

## Ajinkya Sanjaykumar Tandale: Transforming Rural Mobility Through Tandle EV – A Journey of Vision, Trust & Sustainable Progress

Published on 25 Nov 2025 | By IFI Correspondent



Building a business in a rural region brings its own set of challenges—but also immense opportunities. The journey of introducing electric three-wheelers in the Beed district began with a single, powerful belief: **sustainable mobility should not remain confined to cities.** Ajinkya Sanjaykumar Tandale recognized early that clean, efficient, and economical transportation was needed most in rural areas, where daily commuting, passenger transport, and cargo movement shape everyday life.

### Introducing EVs to Rural Communities

When he first began advocating for electric vehicles in Beed, the response was cautious. Many villagers were unfamiliar with EV technology, uncertain about battery reliability, and hesitant to switch from traditional fuel-based vehicles. Yet he persisted. Through regular awareness programs, one-on-one demonstrations, and honest, open conversations, he helped people understand the real benefits of electric mobility. Gradually, adoption increased—not only for passenger transport but also for cargo, agricultural needs, and small business logistics.

### Overcoming Finance Barriers in Rural India

One of the toughest challenges was financing. Many interested customers lacked access to formal banking systems, credit scores, or loan support. He worked tirelessly with financial partners, helped buyers navigate documentation, and built trust-based relationships. These efforts ensured that hardworking drivers and aspiring entrepreneurs could own an EV without unnecessary hurdles.

### Turning After-Sales Challenges Into a Strength

In rural markets, after-sales service delays can make or break customer trust—especially with new technology. Understanding this, he created a fast, dependable support system. He stocked essential spare parts locally, offered quick-response service, and ensured no customer ever felt stranded. This reliability transformed his business from just a dealership into a **lifelong support partner** for the community. Building a business in a rural region comes with its own unique challenges—and unique opportunities. For Ajinkya Sanjaykumar Tandale, founder of **Tandle EV**, this journey began with one powerful belief:

**“Sustainable mobility should not be limited to cities—rural communities deserve it too.”**

Tandle EV stands today as a symbol of:

- Innovation
- Rural empowerment
- Sustainable mobility
- And leadership rooted in purpose

In recognition of his **commitment to sustainable mobility, rural empowerment, and transformative entrepreneurship,**

**Ajinkya Sanjaykumar Tandale** has been selected for **prestigious honors celebrating his impact on rural transportation and community development.**

The prestigious ceremony will feature three esteemed chief guests:

? Varsha Usgaonkar – Bollywood Actress

? Sonalee Kulkarni – Indian Actress

? Prarthana Behere – Indian Actress

Organized under the visionary leadership of:

**Sudhir Kumar Pathade, Founder & CEO – Sure Me Multipurpose Pvt. Ltd.**

Warm congratulations to **Ajinkya Sanjaykumar Tandale** on this well-deserved recognition!

His **vision, courage, persistence, and commitment to rural communities** make him a true inspiration and a proud representation of innovation-driven entrepreneurship in India.

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.