



RESUME PROJECTS #12: ELECTRIC VEHICLES



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Made by





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About Company

- ✓ **Headquartered in the USA**, AtliQ Motors is a leader in electric and hybrid vehicles.
- ✓ Captured **25% market share** in North America's EV segment over the last 5 years.
- ✓ Renowned for **sustainability, cutting-edge technology**, and **eco-friendly vehicles**.
- ✓ Aiming to expand in India, where the EV market is growing rapidly.
- ✓ Current market share in India: **less than 2%**—needs strategic insights to grow.
- ✓ Led by **Bruce Haryali**, the Indian division is focused on launching bestselling EVs.



Problem Statement

AtliQ Motors: Expanding into the Indian EV Market

- ✓ AtliQ Motors holds a **25% market** share in North America but has **minimal presence** in the Indian market.
- ✓ **The Challenge:** Understanding the dynamics of India's EV market and identifying key opportunities and challenges.
- ✓ **The Goal:** Increase market share in India from the current **<2%** to a strong competitive position.

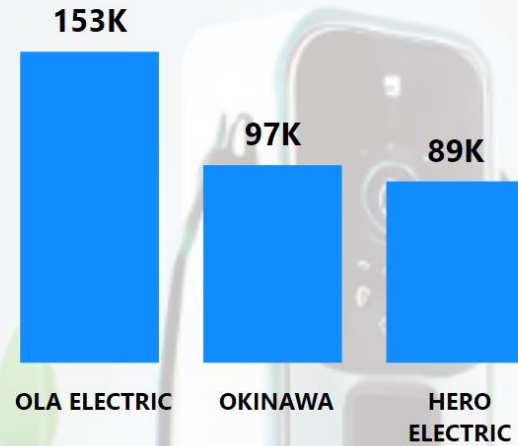


Next Slide: Primary research question

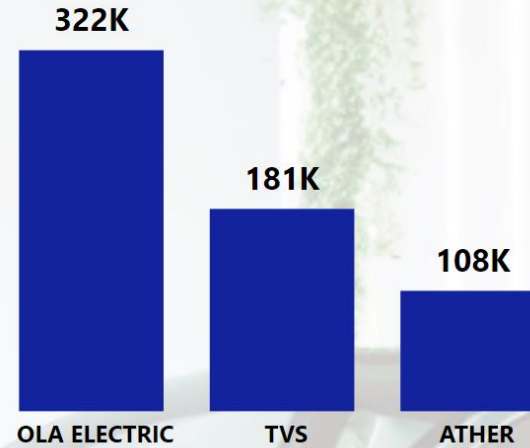


1. List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.

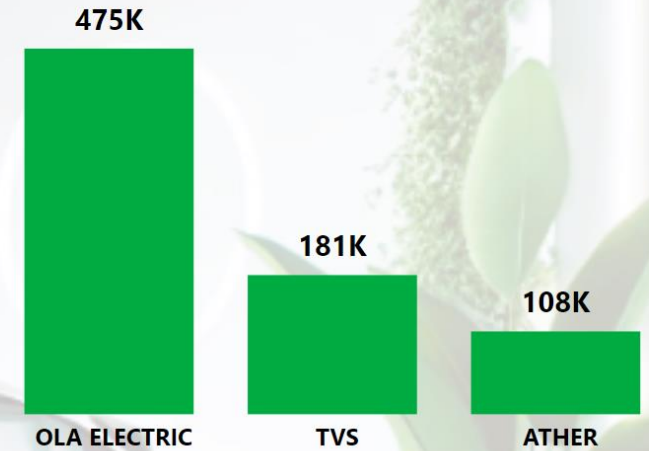
Top 3 EV sold by Makers 2023



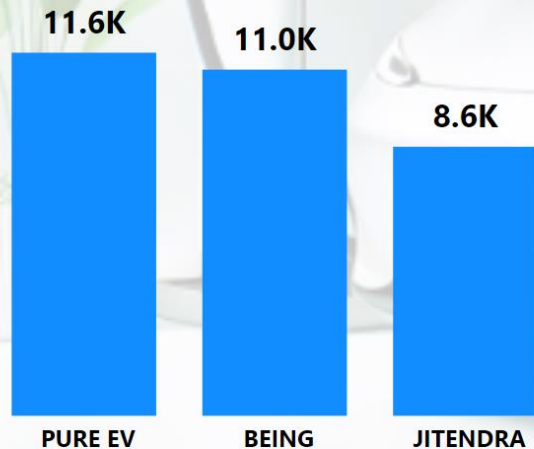
Top 3 EV sold by Makers 2024



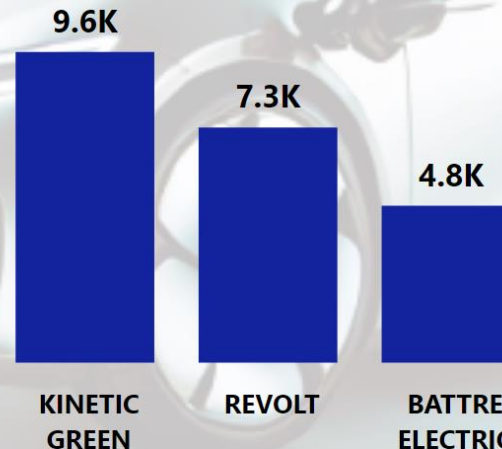
Top 3 EV sold by Makers 2023-2024



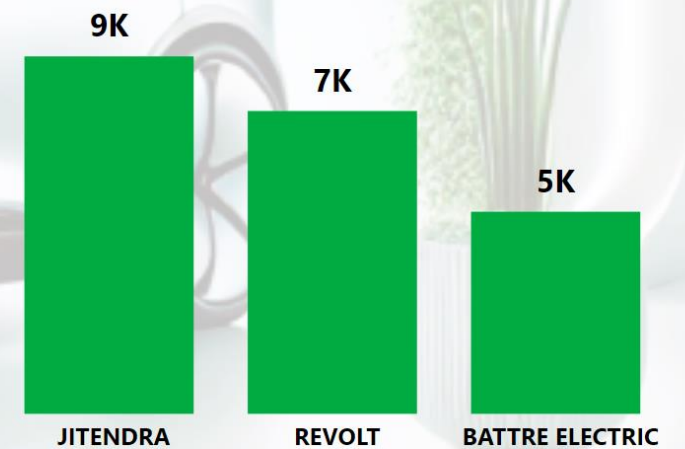
Bottom 3 EV sold my Makers 2023



Bottom 3 EV sold my Makers 2024



Bottom 3 EV sold by Makers 2023-2024



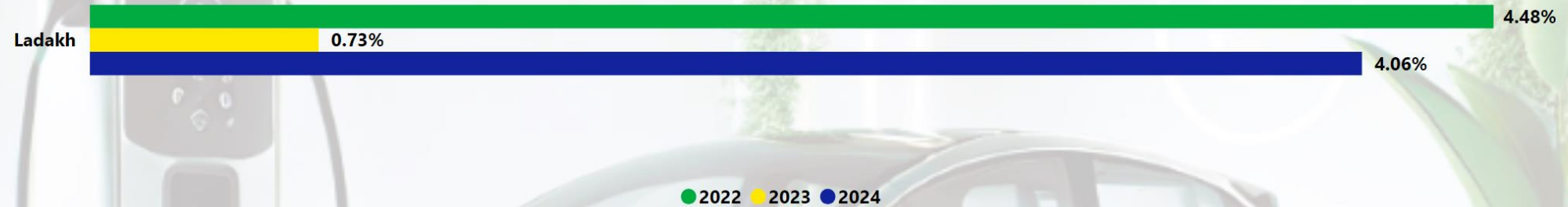
2. Identify the top 5 states with the highest penetration rate in 2-wheeler and 4-wheeler EV sales in FY 2024.

2-Wheeler	
State	Penetration_Rate_2-Wheeler
Goa	17.99%
Kerala	13.52%
Karnataka	11.57%
Maharashtra	10.07%
Delhi	9.40%
Total	62.55%

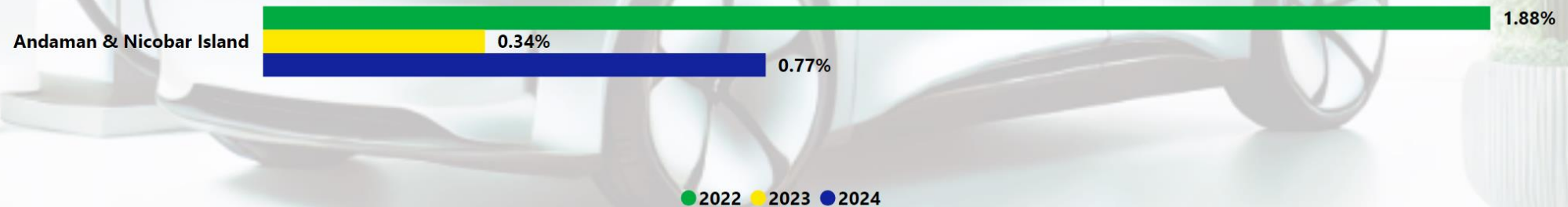
4-Wheeler	
State	Penetration_Rate_4-Wheeler
Kerala	5.76%
Delhi	4.29%
Karnataka	4.26%
Goa	4.25%
Maharashtra	2.96%
Total	21.52%

3. List the states with negative penetration (decline) in EV sales from 2022 to 2024?

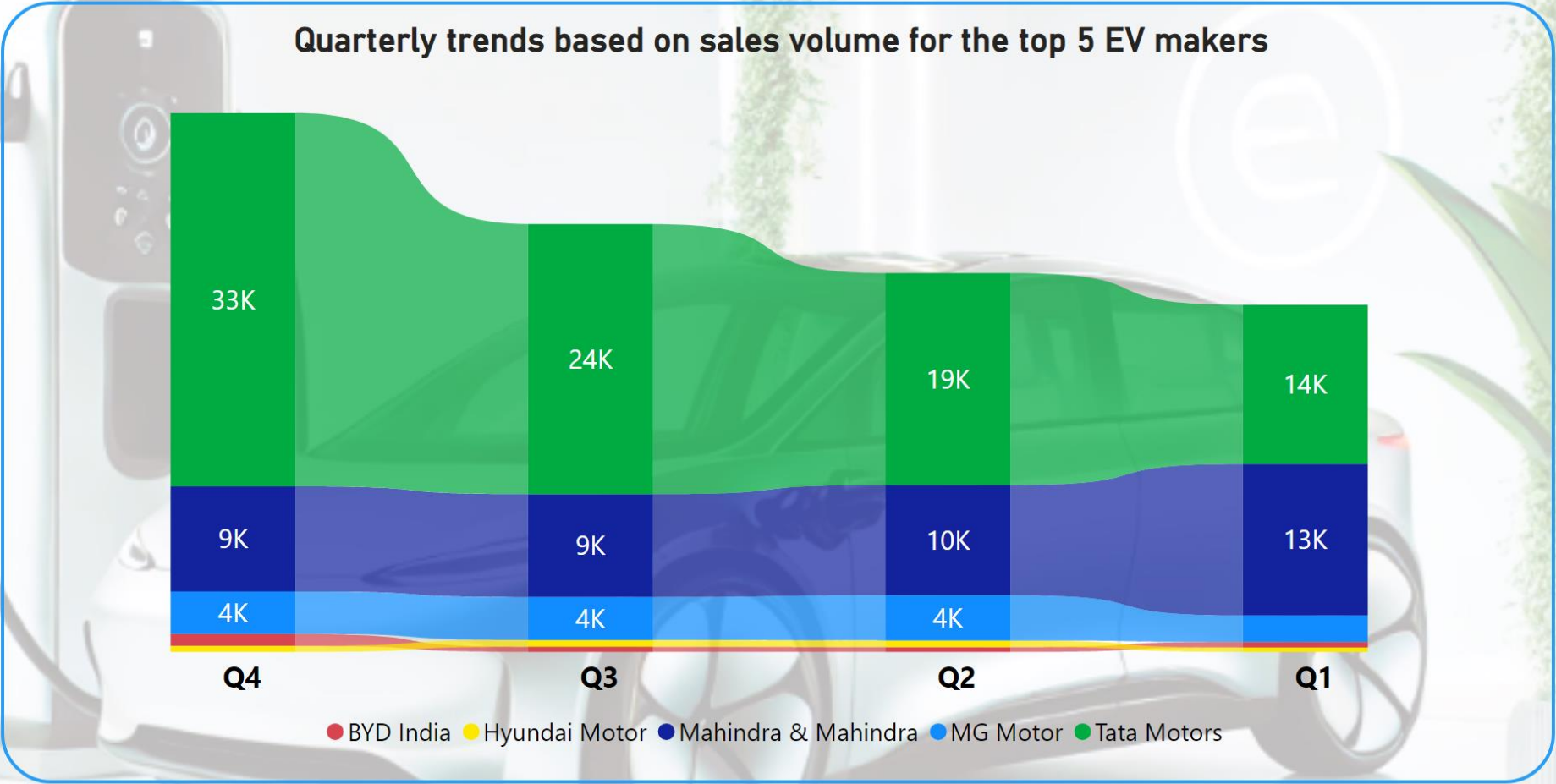
Declined Penetration Rate by State
2-Wheelers



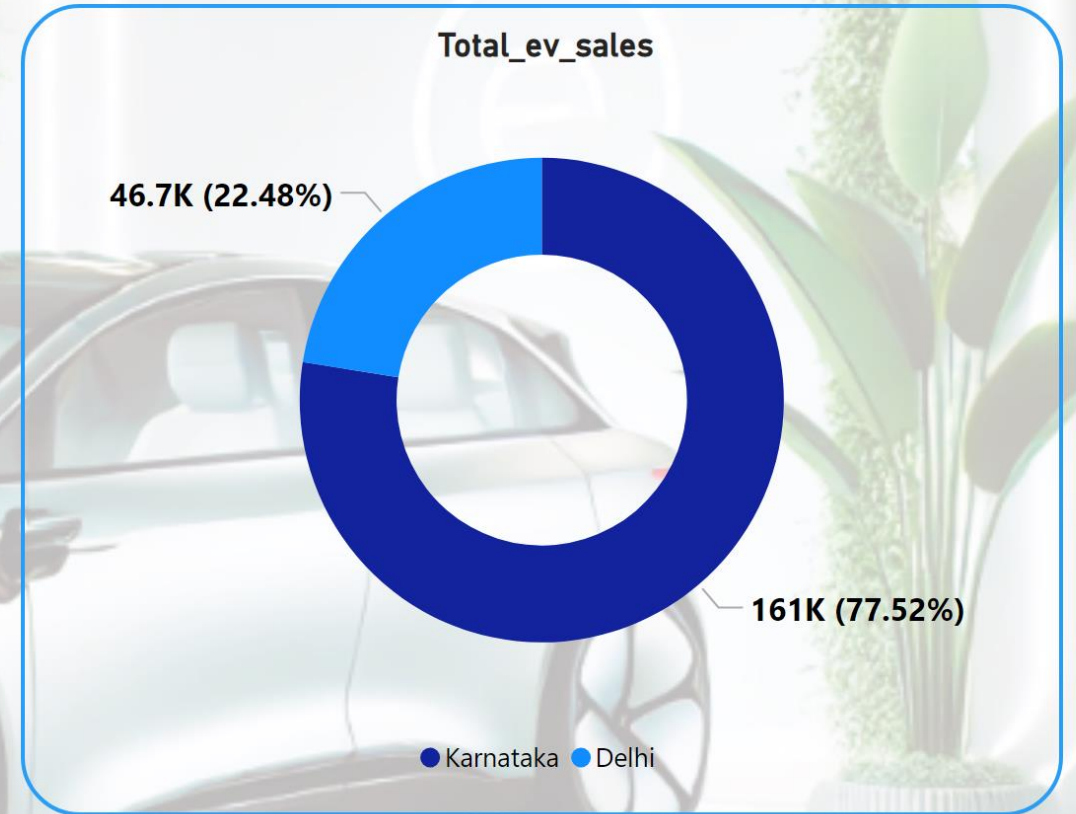
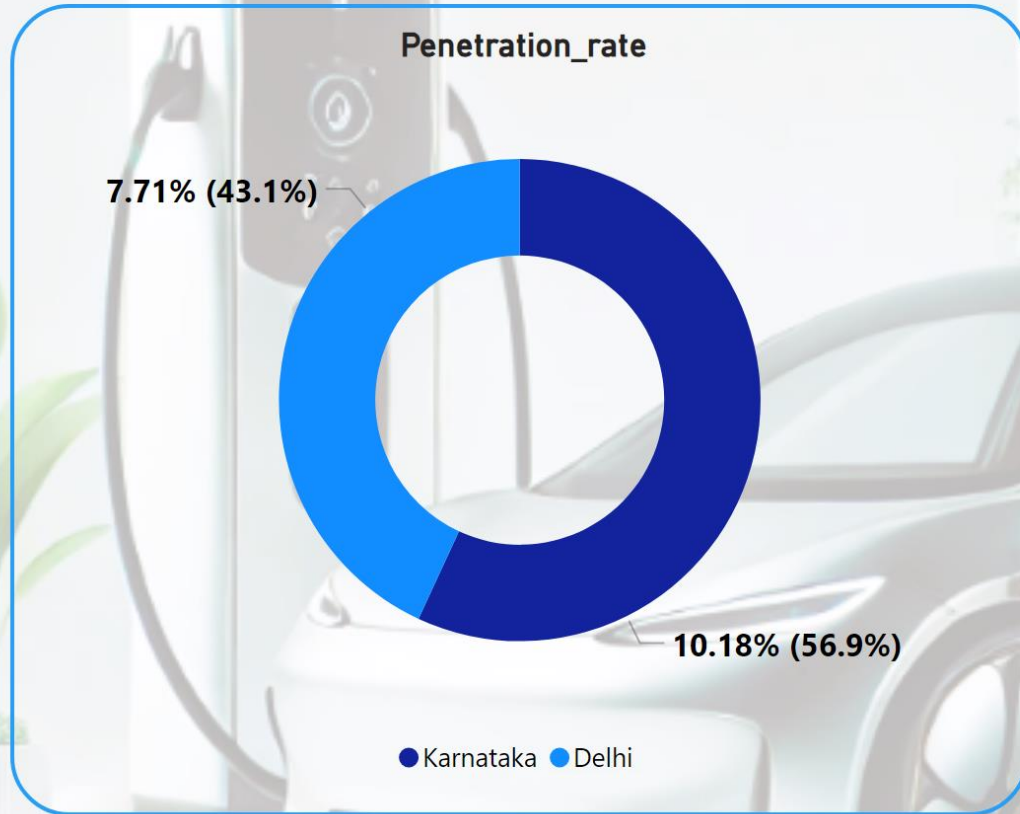
Declined Penetration Rate by State
4-Wheeler



4. What are the quarterly trends based on sales volume for the top 5 EV makers (4-wheelers) from 2022 to 2024?



5. How do the EV sales and penetration rates in Delhi compare to Karnataka for 2024?



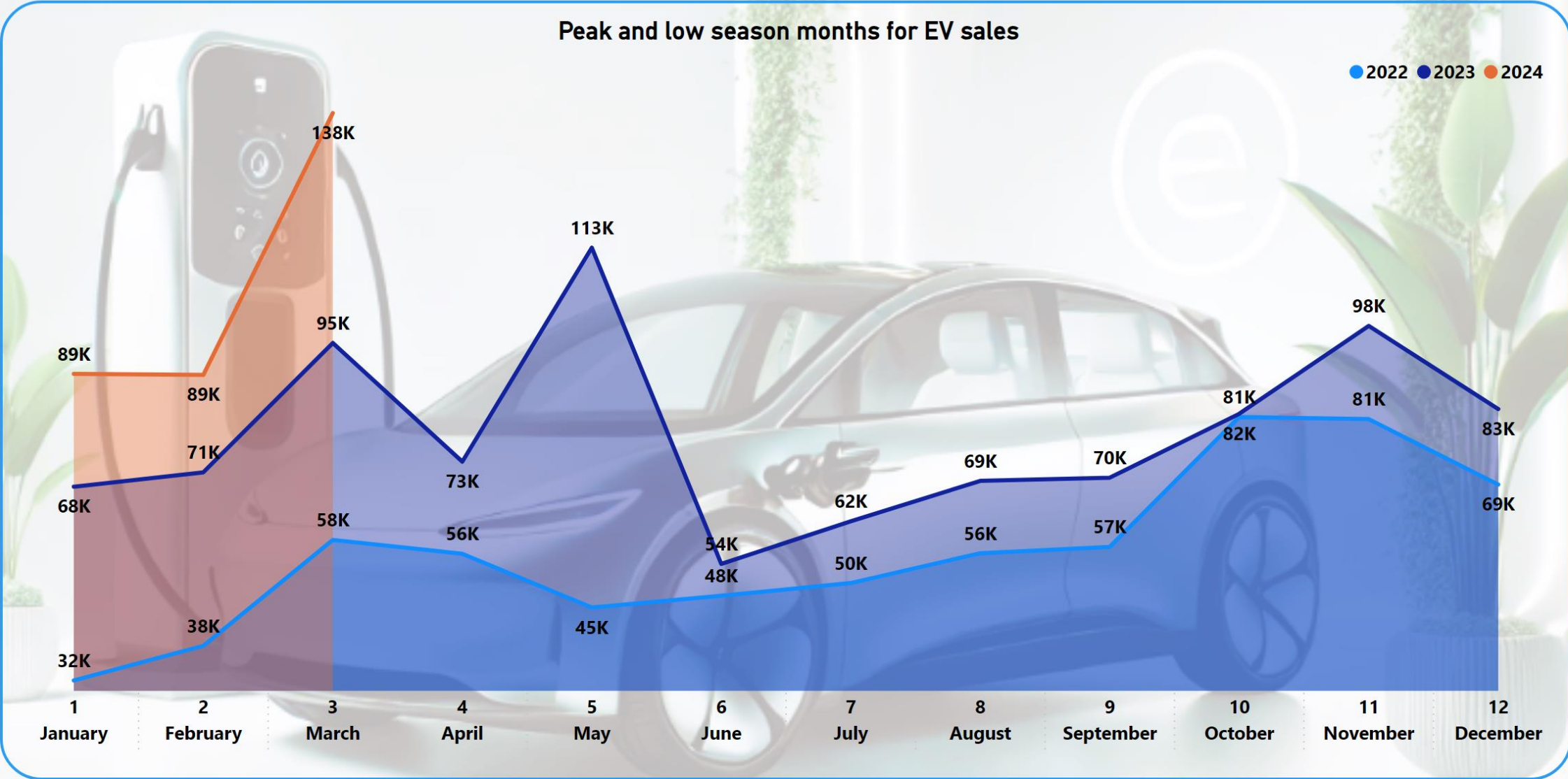
6. List down the compounded annual growth rate (CAGR) in 4-wheeler units for the top 5 makers from 2022 to 2024.

Maker	First EV_sold	Sum of CAGR ▲
Tata Motors	89K	94.71%
Mercedes-Benz AG	0K	234.55%
Hyundai Motor	2K	255.48%
BYD India	2K	566.52%
Volvo Auto India	1K	971.21%

7. List down the top 10 states that had the highest compounded annual growth rate (CAGR) from 2022 to 2024 in total vehicles sold.

State ▲	Total_vehicles_sold	CAGR
Andaman & Nicobar Island	19K	18.29%
Arunachal Pradesh	72K	18.30%
Assam	1403K	20.13%
Delhi	1588K	22.88%
Goa	200K	27.41%
Gujarat	4126K	20.55%
Karnataka	3994K	25.28%
Meghalaya	90K	28.47%
Mizoram	71K	18.77%
Rajasthan	3308K	21.50%

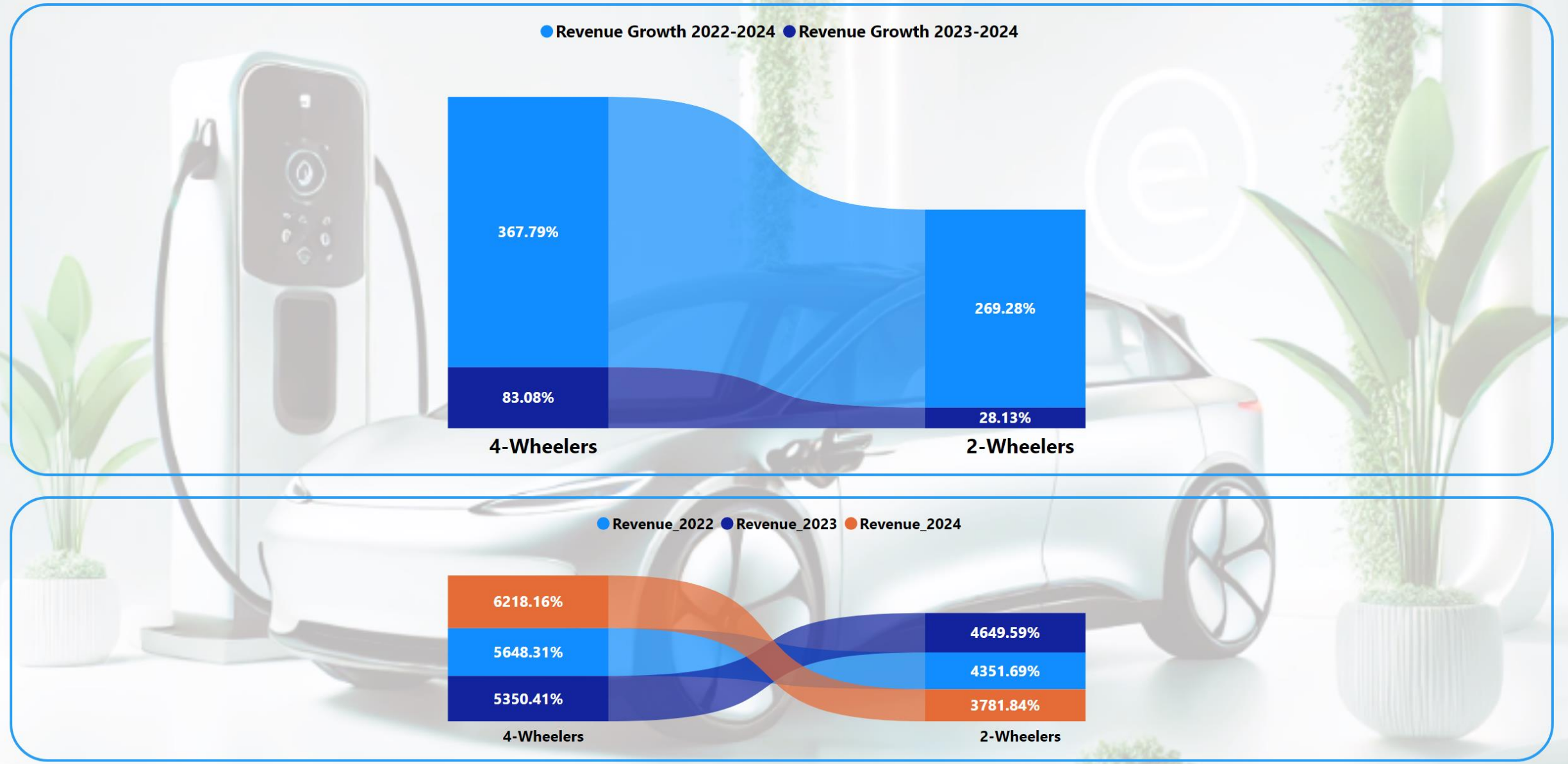
8. What are the peak and low season months for EV sales based on the data from 2022 to 2024?



9. What is the projected number of EV sales (including 2-wheelers and 4-wheelers) for the top 10 states by penetration rate in 2030, based on the compounded annual growth rate (CAGR) from previous years?

State	Penetration_rate	CAGR	Projected_sales_2030 ▼
Chhattisgarh	3.84%	150.89%	7.12M
Madhya Pradesh	2.14%	133.67%	7.04M
Meghalaya	0.17%	476.63%	4.89M
West Bengal	1.09%	150.62%	4.18M
Goa	9.05%	146.45%	2.42M
Uttar Pradesh	1.13%	137.70%	10.42M
Chandigarh	3.86%	164.58%	0.99M
Tripura	0.43%	229.50%	0.39M
DNH and DD	0.78%	137.85%	0.04M
Nagaland	0.03%	200.00%	0.01M

10. Estimate the revenue growth rate of 4-wheeler and 2-wheelers EVs in India for 2022 vs 2024 and 2023 vs 2024, assuming an average unit price.





Secondary Research Question 1

Why are customers choosing 4-wheeler EVs

1. Cost Savings:

- ✓ EVs are **fuel-efficient**, consuming far less energy than traditional vehicles.
- ✓ **Lower maintenance costs** due to fewer mechanical components.

2. Environmental Concerns:

- ✓ **Zero emissions** lead to cleaner air and reduced pollution.
- ✓ EVs are seen as a **sustainable solution** for eco-conscious customers.

3. Government Incentives:

- ✓ **Subsidies, tax benefits, and waived registration fees** encourage EV adoption.
- ✓ Faster registration processes make ownership hassle-free.



Secondary Research Question 2

How do government incentives influence EV adoption?

Two-Wheelers

- ✓ **FAME-II Scheme:** Up to ₹10,000 per kWh (max 40% of the vehicle price).
- ✓ **EMPS 2024:** Subsidies up to ₹10,000, extended till **September 2024**.
- ✓ **State Benefits:** Delhi, Maharashtra, and Gujarat offer **road tax exemptions** and **registration fee waivers**.

Four-Wheelers

- ✓ **FAME-II Scheme:** ₹10,000 per kWh for eligible e-4Ws.
- ✓ **State Policies:** Delhi, Maharashtra, and Karnataka lead with **tax incentives** and cost reductions.



Secondary Research Question 3

How does charging infrastructure impact EV sales and adoption in top states?

Top 5 States: Maharashtra, Delhi, Tamil Nadu, Gujarat, Karnataka.

Impact:

- ✓ **Range Anxiety:** Charging stations reduce concerns about limited range.
- ✓ **Sales Growth:** Better infrastructure directly correlates with higher EV adoption.
- ✓ **Investment:** Public and private investments boost accessibility.



Secondary Research Question 4

Who are the ideal brand ambassadors for AtliQ Motors' EV launch in India and why?

MS Dhoni

- ✓ Trusted, widely admired, and appeals to both urban and rural audiences.
- ✓ Passion for automobiles aligns with the EV brand image.

Aamir Khan

- ✓ Known for promoting socially responsible causes.
- ✓ Adds credibility and resonates with eco-conscious consumers.

Hrithik Roshan

- ✓ Popular among younger audiences with a strong aspirational appeal.
- ✓ Represents innovation, fitness, and a modern lifestyle.



Secondary Research Question 5

Why is Gujarat ideal for EV manufacturing?

- ✓ **Subsidies and Incentives:** Gujarat offers lucrative policies to support manufacturers and consumers.
- ✓ **Ease of Doing Business:** The state ranks highly for streamlined processes and approvals.
- ✓ **Infrastructure:** Strong manufacturing and charging infrastructure in place.
- ✓ **Stable Governance:** Provides a secure environment for long-term investment.



Secondary Research Question 6

Top 3 recommendations for AtliQ Motors.

Focus on High-Penetration States:

- ✓ Launch in states like Goa, Kerala, and Karnataka, which show strong demand and EV adoption.

Strengthen Charging Infrastructure Partnerships:

- ✓ Collaborate with governments and private firms to expand charging stations and reduce range anxiety.

Leverage Government Incentives:

- ✓ Capitalize on state and central government subsidies to make vehicles more competitive and affordable.



Conclusion

AtliQ Motors' Road Ahead

- ✓ **Launch:** Target high-demand states for a successful market entry.
- ✓ **Infrastructure:** Enhance charging accessibility through partnerships.
- ✓ **Government Support:** Align with subsidy programs to stay competitive.

Goal: Establish AtliQ Motors as a leading player in India's EV market by offering **affordable, sustainable, and innovative** electric vehicles.

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