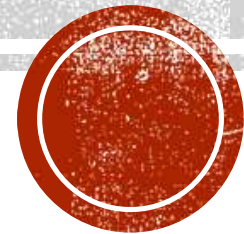


# TESLA AND MINING FIRM

## Team 7

Vishal Goutham  
Kedar B  
Ankur Gautam  
Chinmayananda Jena  
Abir Bose





Model S - 2012



Model X - 2015



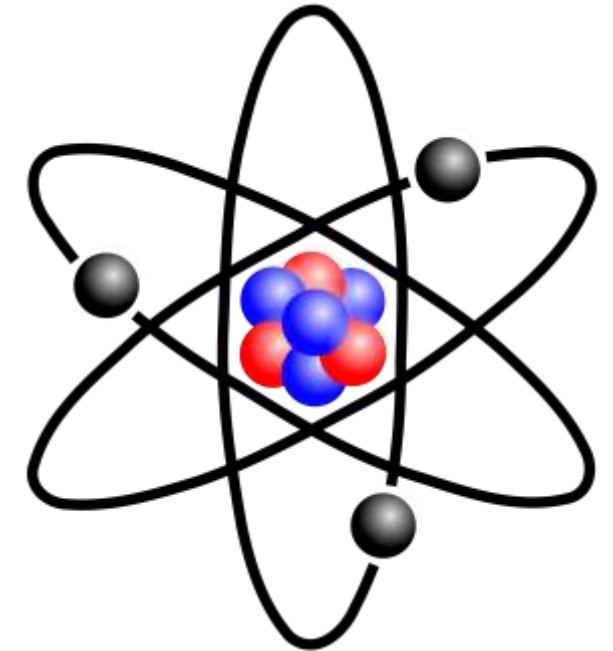
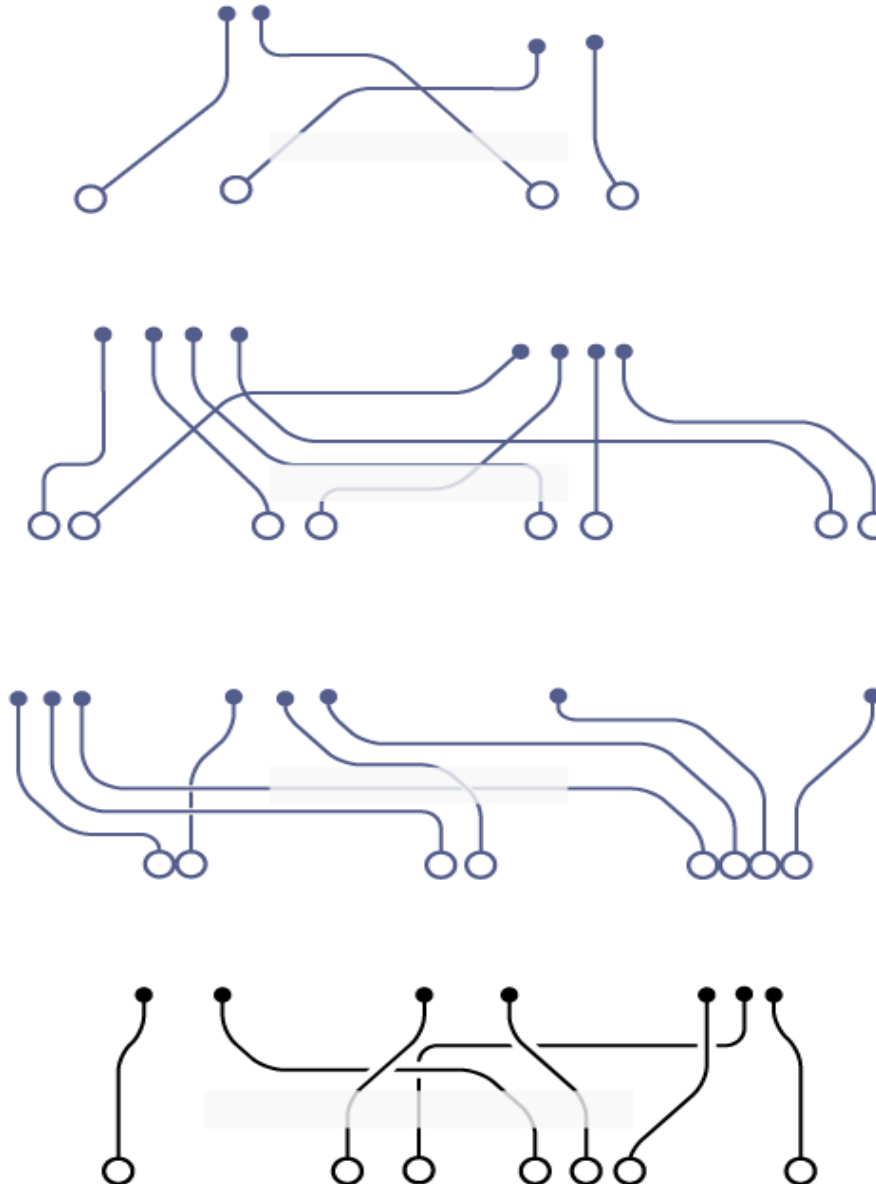
Model 3 - 2017



Model Y - 2019

A Clean Energy Company

# TESLA AND MINING FIRM



74 % of Lithium mined in world is used for EV

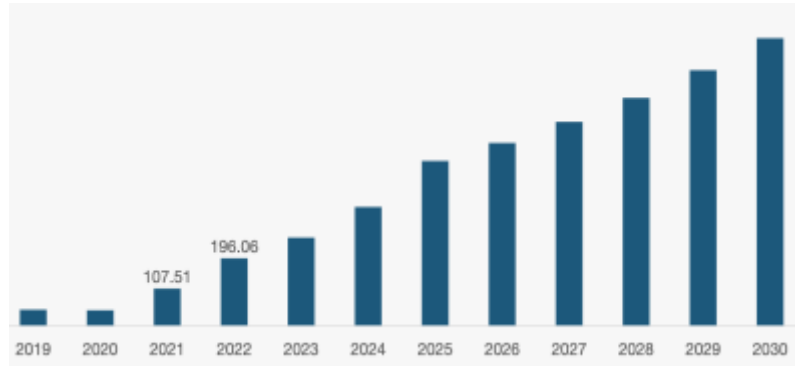
Top 4 Miners(Country) of Lithium

- **Australia** – 52%
- **Chile** – 25%
- **China** – 13%
- **USA** – 1%

Top 4 Mining Company of Lithium



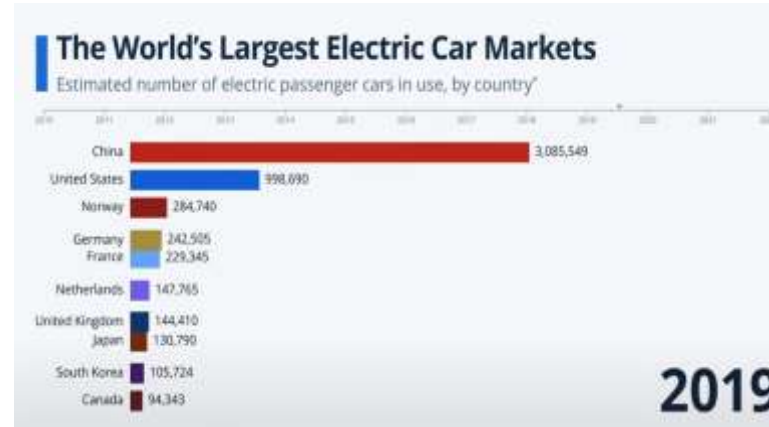
# ELECTRIC VEHICLE MARKET



- EV market is growing exponentially
- 20 times growth forecasted by 2030 from 2019
- 2019 – 70 Billion
- 2030 – 1.4 Trillion by 2030



- Tesla - no 2 company in manufacturing the EV vehicle after BYD and have market share of 12.5%



- China is 60% penetration in world market
- Europe 20% penetration in world market
- USA 10% penetration in world market

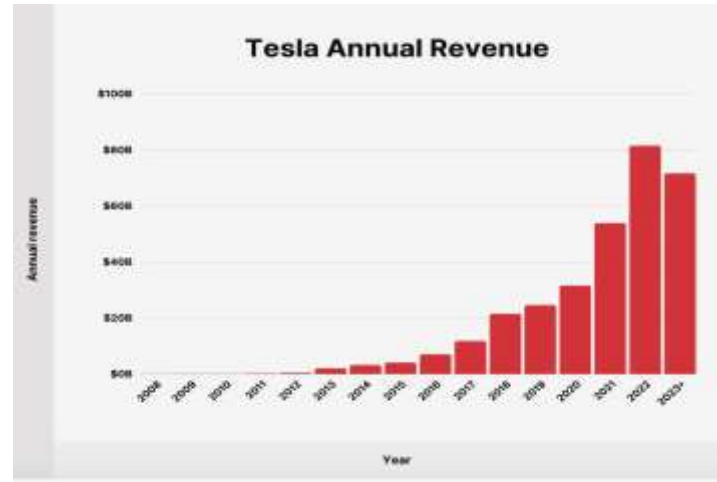
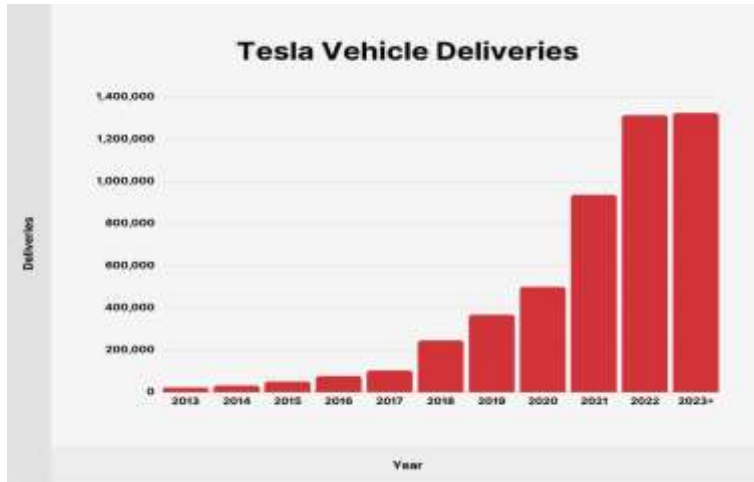
More the EV Industry grows – The Demand for Lithium batteries will Increase



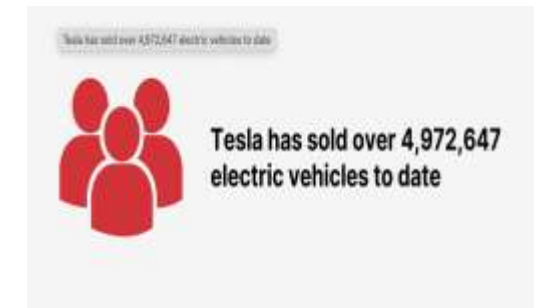
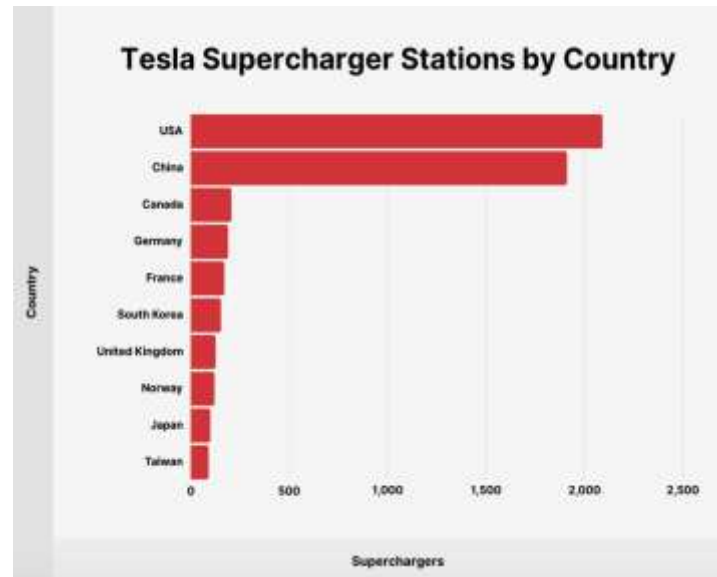
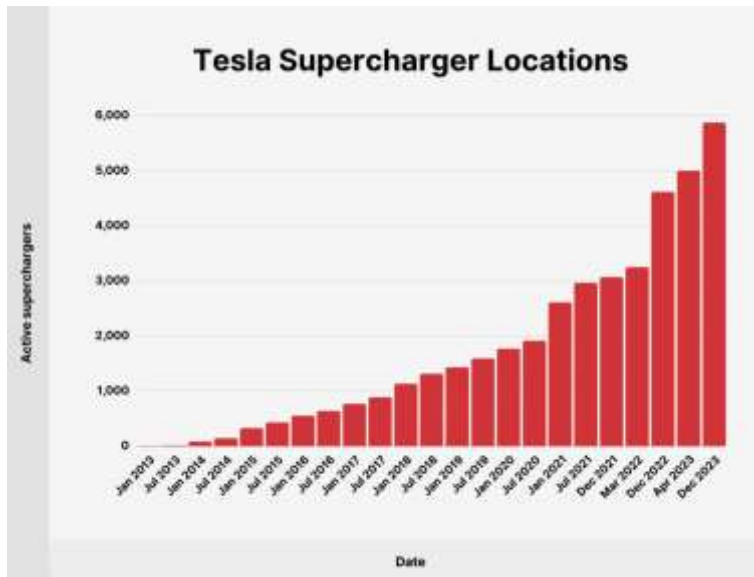
- Tesla has 2 models in 5 models for most sold cars
- Top Selling EV car in world is Model Y



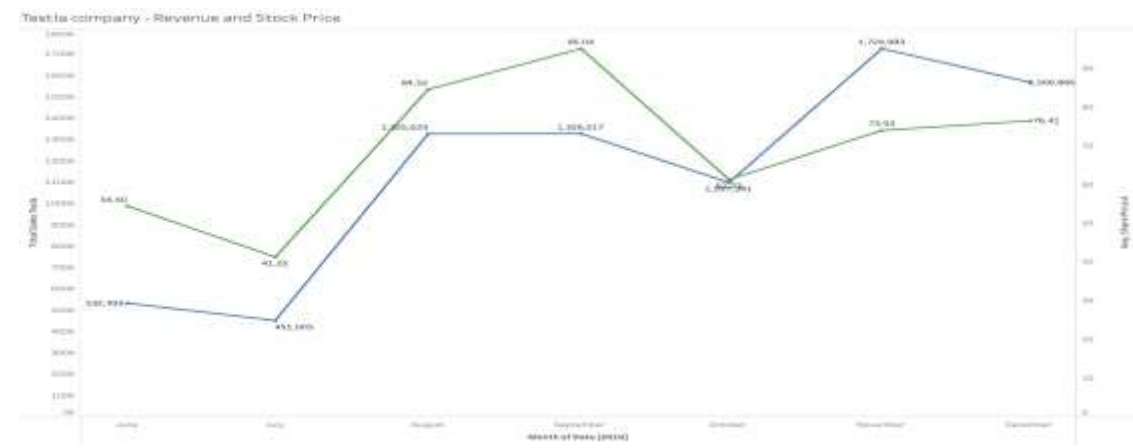
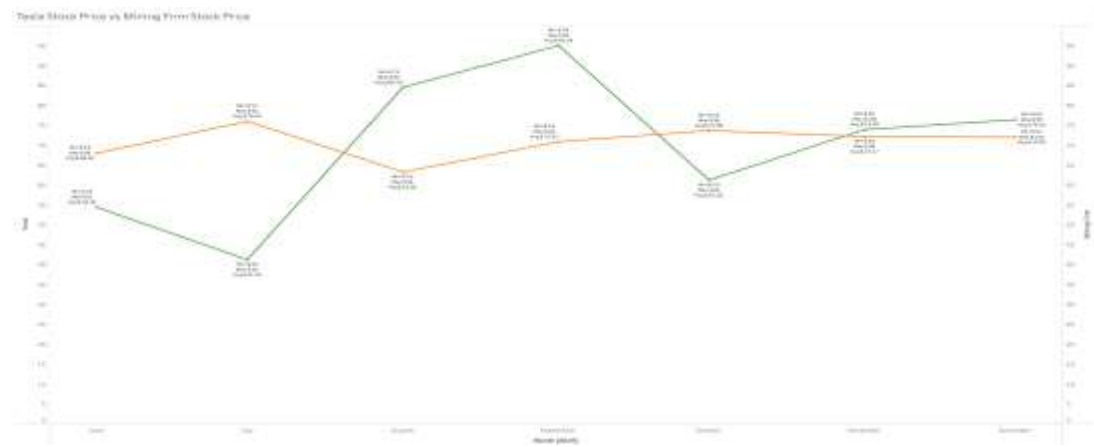
# TESLA – GROWTH



- Tesla is growing at the Rate of 15 % CAGR year on year
- Tesla is focusing on building the EV ecosystem in USA , China and Europe which are the growth market
- Stock price of Tesla shows upward trend since inception as the Tesla Revenue is exponentially growing
- Tesla is marching towards largest EV selling vehicle

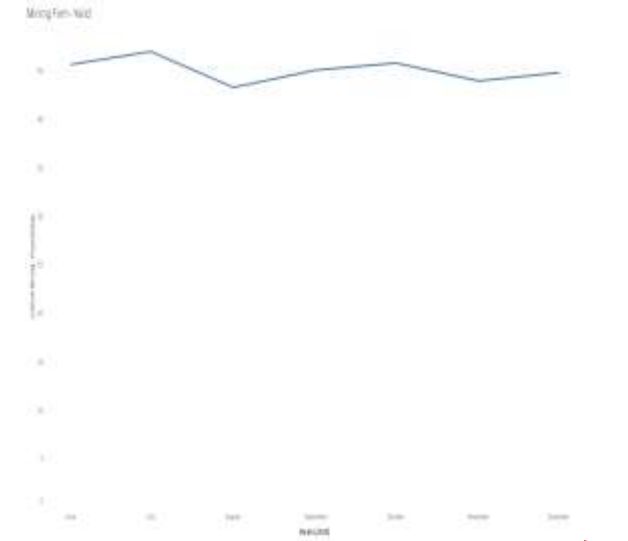
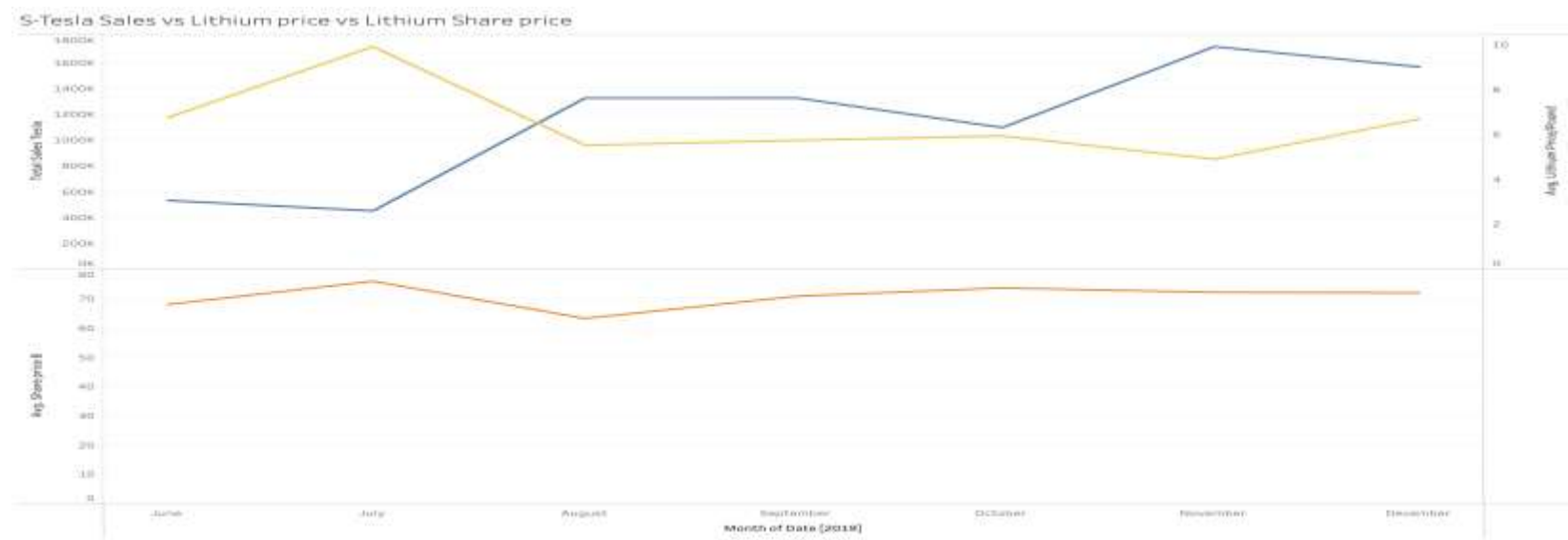


# STOCK PRICE – TESLA VS MINING FIRM



The Stock price of Lithium Mining is not impacted by upward stock price movement of Tesla

Stock price of Tesla shows upward movement with the increase in company revenue



Tesla Sales has very less impact on the Lithium price and Lithium Mining stock price

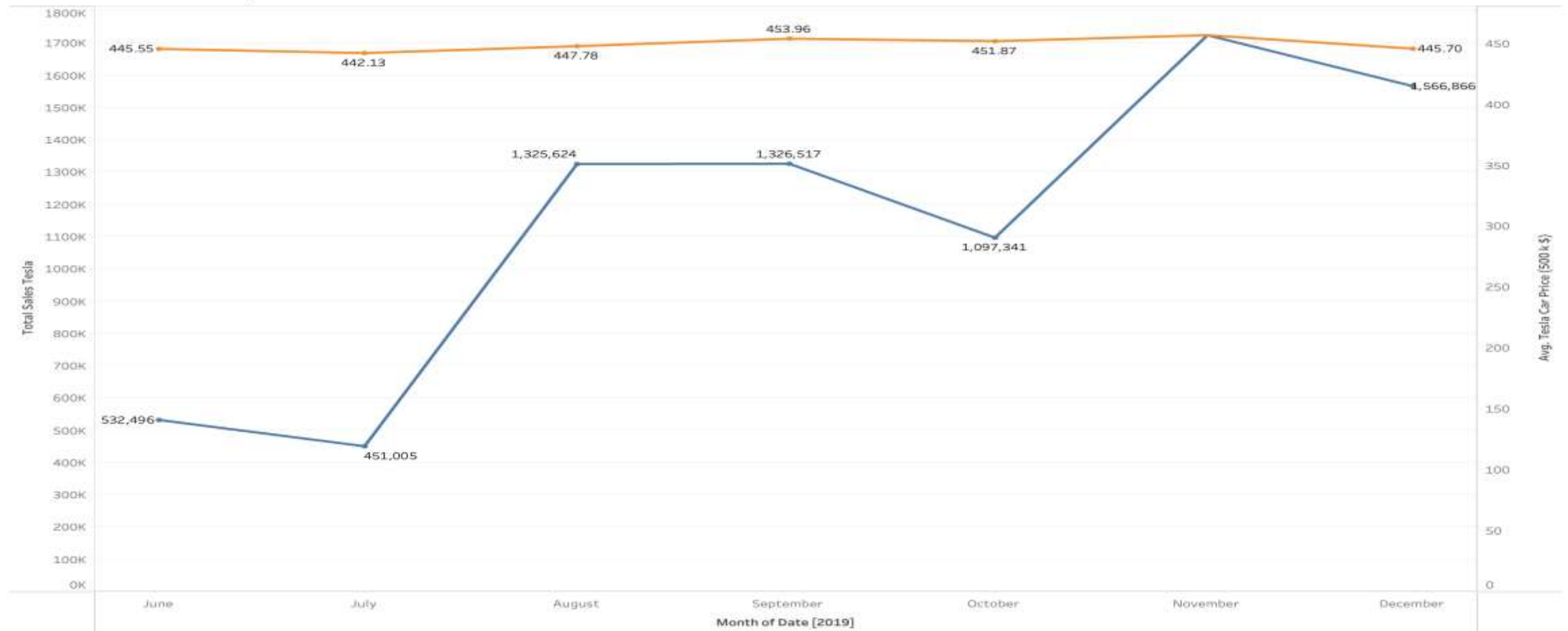
Lithium mining is constant as expected as this is natural resource





# TESLA – CAR SALES

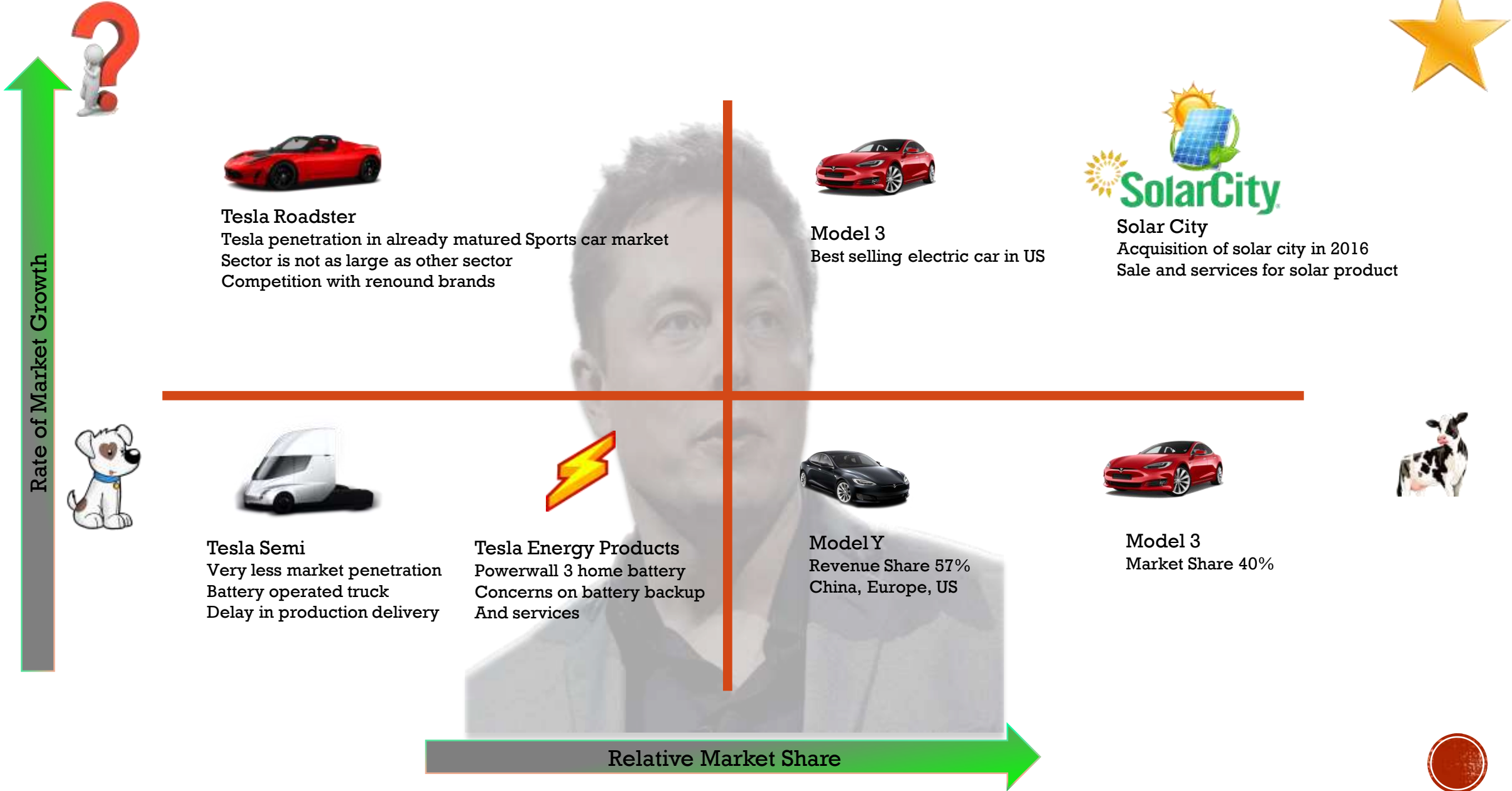
S-TeslaSales-Tesla Car price



Although Tesla showed month on month growth as the demand increased, still the company did not increase the price of the car



# BCG MATRIX - TESLA



# SWOT ANALYSIS

