Project Giga Bharat - Tesla India Launch Strategy

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Last Updated: 19 Sept 2025

Business Objective

Simulate Tesla's strategic entry into the Indian EV market using Power BI. Identify the optimal car model, launch cities, and market conditions based on multi-dimensional data analysis.

This comprehensive analysis will guide Tesla's market entry strategy by examining infrastructure readiness, economic capacity, policy support, and consumer demand across India's diverse metropolitan markets.

Key Strategic Questions

1

Which car should Tesla launch?

Based on segment-wise EV sales, identify the most viable Tesla model for Indian market conditions and consumer preferences.

2

Total EV sales in India

Understand overall market size and growth potential across all vehicle segments to assess market opportunity.

3

Which cities have the highest charging stations?

Infrastructure readiness assessment for successful Tesla launch and customer satisfaction.

4

Which cities have the highest GDP?

Economic capacity analysis for premium EV adoption and purchasing power evaluation.

5

Which states offer the highest EV subsidies?

Policy support evaluation for affordability and government incentive optimization.

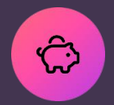
Data Sources Used

EV Segment Sales

Government transport ministry reports providing comprehensive vehicle registration and sales data

Charging Infrastructure

State EV dashboards tracking charging station deployment and accessibility metrics



Economic Data

RBI and state economic surveys providing GDP and purchasing power indicators

Policy Framework

FAME-II and state EV policies detailing subsidy structures and incentive programs

Consumer Interest

Google Trends data revealing search patterns and brand awareness levels

Product Specifications

Tesla official site providing detailed model specifications and pricing information

Tools & Technologies

Power BI

Advanced data modeling, interactive dashboard design, and comprehensive visualization capabilities for strategic insights

Google Trends

Search interest analysis and consumer behavior tracking to identify demand patterns

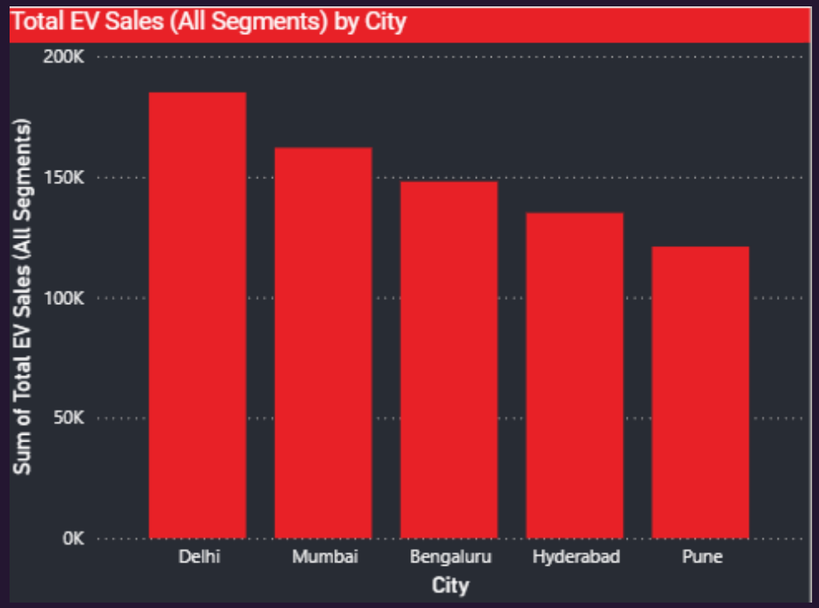
Excel

Data cleaning, transformation, and preliminary analysis to ensure data quality and consistency

AI Assistants

Workflow orchestration, documentation automation, and analytical support throughout the project

EV Market Size



India's total EV sales across all segments show **strong upward momentum**. This validates the timing for Tesla's entry into the market.

1 M

Total EV Sales

Cumulative electric vehicle sales across all segments in India

45%

Annual Growth

Year-over-year growth rate demonstrating market expansion

8.2%

Market Share

EV penetration in total vehicle sales, indicating growing adoption

The robust growth trajectory and increasing consumer acceptance create an optimal environment for Tesla's premium EV offerings in the Indian market.

Infrastructure Readiness

Cities with Highest Charging Stations

1 **Delhi**

Leading charging infrastructure with comprehensive network coverage

2 **Mumbai**

Extensive charging network supporting high-density urban mobility

3 **Pune**

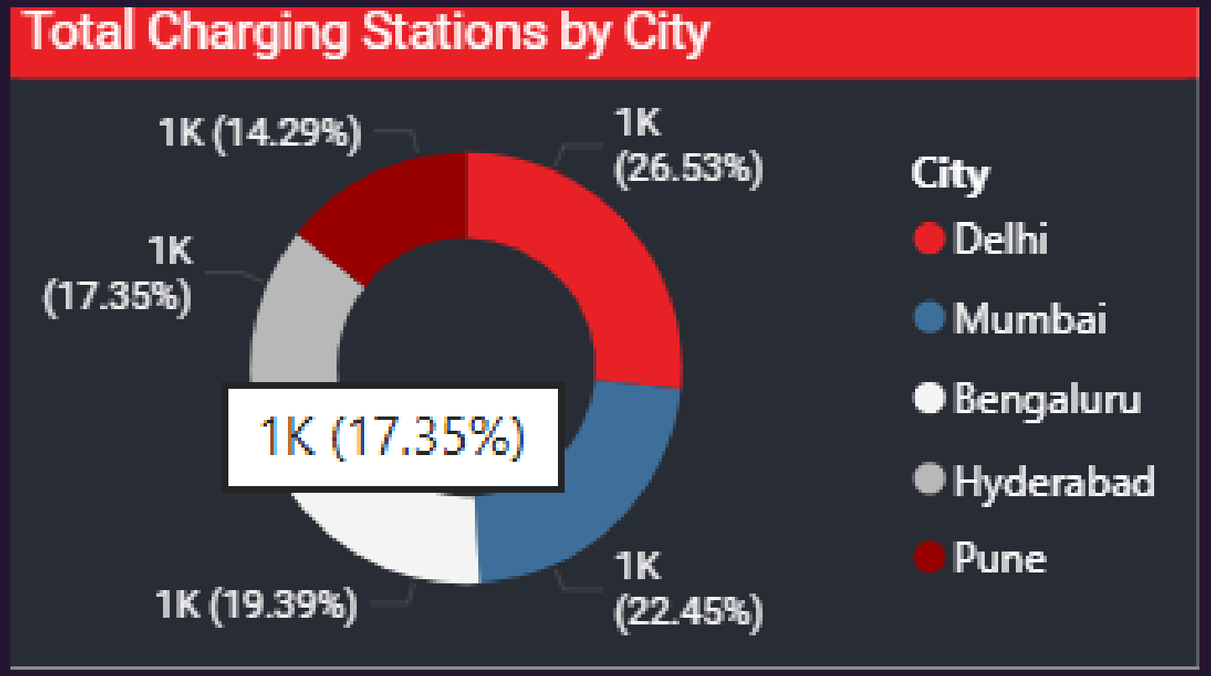
Rapidly expanding infrastructure with strategic location advantages

4 **Bengaluru**

Tech hub with progressive EV infrastructure development

5 **Hyderabad**

Growing charging network with government policy support



These cities are ideal for initial rollout due to their robust charging infrastructure, ensuring

Economic Capacity & Policy Support

Highest GDP Cities

Cities with strongest economic capacity:

Mumbai

Financial capital with highest purchasing power

Delhi

National capital region with strong economic base

Bengaluru

IT hub with affluent consumer segment

Hyderabad

Emerging tech center with growing wealth

Pune

Industrial center with strong middle class

Highest EV Subsidies

States offering maximum policy support:

Delhi

Comprehensive subsidy structure and road tax exemptions

Maharashtra

Progressive EV policy with attractive incentives

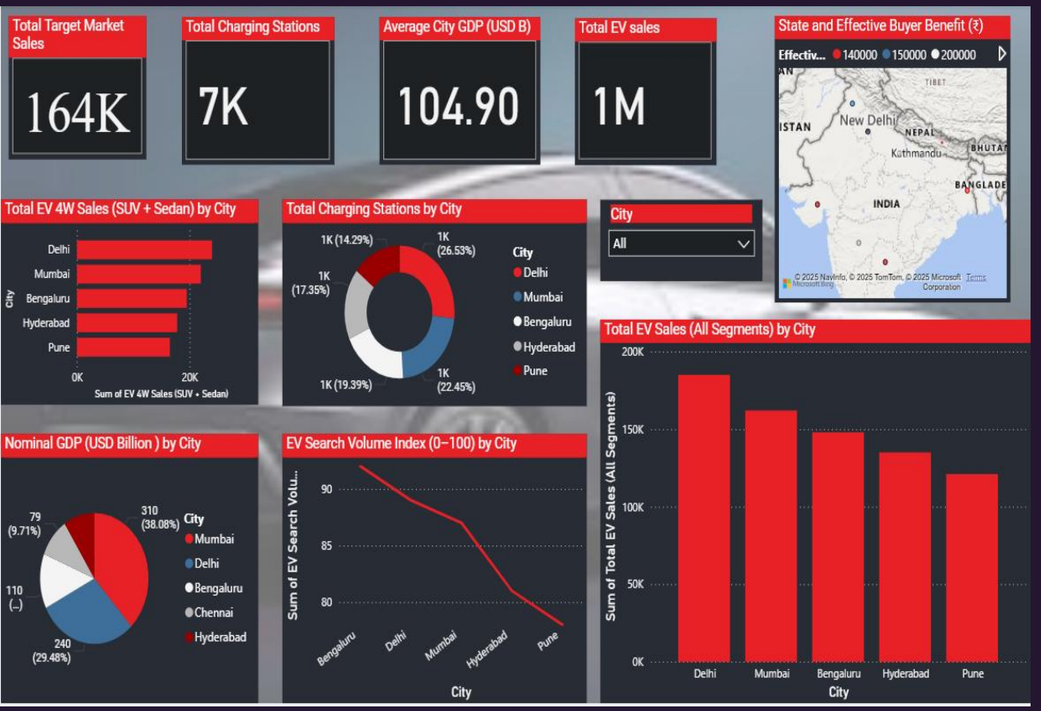
Telangana

Forward-thinking EV adoption support programs

Karnataka

Innovation-friendly policies supporting EV transition

These incentives significantly reduce effective cost and boost adoption, creating favorable conditions for Tesla's premium positioning.



Dashboard Summary

The Power BI dashboard provides a comprehensive visualization of Tesla's India launch strategy, integrating multiple data dimensions for strategic decision-making.

EV Market Segmentation

Detailed analysis of vehicle categories, sales trends, and consumer preferences across different market segments

Infrastructure & Policy Readiness

Comprehensive mapping of charging infrastructure, government subsidies, and regulatory support across states

City-Level Demand Signals

Google search trends, economic indicators, and consumer behavior patterns for targeted market entry

Strategic Rollout Recommendations

Data-driven recommendations for optimal model selection, launch cities, and market entry timeline

Key Insight: Delhi, Mumbai, Bengaluru, Hyderabad, and Pune emerge as the optimal launch cities, combining strong infrastructure, economic capacity, policy support, and consumer demand for Tesla's India entry strategy.

Recommended Tesla Models for India

Based on segment-wise EV sales and premium adoption trends, **Model 3** and **Model Y** are the most viable options for Tesla's India launch.

Model 3

Aligns perfectly with mid-to-premium sedan demand in Indian metropolitan markets, offering the ideal balance of luxury and accessibility

Model Y

Fits the growing SUV preference in metro cities, capitalizing on India's shift toward larger, more versatile vehicles

These models balance affordability, brand appeal, and infrastructure compatibility, making them ideal for India's evolving EV landscape.