel norms may soon link to vehicle size
- Japan Mobility Show 2025 spotlights EV and hybrid innovation
- Carmakers plan up to 40 percent production expansion amid GST cuts
- India's auto retail grows in Q2 FY26 with demand recovering across regions
- Maruti Suzuki records highest-ever monthly sales in October 2025
- VinFast to expand its Tamil Nadu plant for EV buses and scooters
- The government aims to make India the leading global auto hub within five years

Sources: ET Now, BBC, psuconnect, ET Brand Equity, Mint, The Economic Times, Republic World, India Today, The Times of India

Networking events



ET Auto EV Conclave

Shalini Baveja, Director of Marketing and Communications, Strategy and ESG, represented Ayvens at the ET Auto EV Conclave. The discussions focused on accelerating India's EV transition, strengthening local manufacturing, and expanding EV accessibility through partnerships and supportive policies. At Ayvens India, we're proud to play an active role in shaping India's transition to **sustainable mobility**, a future we're committed to enabling through innovation and partnerships.

[Know more](#)



14th CHRO Confex & Awards, Chennai

Ayvens was proud to participate as the Platinum Partner at the 14th CHRO Confex & Awards in Chennai, alongside Cresco Chennai as co-partner. The event featured insightful sessions and engaging conversations on sustainable mobility, led by Varanasi Seshadri, highlighting how smart mobility solutions continue to enhance employee experiences. Adding to the energy of the event, Cresco's showcase of the Grand Vitara and Invicto brought the discussions to life.

[Know more](#)



World Marketing Congress & Awards 2025

Shalini Baveja, Director of Marketing & Communications, Strategy and ESG, represented Ayvens at the World Marketing Congress & Awards 2025, joining a panel discussion on "Simplicity in Strategy: Less jargon, more resonance." She spoke about practical approaches to simplifying strategy execution and underscored how ESG is integral to Ayvens' way of working, ensuring sustainability is a shared responsibility across employees, customers, and investors.

[Know more](#)

Ayvens India recognised in India's first DEI Index.

Ayvens India has been ranked 37th in the DEI 100 Index, India's first benchmark for Diversity, Equity and Inclusion. The recognition reflects our measurable progress and leadership in building a workplace that is inclusive, fair and representative. It reinforces our commitment to creating an environment where people can grow, contribute, and belong.



CSR initiatives

Vedanta Delhi Half Marathon

On **12 October 2025**, Ayvens colleagues came together at the Vedanta Delhi Half Marathon to **support United Way's "Let's Read" initiative**, championing literacy among young learners. Every kilometre run symbolised a step towards empowering education. More than a race, the event reflected the spirit of teamwork, resilience, and shared purpose that defines Ayvens.

It was a proud moment as our colleagues turned commitment into action—running not just for the finish line, but for meaningful change.



Let's Read – Employee volunteering

- 150 children engaged in Gurugram
- 250 children supported in Mumbai
- 12 storytelling and assisted reading sessions conducted
- 13 mini library bags distributed

Through hands-on volunteering, Ayvens colleagues helped spark curiosity and inspire a love for reading. These efforts reinforce our ongoing commitment to education, inclusion, and community development.



On the road: New arrivals

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January launches



Maruti Grand Vitara 3-row
Est. Price: ₹14 Lakhs*



Mahindra BE 07
Est. Price: ₹8.5 Lakhs*



Toyota 3-row SUV
Est. Price: ₹14 Lakhs*



Maruti WagonR Electric
Est. Price: ₹8.5 Lakhs*



Volkswagen Tera
Est. Price: ₹8 Lakhs*

February launches



Maruti Baleno 2026
Est. Price: ₹6.8 Lakhs*



Toyota Urban Cruiser
Est. Price: ₹18 Lakhs*



MG Majestor
Est. Price: ₹46 Lakhs*



Skoda Elroq
Est. price: ₹50 Lakhs*



Kia Syros EV
Est. Price: ₹14 Lakhs*

*Estimated prices and expected launch dates.

*All prices mentioned are ex-showroom prices.

Social snippets



Trivia

01. Which planet rotates clockwise?
02. What is the fastest-growing plant on Earth?
03. Which country launched the first hydrogen-powered train?
04. What percentage of Earth's water is fresh water?
05. Which bird can fly backwards?

1. Venus, 2. Bamboo, 3. Germany, 4. ~2.5 percent, 5. Hummingbird