ATLIQ MOTORS

EV Sales Analysis

Home Page | Sales By Maker | Sales By State

2M
Sale

79.47K
Avg Sales per Maker

3.61%
Penetration Rate

93.91%
CAGR

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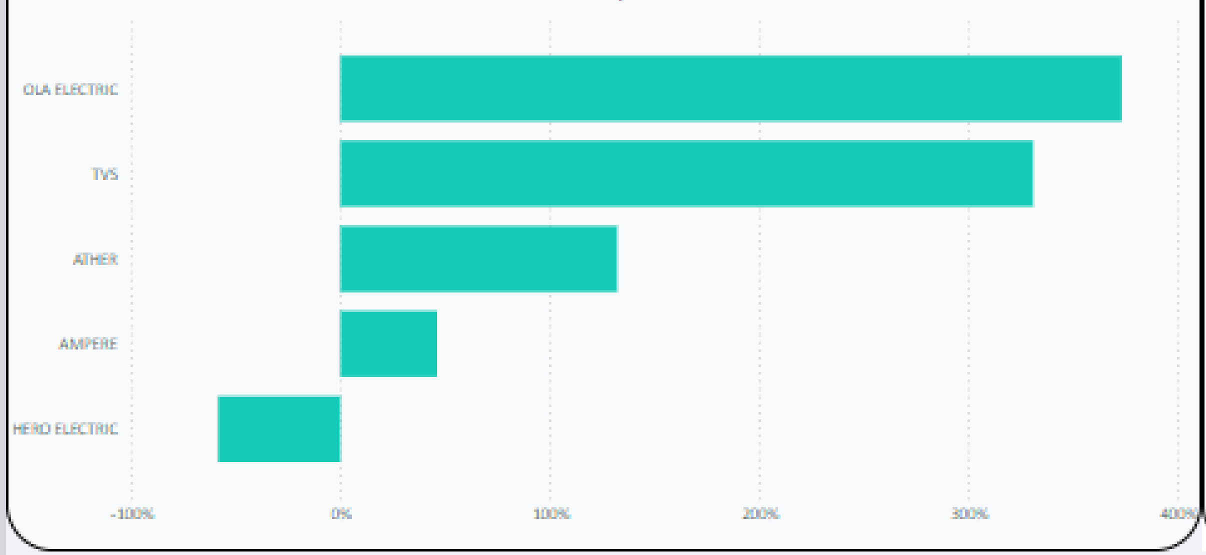
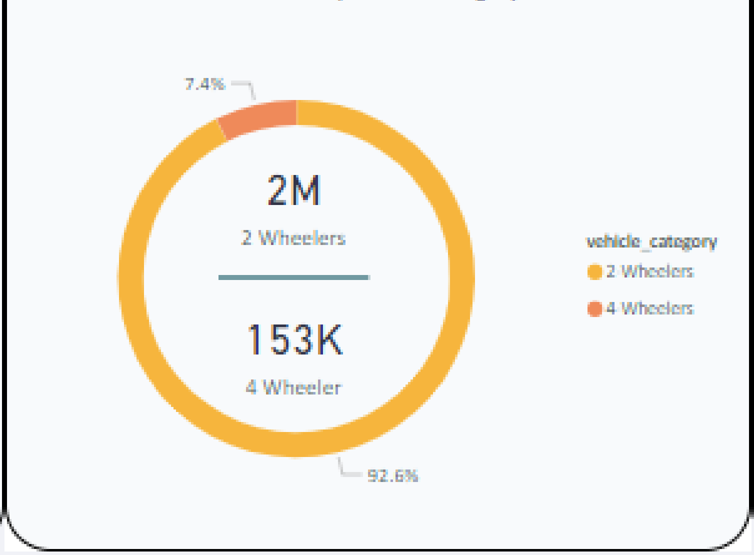
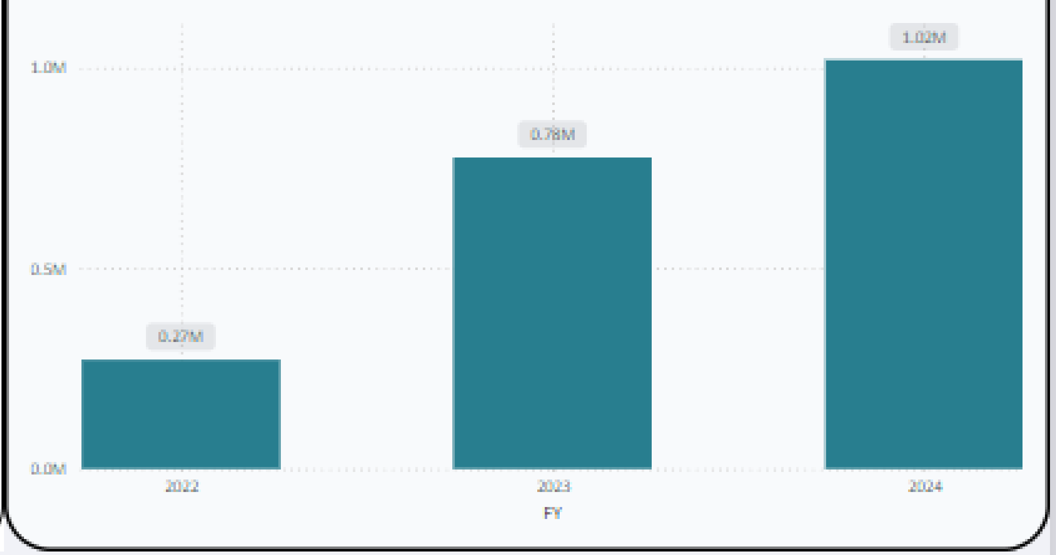
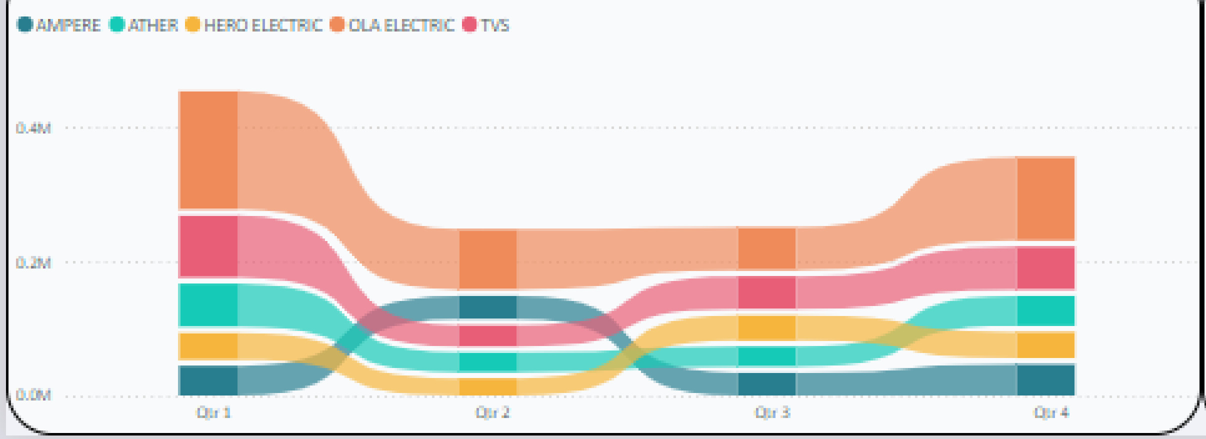
Top Maker	Total EV Sold	CAGR	Average Sales per Maker	Best Month for Sales by Maker
OLA ELECTRIC	2M	93.91%	79.47K	March

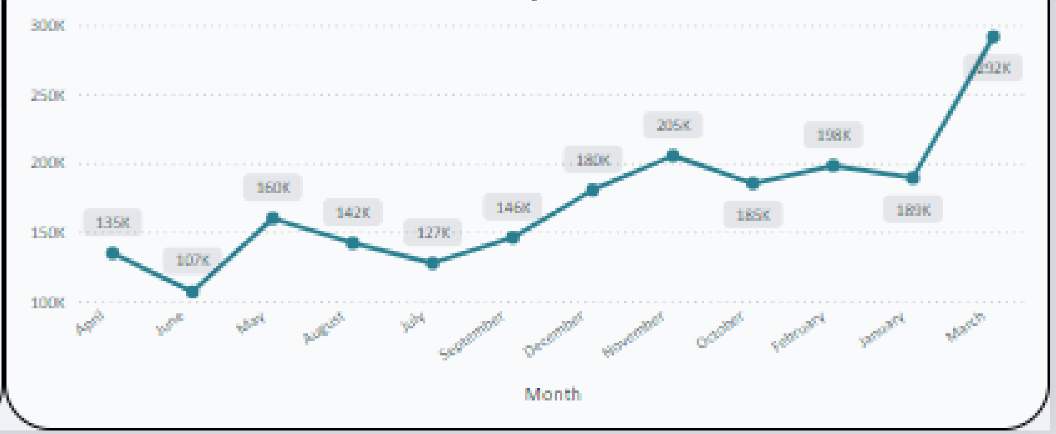








Maker	EV sold	Market Share
OLA ELECTRIC	489.5K	23.69%
TVS	272.6K	13.19%
ATHER	204.4K	9.90%
HERO ELECTRIC	170.4K	8.25%
AMPERE	167.3K	8.10%
OKINAWA	165.2K	8.00%
OTHERS	156.5K	7.57%
BAJAJ	145.6K	7.05%
Tata Motors	88.9K	4.30%



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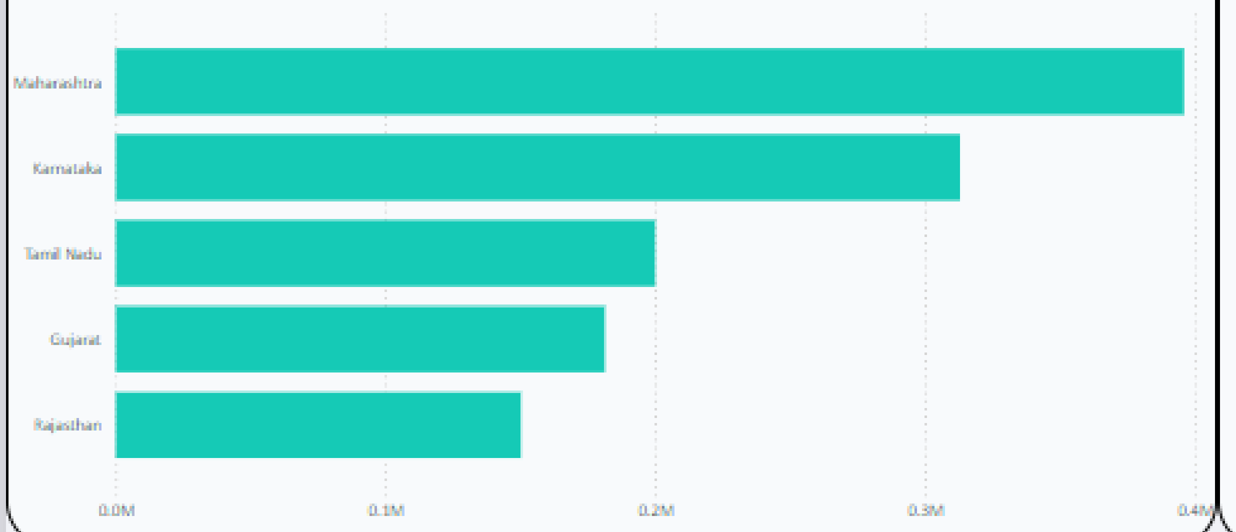
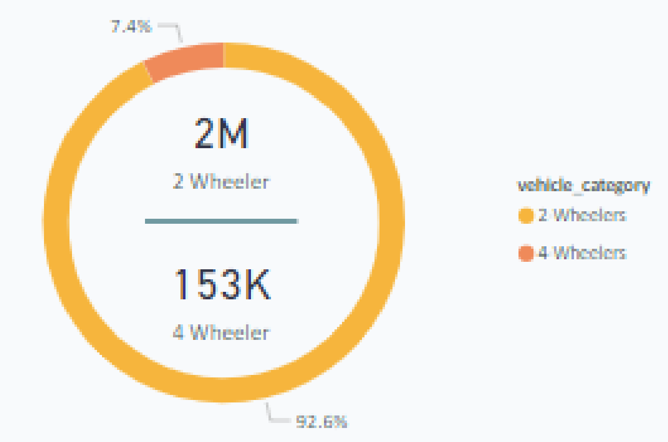
State with Highest EV Sales	Total EVs Sold in Maharashtra	EV Penetration Rate	Top Vehicle Category	Best Month for Sales
Maharashtra	396K	3.61%	2-Wheelers	March

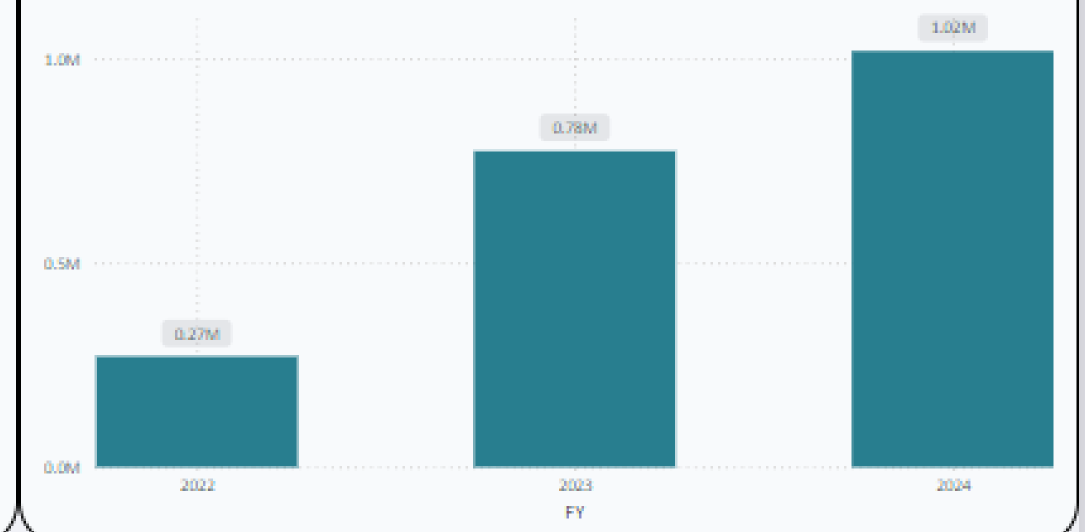
Top 5 State for EV Sales



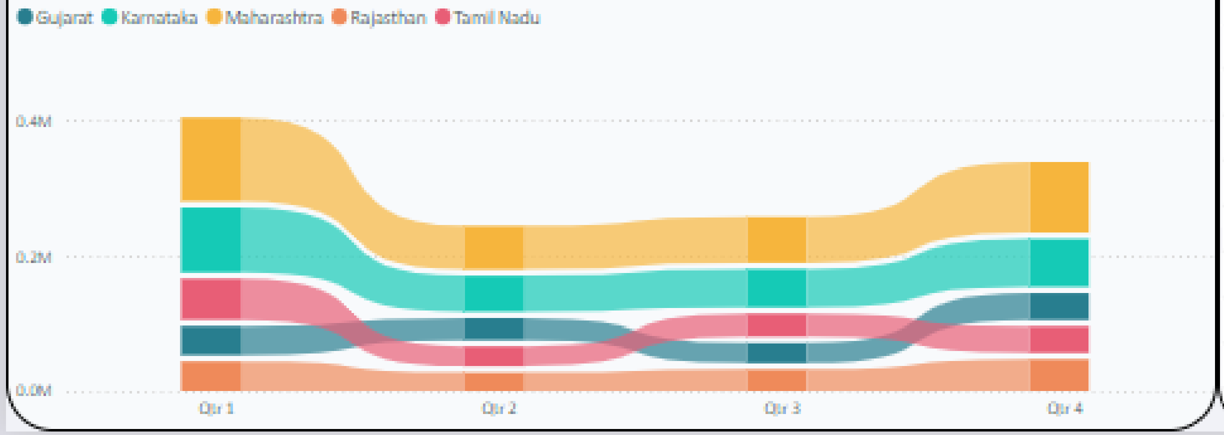
EV Sold by Vehicle Category



EV Sold in Fiscal Year

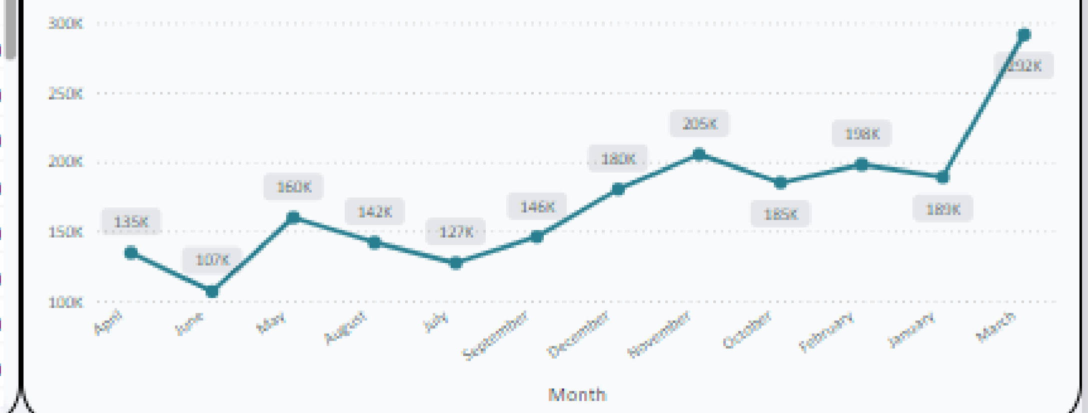


Quarterly Trends for Top 5 States



state	EV Sold	Penetration Rate
West Bengal	31K	1.12%
Uttarakhand	15K	2.43%
Uttar Pradesh	95K	1.17%
Tripura	1K	0.45%
Tamil Nadu	200K	4.30%
Sikkim	0K	0.00%
Rajasthan	150K	4.55%
Punjab	24K	1.54%

EV Sold by Months



AtliQ Motors India Market Analysis

AtliQ Motors, a North American EV leader with 25% market share, aims to expand into India. This presentation explores data analytics for AtliQ's Indian market entry, focusing on key insights and strategic recommendations.

C **by Chaitanya Dhawade**

EV Market Landscape: Top Performers

Ola Electric: Market Leader

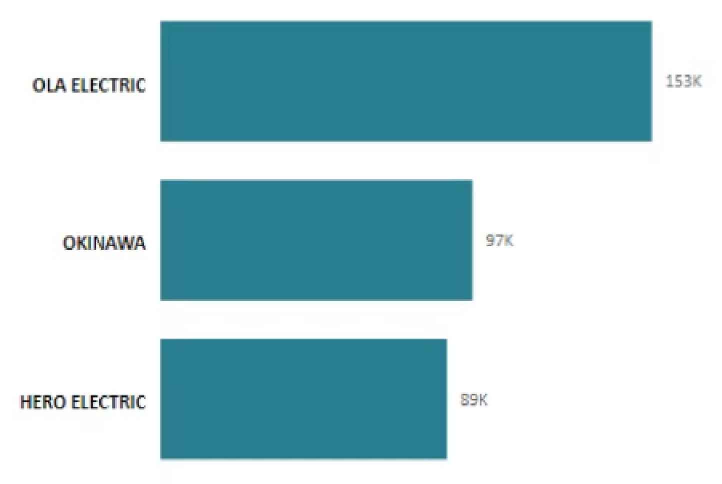
Dominant with 322,000 units sold in 2024. Maintained top position consistently across 2023 and 2024.

TVS: Strong Contender

Recorded 181,000 units in 2024. Emerged as a key player in the market.

Ather: Rising Star

Achieved 108,000 units in 2024. Showed significant growth and potential in the market.



State-wise EV Penetration: FY23 Highlights

13.75%

Goa: Highest Penetration

Top-performing state with 13.75% EV penetration rate in FY23.

11.59%

Kerala: Strong Adoption

Significant EV adoption at 11.59% penetration rate in FY23.

10.18%

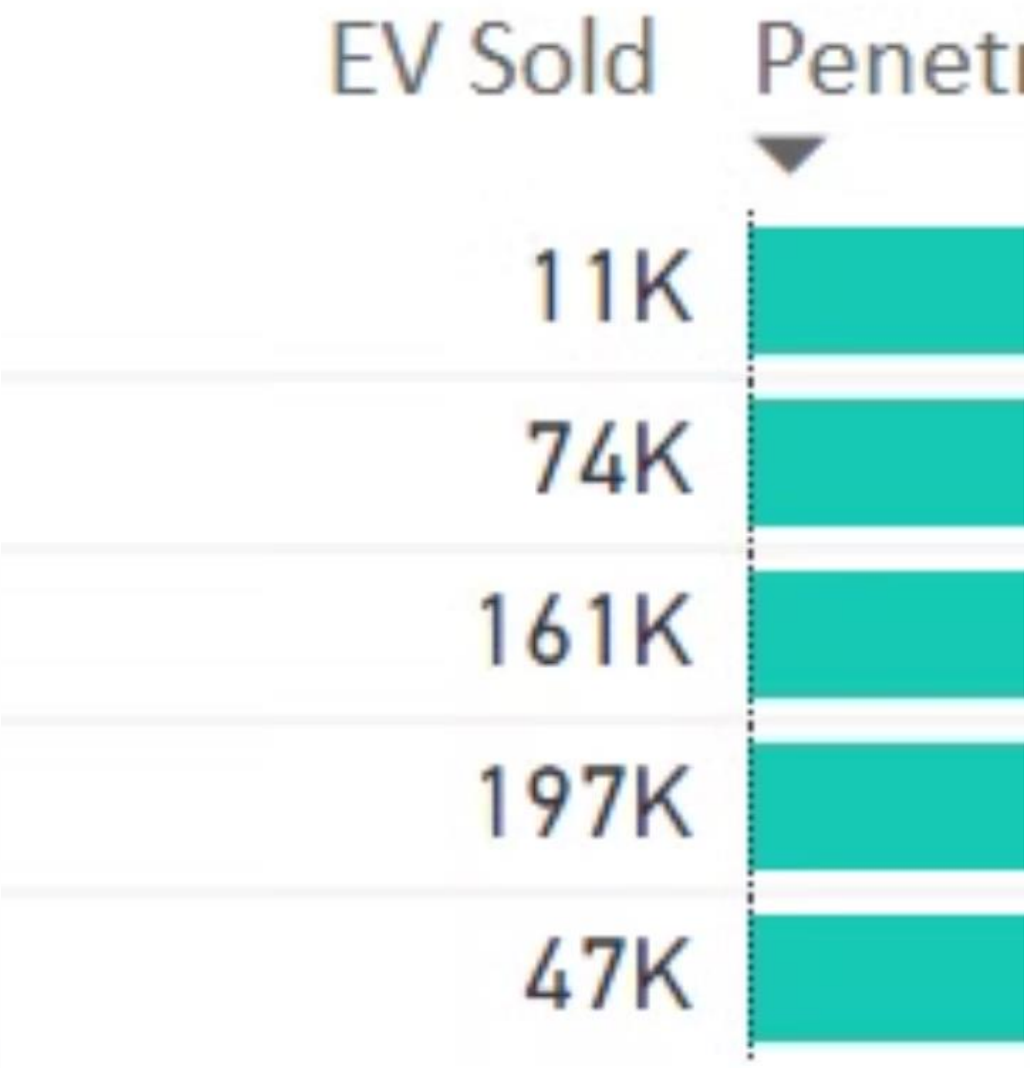
Karnataka: Emerging Leader

Robust EV market growth with 10.18% penetration rate in FY23.

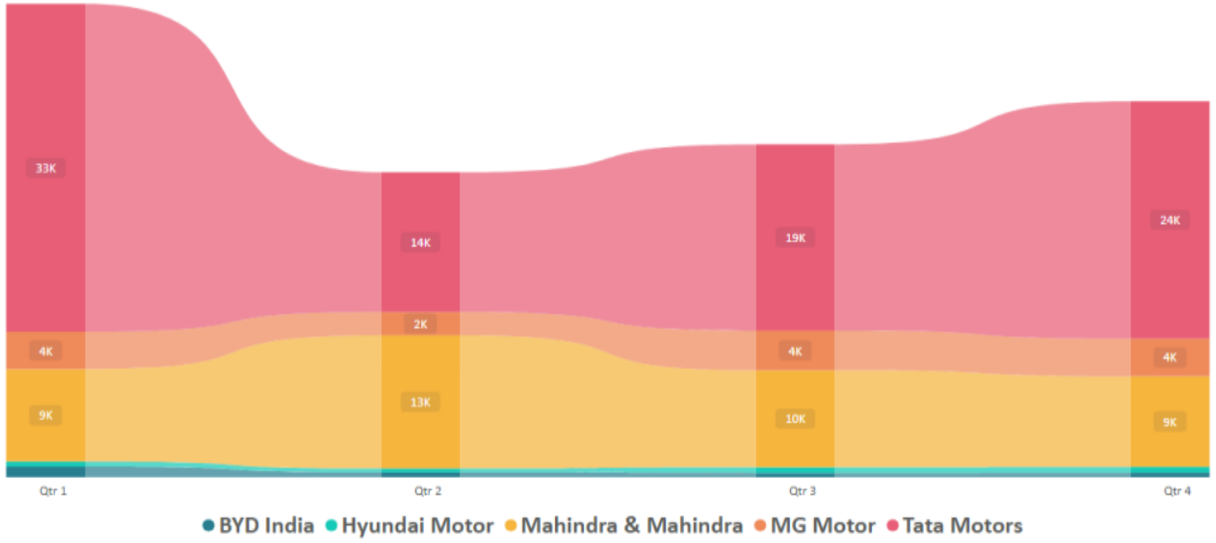
0.00%

Sikkim: Lowest Penetration

Challenging market with 0.00% EV penetration rate in FY23.



Quarterly Sales Trends: Top 4-Wheeler EV Makers



1

Tata Motors: Consistent Leader

Maintained lead position across quarters, showing significant sales growth consistently.

2

Mahindra & Mahindra: Declining Market Share

Ranked second but experienced gradual decline in sales across quarters.

3

MG Motors: Fluctuating Performance

Sales increased from Q1 to Q2 but saw a drop in subsequent quarters.

4

BYD India & Hyundai: Low Performers

Consistently recorded lowest sales, indicating room for improvement in the market.

Delhi vs Karnataka: EV Market Showdown

Karnataka: EV Market Leader

10.18% penetration rate and 1.58 million EV sales. Strong infrastructure and progressive policies drive adoption.

Delhi: Emerging EV Hub

7.71% penetration rate and 0.61 million EV sales. Urban preference growing due to environmental awareness and government incentives.

Top 4-Wheeler EV Makers: CAGR Analysis

566%

BYD India: Rapid Growth

Achieved impressive 566% CAGR FY22-24, showcasing market dominance strategy.

255.48%

Hyundai Motor: Steady Expansion

Strong growth with 255.48% CAGR FY22-24, indicating strategic market positioning.

140.33%

Mahindra & Mahindra: Moderate Growth

140.33% CAGR FY22-24, showing sustained expansion in the EV market.

94.71%

Tata Motors: Consistent Progress

94.71% CAGR FY22-24, demonstrating solid, steady growth in the EV sector.

EV Sales Seasonality: Quarter Breakdown

1

Peak Season (March):

Highest demand with 292,000 units sold. Favorable weather and new product launches drive sales.

2

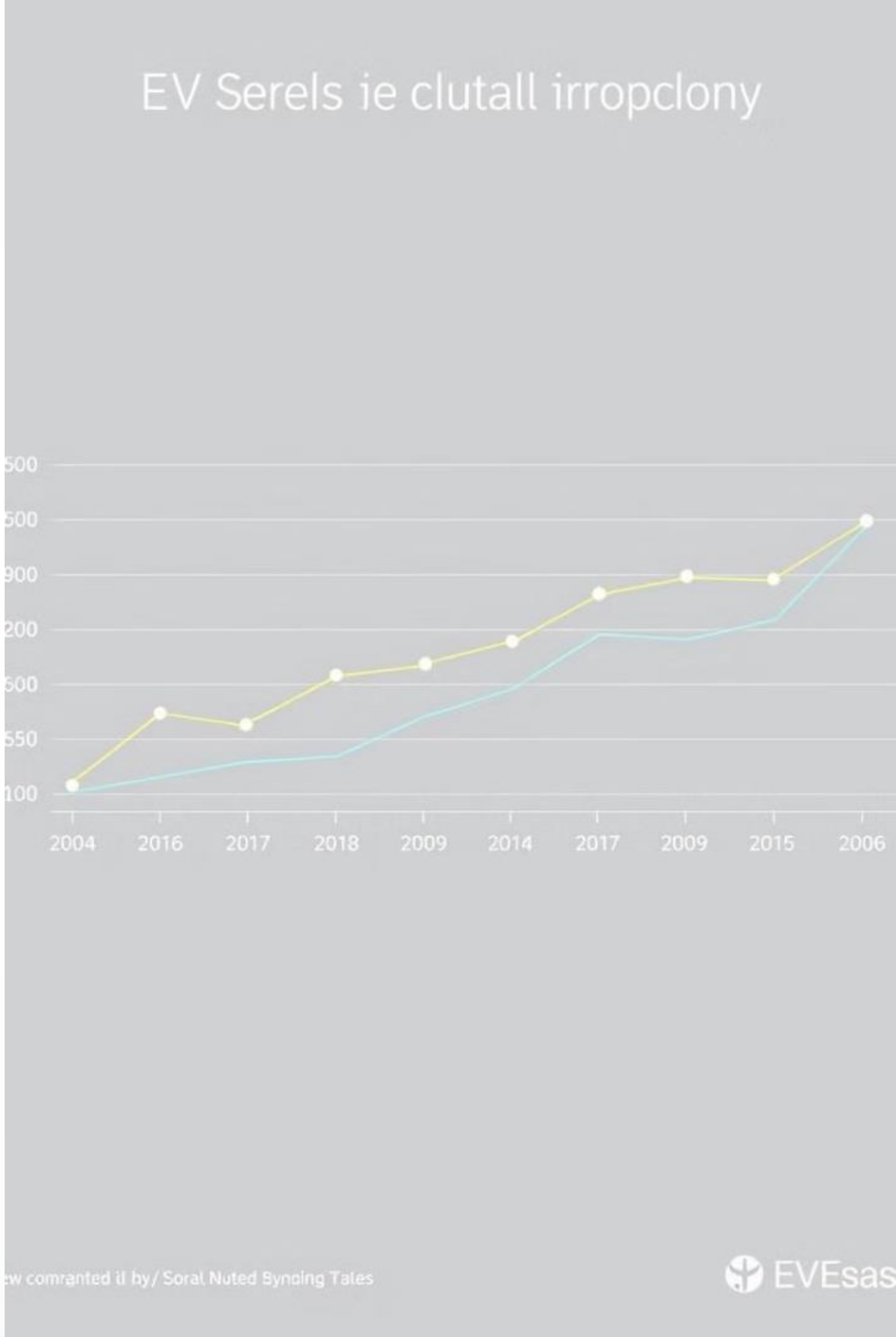
Shoulder Season (May):

Moderate demand with 170,000 units sold. Sustained interest despite slightly lower sales.

3

Low Season (June):

Lowest sales at 107,000 units. Summer heat and monsoon impact EV adoption rates.



Driver of EV Adoption: Customer Preferences

1. **Cost Savings**

   Lower running costs and reduced maintenance expenses make EVs cost-effective.

2. **Environmental Concerns**

   Increasing demand for sustainable, eco-friendly choices to combat climate change.

3. **Government Incentives**

   Subsidies and tax benefits make EVs more accessible to a broader audience.

Charging Infrastructure: Key to EV Success

Urban Charging Hubs

States with comprehensive charging networks experience higher EV adoption rates.

Rural Infrastructure Challenges

Limited charging stations hinder EV adoption in less developed areas.

Future of EV Infrastructure

Smart cities with integrated charging solutions will drive widespread EV adoption.


THANK
YOU