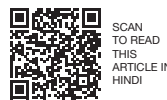




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Umang Saraogi

Building a Trusted Electric Mobility Brand for Everyday India

Kaushal Kumar | The CEO Magazine

The electric mobility market is evolving rapidly, but for E-Went Electric Vehicles, the opportunity has been grounded in a more practical question: what does it take to make electric mobility dependable for everyday India? Founded in 2021 as the electric mobility venture of Saraogi E-Ventures Pvt. Ltd., E-Went began with three-wheelers before pivoting fully to two-wheelers, where Founder & Director Umang Saraogi saw a stronger market opportunity.

That direction was shaped by Umang's background in commodities, finance and risk. With an MBA from Grenoble Graduate School of Business, Singapore, he worked in coal and coke trading at Saraogi Global, arbitrage and trade analysis at East India Securities, and risk management at Electrosteel Castings. The experience gave him an understanding of capital, margins, contracts and business risk. Building E-Went, however, required a shift from B2B transactions to B2C relationships and from specifications and contracts to consumer trust.

"I saw that the real opportunity in India's EV market was not simply to sell electric scooters, but to build the ecosystem around ownership," Umang explains. "Dealers, showrooms, financing, service, support and technology all had to work together so that choosing an EV felt as dependable as choosing any established vehicle."

Driving East India's EV Growth

E-Went identified East India as a relatively untapped opportunity in the rapidly evolving EV market and built its business around the realities of regional mobility. Today, the company says it has more than 20,000 vehicles on the road, a warranty claim rate below 1.5% over three years, and a 250+ dealer network across West Bengal, Bihar, Jharkhand, Odisha, Telangana, Andhra Pradesh and Assam. Its head office is in Kolkata, with manufacturing plants in Kolkata and Hyderabad. Its proposition extends beyond the vehicle. E-Went operates across Retail, Rental and Enterprise, with an ecosystem designed around everyday riders



Umang Saraogi
Founder & Director - E-Went Electric Vehicles

as well as businesses deploying EVs at scale. Its retail portfolio is organised around Power and Popular. Lightning targets riders seeking sporty performance and flexible battery options, while Foxy focuses on utility, storage, rugged construction and long-range capability. Rabbitor, JV and Maki address practical everyday mobility needs through a balance of usability, comfort, range and value.

For rental operators, E-Went combines EVs with fleet support, service responsiveness, parts availability and operational assistance. Enterprise customers can access bulk procurement, customised requirements, financing, training, service and fleet support, with the stated objective of lowering operating costs, increasing uptime and making ownership more predictable.

Engineering for Real India

E-Went's differentiation rests on designing for Indian riding conditions rather than idealised ones. Its scooters are engineered around potholes, monsoons, stop-start traffic, limited parking and customers who may not have convenient home charging. The company points to IP67-rated protection, robust steel tubular chassis construction and durability as part of that approach.

Yet Umang views engineering as only one part of the ownership proposition. The company maintains close relationships with dealers, riders and its service network, using real-world feedback to strengthen product quality and after-sales support. Its network includes authorised service centres, trained technicians and a growing after-sales infrastructure, supported by spare parts availability, customer helplines, dealer technical training, certified technicians, extended warranty options, scheduled service packages and digital service and vehicle-health support.

Umang says, "E-Went's advantage is simple: we design for real India, not ideal conditions. Our competitive edge is not one feature. It is the consistency of the entire ownership experience."

Making Trust Measurable

For E-Went, trust has been the key to addressing one of the biggest challenges in electric mobility: making product claims believable in a market where charging infrastructure, build quality and customer expectations can vary. The company says every vehicle is tested and certified by ICAT and CIRT under full ISO compliance, while customer queries are addressed within 48-72 hours. The company's warranty claim rate of under 1.5% across more than 20,000 vehicles is positioned as evidence that standards have remained consistent as the business has scaled. Its approach is built around the belief that reliability has to continue beyond the sale and that dealer capability must grow alongside market reach.

"Trust isn't built by one big promise. It's built by keeping the same promise, every vehicle, every customer, every day," Umang says.

From Legacy to a Consumer Brand

For Umang, E-Went's biggest accomplishment is not a dashboard number but the transition from a legacy business background to a genuine consumer brand. The company is a second-generation venture from the Saraogi Group, an East Indian business family with more than five decades of experience across energy, shipping and finance.

He sees the journey from an idea rooted in East India to a business preparing for a national footprint as a defining leadership experience. The lesson, he says, is that growth has value only when trust grows with it. That principle also shapes E-Went's approach to people. The company looks beyond résumés for individuals who believe in making electric mobility more accessible and meaningful, gives employees early ownership of products, markets, regions or relationships, and provides freedom to make decisions close to customers. A consistent core team over the last four years is presented as evidence of that approach.

The company's journey has also received external recognition. In 2026, the Times Internet Ecopreneur Awards gave E-Went Special Recognition for Smart Mobility Solutions. At the ET Now Business Summit & Awards 2025, it was named Most Promising EV Brand of the Year. Outlook India's Game Changers 2025 featured Umang Saraogi among its visionaries, while Forbes India has highlighted his work in electric mobility and sustainable innovation.

The Road Ahead

E-Went's immediate focus is not simply going pan-India. The company is working on building a smarter, more productive and more relevant mobility platform for Indian riders through three priorities: more reach, more technology and more capability.

More reach means expanding beyond its Eastern India stronghold through a stronger dealer and service ecosystem. More technology means applying engineering, data and connected capabilities to make ownership increasingly intelligent, efficient and effortless. More capability involves building manufacturing capacity and the operational backbone required for the next phase of growth.

"We believe electric mobility will soon become the default choice, not the alternative," Umang says. "Our ambition is to take what E-Went has built in East India – trust, quality and dependable service – and scale it nationally without compromising the standard."

The company's stated vision is to lead the future of electric mobility through sustainability, innovation and customer experience, while its mission is to transform urban commuting with electric scooters that combine technology, environmental responsibility and everyday practicality. For E-Went, the next phase is, therefore, not defined by vehicles alone but by whether every expansion can preserve the quality, service and confidence that underpin ownership.