

OLA ELECTRIC: MARKET LEADER yet a CASH BURNER

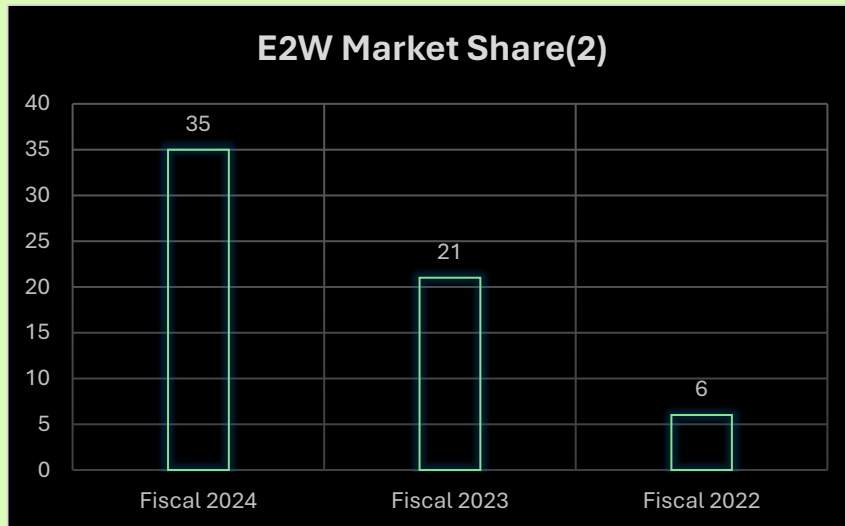
Ola Electric's rising losses amid market share grow



Ola Electric's Market Share Growth and the Increasing Losses

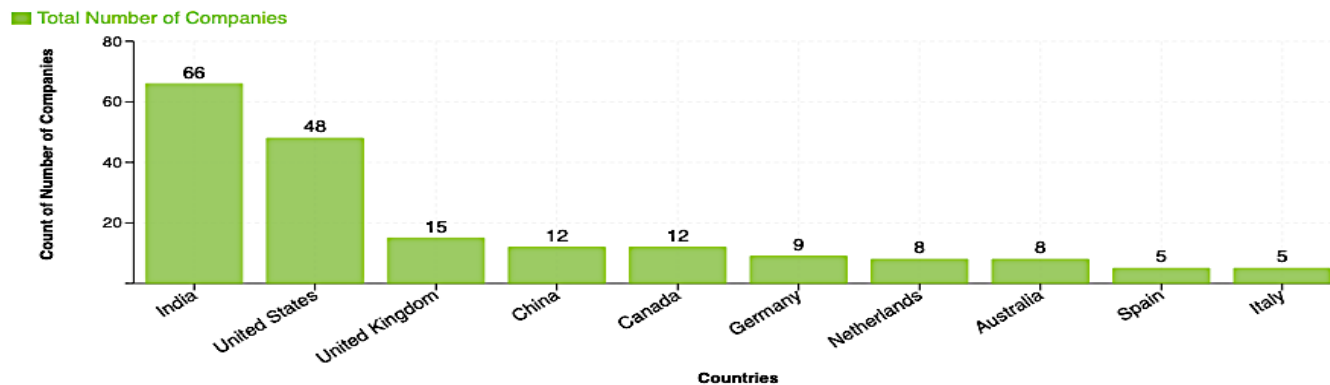
The company may eventually have to reduce its discounts to achieve profitability, potentially affecting the market share.

How can Ola Electric increase profitability along with market share?



Indian Market

India Electric Two-Wheeler Market is forecast to grow at a **CAGR of 40.34%** during the forecast period between FY2024-FY2031 and was valued at **USD 1.16 billion** in FY2023.

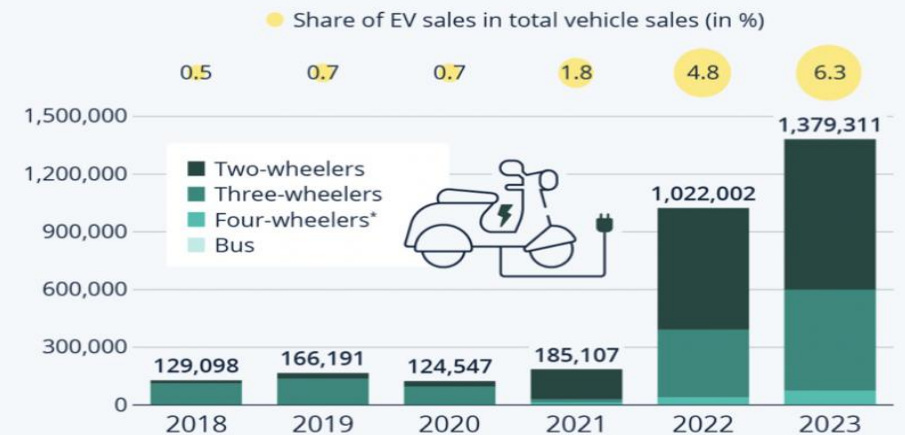


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India's EV Adoption Shifts Gears After Covid Pandemic

Electric vehicle sales in India by year and type

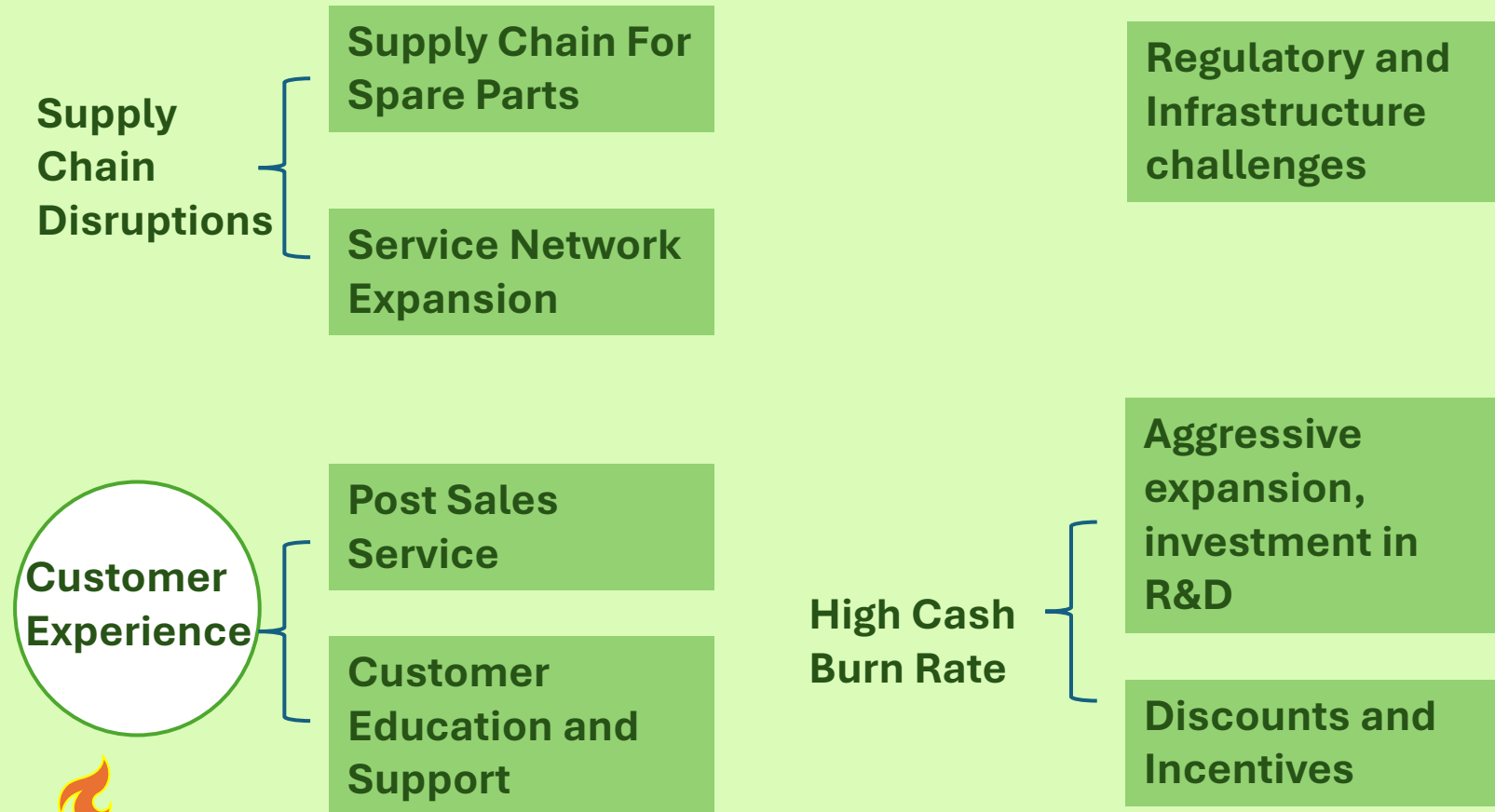


* cars for personal use, cabs and cargo vehicles

Source: Vahan Dashboard via Clean Mobility Shift

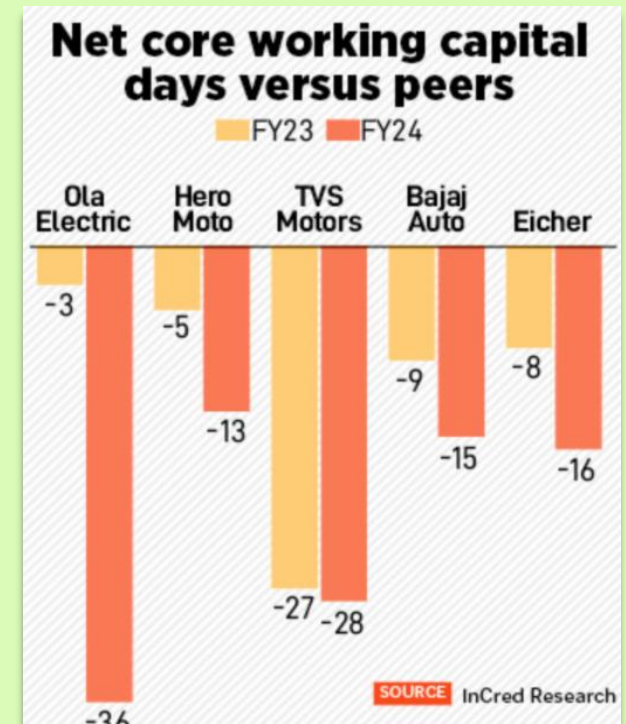


Ola Electric's major hurdles to increase profitability



Highly competitive market

- ❑ Ather: 42% increase in growth FY 2023
- ❑ Bajaj Auto
- ❑ Hero Electric



Ola's Bhavish Aggarwal apologises for technical glitches during scooter sale

Adoption of Ola Electric

Perceived Benefits:

- Fuel Cost Savings
- Low maintenance
- Government incentives

Building trust in product quality and addressing post-sale concerns effectively

Challenges:

- Behavioural change (Refuelling)
- Range anxiety
- Infrastructure
- Technology uncertainty

		Market perception of benefits		
		Low	Medium	High
Behavioural Change	Low			
	Medium			OLA ELECTRIC
	High			

Communicating with Receptive customers



**Eco-Conscious
Urban Commuter**



- Highlight environmental benefits
- Financing options
- Charging infrastructure



**Tech-Savvy
Professional**



- Promote advanced tech features
- Detailed performance comparisons



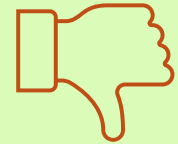
**Cost-Conscious
Family Driver**



- Focus on long-term savings
- Highlight safety features targeted marketing to address satisfaction gaps



**Loyal Traditional Car
Enthusiast**



Apple way: What can Ola Learn?

Focus on Customer Experience

- Intuitive and user-friendly design
- Digital app and dashboard

Emotional Connection

- Create compelling narratives around the brand
- Like the "Think Different" campaign of Apple
- Celebrate individuals and communities adopting sustainable transportation.

Community Engagement and Education

Multiple Ola Electric Scooter Users Report Front Suspension Breaking, Share Pictures On Twitter

• Curated By: [Auto Desk](#) • [Trending Desk](#) • Last Updated: MAY 28, 2022, 07:39 IST



The Ola Electric scooter user whose scooter's suspension broke said, "The front fork is breaking even in small speed driving and it is a serious and dangerous thing we are facing"

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Communication majorly focusing on Product quality, safety and after sales service

~~Not just discounts, incentives, range~~

Apple way: What can Ola Learn?

Design Improvements

- Upgrade the instrument cluster across all models to a higher resolution and more interactive display.
- Adopting to a design philosophy that uses clean, uninterrupted lines and simple geometric shapes
- Incorporate eco-friendly materials wherever possible.

Showrooms *“Look and Feel”*

- Minimalist and Modern
- Interactive Zones
- Showcase features
- Visual Narratives
- Hero Walls
- Test Drives

Network Expansion to Tier 2, Tier 3 and Rural areas

- Educating local mechanics outside Ola (After Sales Service) to increase accessibility
- Tier 3 and Rural areas – 2-wheeler is major mode of Transportation,
Tapping this market with affordable and fuel-efficient mode.
- Enhanced Warranty and Maintenance Packages over discounts

Promoting electric vehicle in rural India, uplifts the life's easing costs and commutation.

