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Montra Electric Expands Its Commercial Ev Footprint Through Vfryt's on-Demand Platform

Chennai, 31 Oct 2026: Montra Electric, India's full-spectrum electric commercial vehicle brand, today part ne red with VFRYT, a Chennai-based technology platform for on-demand commercial vehicle bookings, as the company officially launched its logistics marketplace and flagged off a new fleet of electric cargo vehicles in the city.

The partnership brings together two Chennai - based companies with a shared ambition to modernise urban logistics through technology and sustainable mobility. While VFRYT is focused on making commercial transpor tation more accessible, transparent and efficient through its digital platform, Montra Electric is enabling that vision through purpose-built electric commercial vehicles designed for the evolving needs of urban and intra-city freight movement.

Designed to bring the convenience of app-based ride-hailing to the commercial transportation sector, VFRYT enables customers to book a wide range of cargo vehicles, from small last-mile carriers to larger commercial trucks, through a single digital platform. Beyond booking, VFRYT uses GPS, S I M - based and FASTag tracking, AI-enabled monitoring and real-time alerts to give businesses greater visibility over their shipments and help them respond to delays more effectively. By bringing vehicle access, pricing and tracking together, the platform aims to make commercial transportation easier to manage, more trans parent and more efficient.

Mr. Jalaj Gupta, Managing Director, Montra Electric, said, "For electric commercial mobility to scale, the business case must be as compelling as the technology itself. The real opportunity lies in integrating electric vehicles into the every day flow of commerce and ensuring they create tangible value for the businesses that depend on them. By connect ing our vehicles with an on-demand platform like VFRYT, we are expand ing opportunities for their deployment while bringing electric mobility closer to the daily realities of Indian logistics."

Speaking on the occasion Mr. Pradeep Murali, Founder & CEO, VFRYT, said, “Our vision at VFRYT is to make commercial transportation more accessible, transparent and efficient through technology. This colla boration with Montra Electric is an important step towards bringing sustainable mobility into the everyday logistics ecosystem. We aim to give businesses greater access to efficient trans portation solutions through our on-demand platform, while accelerating the adoption of electric mobility and support ing cleaner urban logistics. We believe that the convergence of technology and electric mobility will play a key role in shaping the future of goods trans portation in India.”