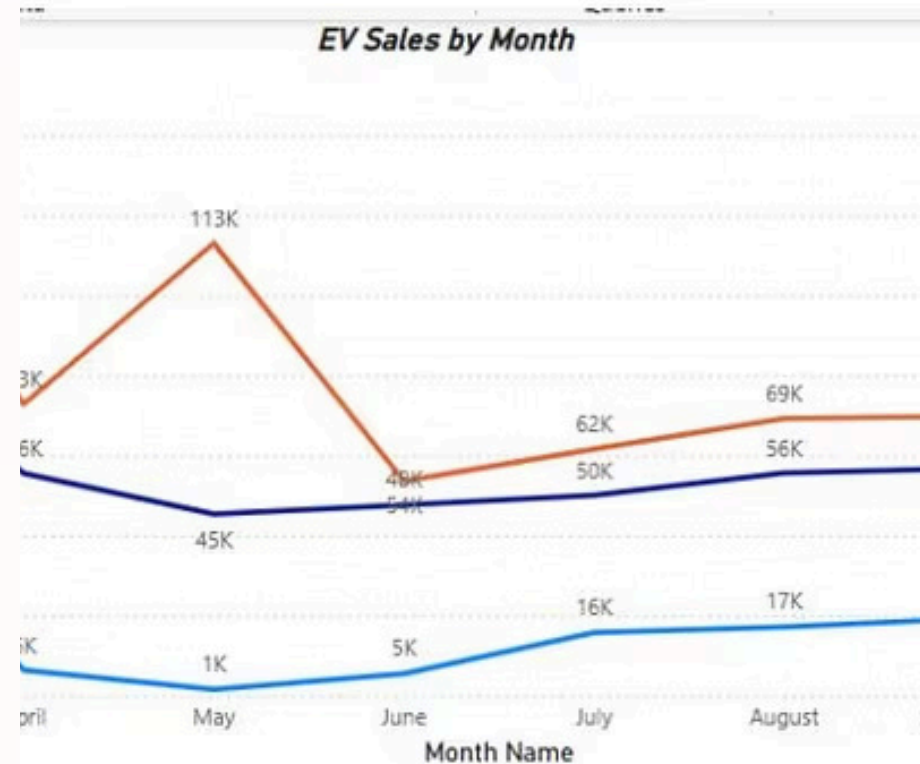


EV Market Dashboard Analysis - AtliQ Motors Strategic Intelligence

This presentation analyses the Indian Electric Vehicle market for AtliQ Motors. We will cover market growth, geographic opportunities, and competitive landscape. Our aim is to provide strategic recommendations for market entry.

B by BHEEMISETTY SAI HARSHA



Executive Summary: Performance

10.20 lakh

Total Sales (2024)

India's EV market shows explosive growth.

93.91%

Market CAGR

A remarkable compound annual growth rate.

₹22400 Cr

Market Value

Represents significant revenue opportunities.

4.81%

Penetration Rate

Indicates substantial room for future growth.





Market Growth Trajectory Analysis



Sales Growth

From 2.71 lakh (2022) to 10.19 lakh sales (2024).



Revenue Explosion

₹5,312 crores (2022) to ₹22,362 crores (2024).



Penetration Acceleration

Increased from 1.65% to 4.81% in two years.

Government Support & Infrastructure

FAME III Scheme

Launching with ₹778 crore EMPS extension, driving EV adoption.

Charging Stations

12,146 public charging stations are now operational nationwide.



Geographic Market Prioritisation

Tier-1 Markets

- Goa (17.99% 2W penetration)
- Kerala (13.52%)
- Karnataka (11.57%)

Tier-2 Opportunities

- Delhi (9.40%)
- Maharashtra (10.07%)
- Chandigarh (8.25%)

Delhi vs Karnataka Comparison

Delhi

Penetration: 13.69%

Sales: 46,724

Opportunity: High

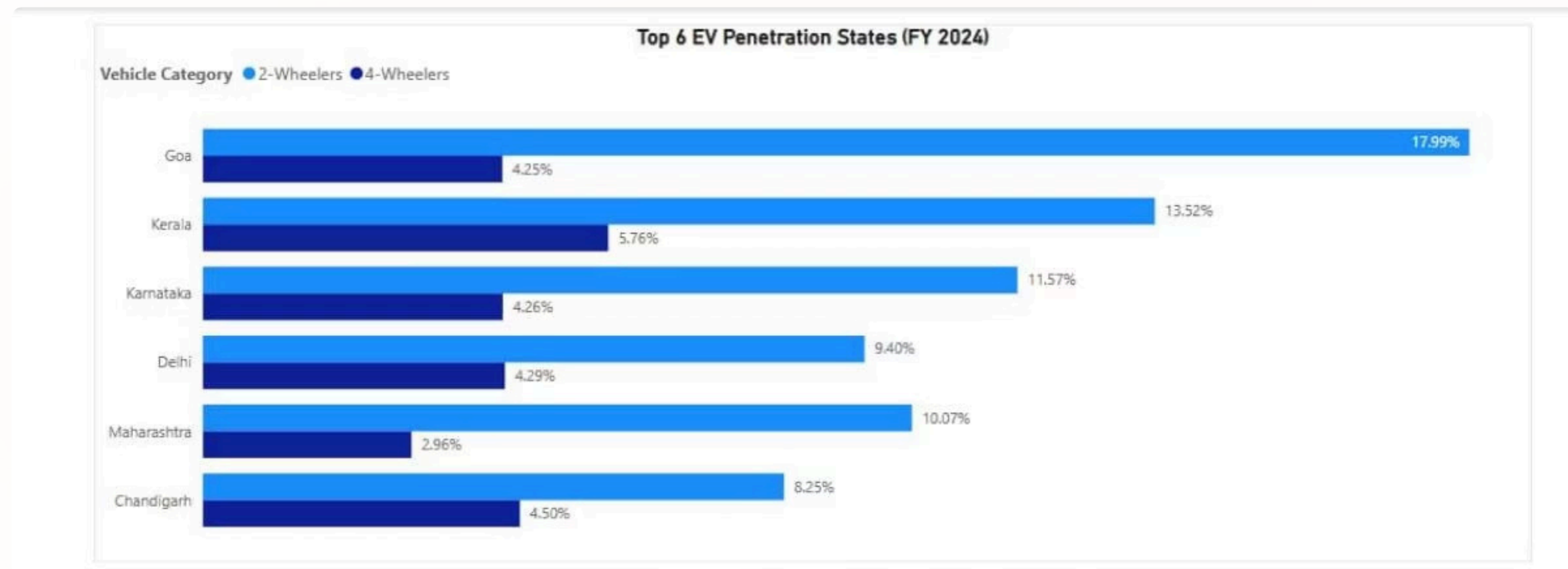
Karnataka

Penetration: 15.23%

Sales: 160,989

Opportunity: Very High

Karnataka shows superior market potential with higher penetration and 3.4x more sales volume than Delhi. It is clearly the primary market entry target.



Competitive Landscape Intelligence

2-Wheeler Dominance

- OLA ELECTRIC: 50.64% market share (primary competitor)
- TVS: 28.20%
- ATHER: 21.15%

4-Wheeler Leadership

- TATA MOTORS: 61.81% dominance
- MAHINDRA & MAHINDRA: 28.63%
- MG MOTORS: 9.56%

Strategic Recommendations



Geographic Focus

Prioritise Karnataka, followed by Kerala and Goa.



Segment Strategy

Enter 2-wheeler market first; develop 4-wheeler differentiation.



Launch Timing

Leverage March peak sales for maximum impact.



Competitive Positioning

Target gaps through innovation and pricing strategies.

