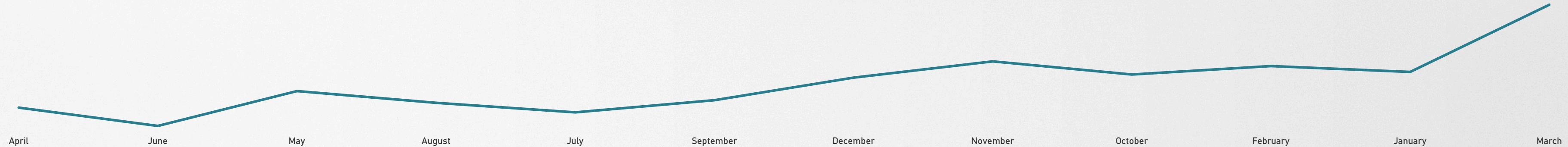
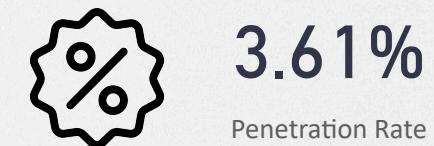
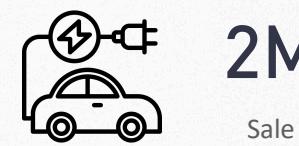
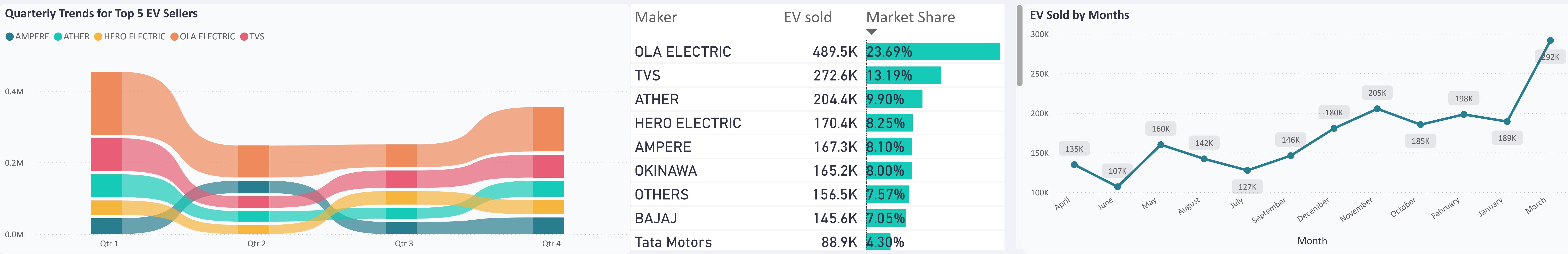
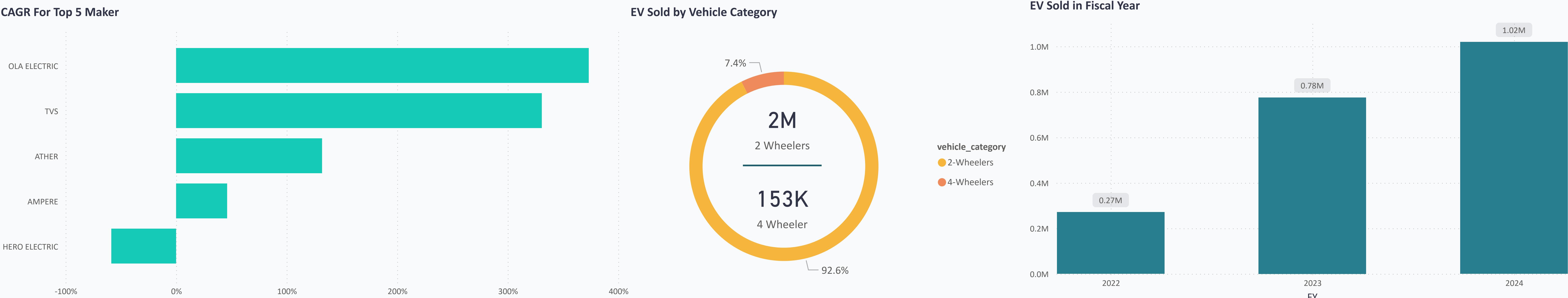
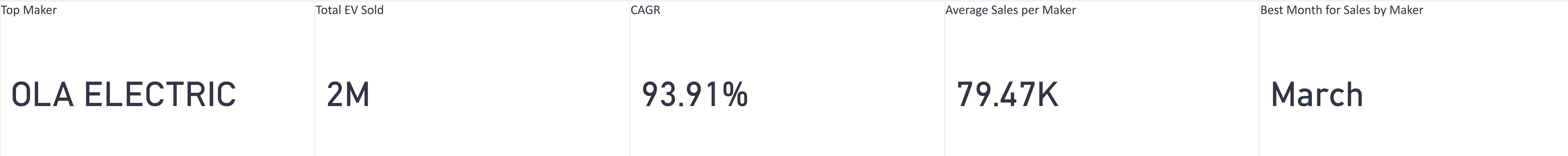
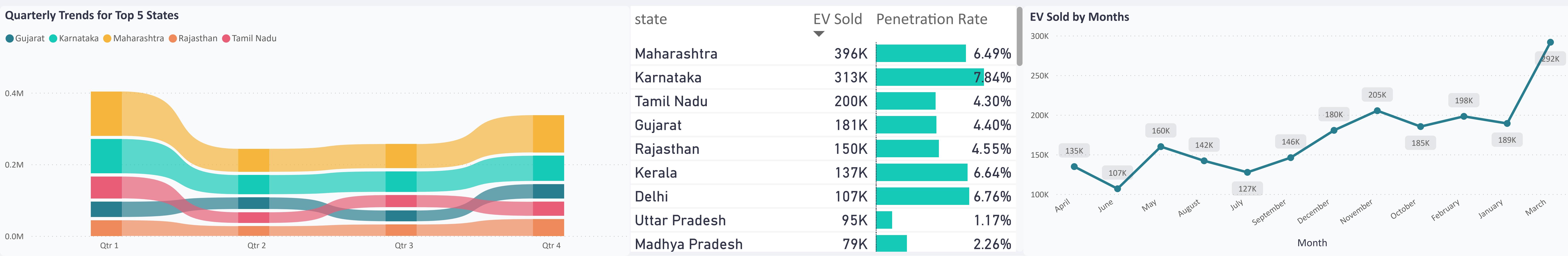
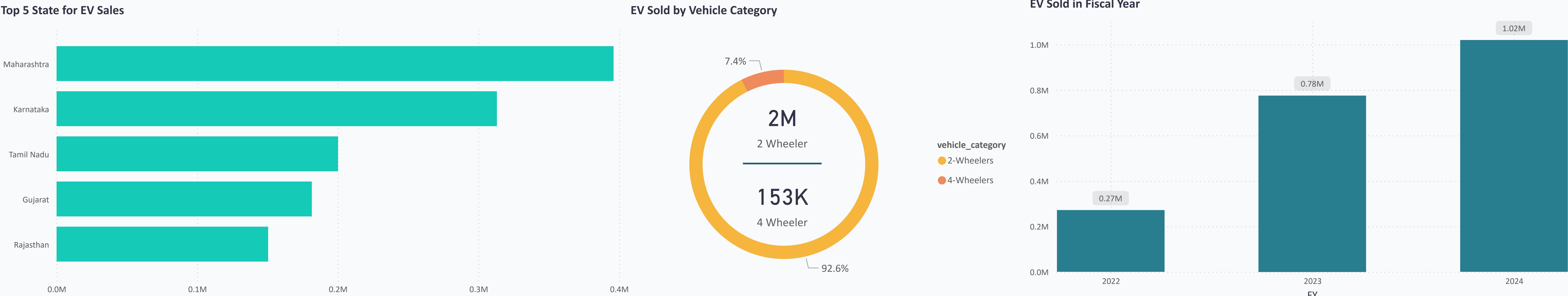
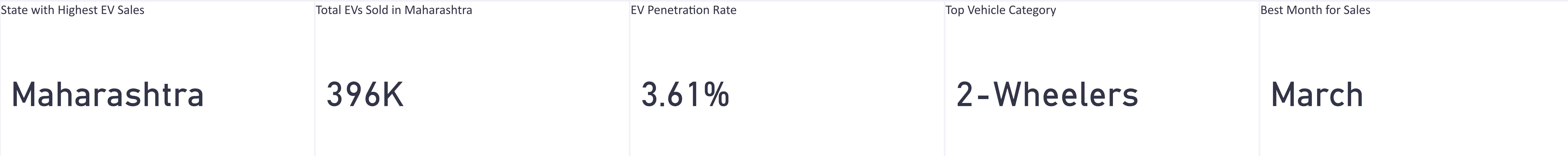
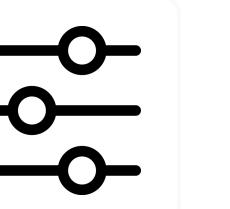
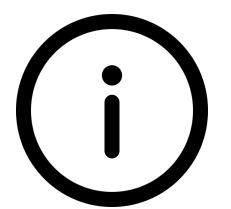


EV Sales Analysis

[Home Page](#)[Sales By Maker](#)[Sales By State](#)





AtliQ Motors India Market Analysis

AtliQ Motors, an American automotive giant specializing in electric vehicles (EVs), holds a 25% market share in the North American EV and hybrid vehicle segment. With plans for expansion, the company aims to enter the Indian market by launching its bestselling models. This presentation highlights the data analytics conducted for AtliQ Motors' Indian market expansion, focusing on key insights and strategic recommendations.



by Animesh daniel



Market Landscape: EV Makers (2 Wheeler)

Top 3: 2023

- Ola Electric: 153,000 units sold
- Okinawa: 97,000 units sold
- Hero Electric: 89,000 units sold

Bottom 3: 2023

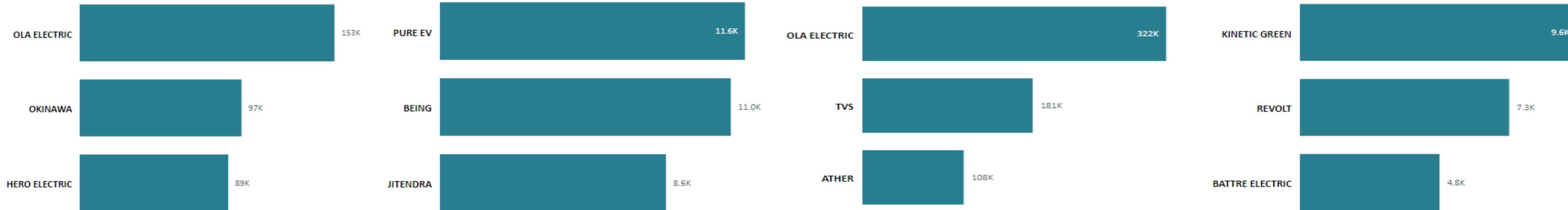
- Ola Electric: 153,000 units sold
- Okinawa: 97,000 units sold
- Hero Electric: 89,000 units sold

Top 3: 2024

- Ola Electric: 153,000 units sold
- Okinawa: 97,000 units sold
- Hero Electric: 89,000 units sold

Bottom 3: 2024

- Ola Electric: 322,000 units sold
- TVS: 181,000 units sold
- Ather: 108,000 units sold



State-wise Penetration FY 23

Top 5 States

- Goa: 13.75%
- Kerala: 11.59%
- Karnataka: 10.18%
- Maharashtra: 8.60%
- Delhi: 7.71%

Bottom 5 States

- Meghalaya: 0.36%
- Andaman & Nicobar: 0.30%
- Nagaland: 0.05%
- Sikkim: 0.00%
- Arunachal Pradesh: 0.11%

state	EV Sold	Penetration Rate
Goa	11K	13.75%
Kerala	74K	11.59%
Karnataka	161K	10.18%
Maharashtra	197K	8.60%
Delhi	47K	7.71%

state	EV Sold	Penetration Rate
Meghalaya	133	0.36%
Andaman & Nicobar	2	0.30%
Arunachal Pradesh	31	0.11%
Nagaland	9	0.05%
Sikkim	0	0.00%

Top 5 EV Makers (4 wheeler) : Quarterly Sales Trend

1 Sales peak in Q4

Sales are lowest in Q1.

2 Tata Motors

Significant sales growth every quarter and maintains the lead consistently.

3 Mahindra & Mahindra

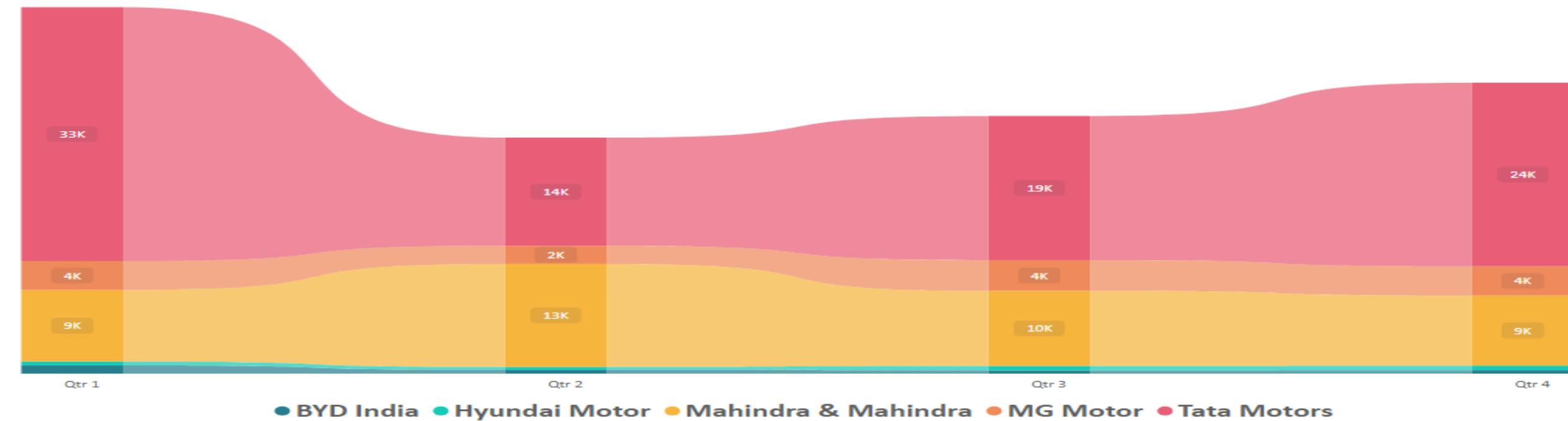
Ranks second but sales are gradually declining.

4 MG Motors

Sales increase from Q1 to Q2 but eventually decline.

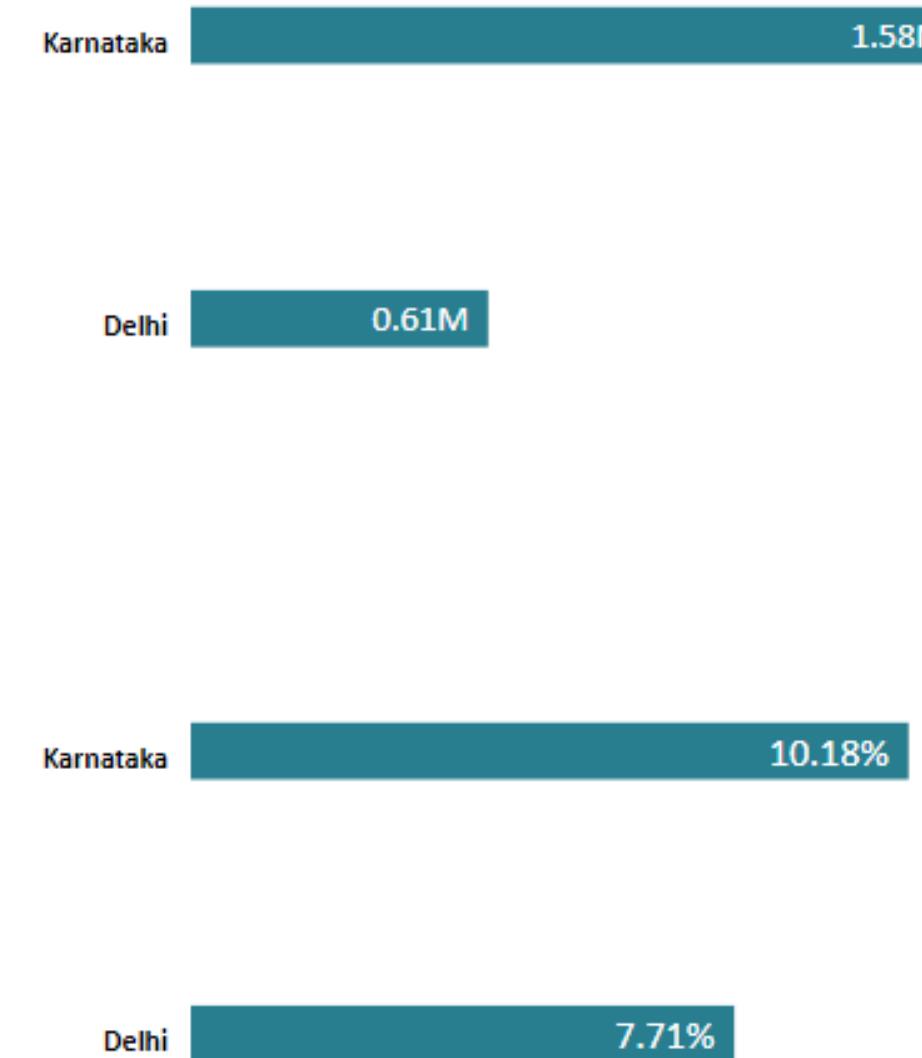
5 BYD India & Hyundai Motor

Consistently record the lowest sales.



Delhi vs Karnataka: EV Sales Comparison

Karnataka leads the EV market in India with a 10.18% penetration rate and 1.58 million EV sales, showcasing strong adoption and significant contribution to overall market growth. The state's extensive charging infrastructure and progressive EV policies have positioned it as a frontrunner. In comparison, Delhi has a 7.71% penetration rate and 0.61 million EV sales, reflecting a growing urban preference for electric vehicles driven by increasing environmental awareness and government incentives. Both states highlight the critical role of infrastructure and policy support in accelerating EV adoption.



Top 5 EV Makers (4 wheeler) : CAGR Analysis



BYD India

With 566 % CAGR FY 22-24



Hyundai Motor

With 255.48 % CAGR FY 22-24



Mahindra & Mahindra

With 140.33 % CAGR FY 22-24



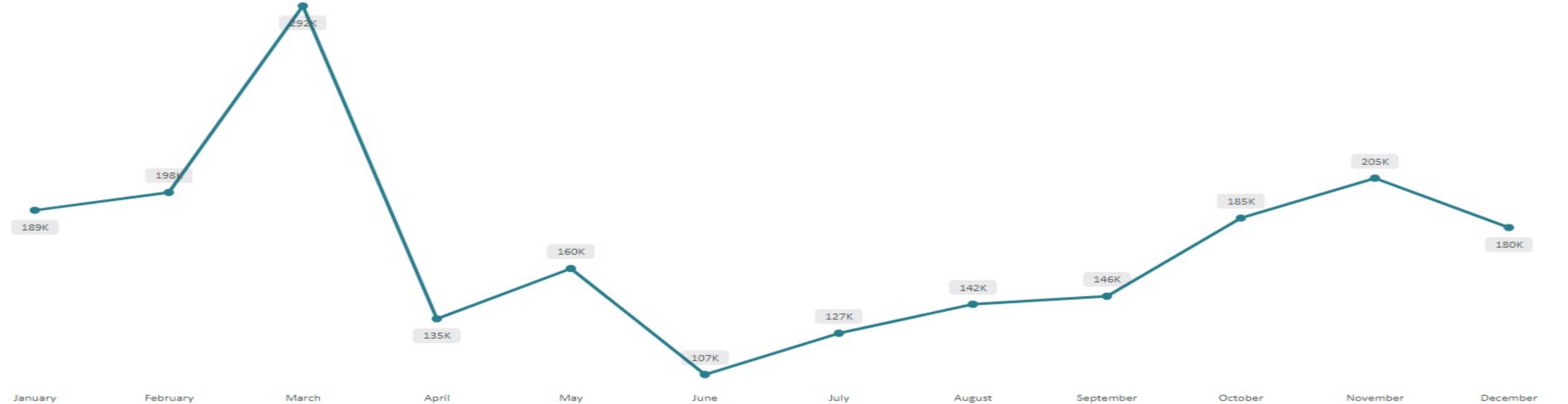
MG Motor

With 131.53 % CAGR FY 22-24



Tata Motors

With 94.71 % CAGR FY 22-24



Seasonality: EV Sales Trends



Peak Season

March, highest demand and adoption rates.



Shoulder Season

May, moderate demand for EV.



Low Season

June, lowest EV sales.

292k unit sold

170k unit sold

107k unit sold



Customer Preferences & Incentives

Cost Savings

Lower running costs, reduced maintenance expenses, savings on fuel have made EVs a cost-effective alternative to traditional vehicles.

Environmental Concerns

Consumers increasingly prioritize sustainable and eco-friendly choices, EVs offer a way to reduce their carbon footprint and support efforts to combat climate change.

Government Incentives

Subsidies, tax benefits, reduced registration fees, and other supportive policies have made EVs more accessible and appealing to a broader audience.

Vius Instrction

fording canrgler of charging stations

Imids
Charging
69,791m
Amable
13,8783
Acnection

Charging station
Indrat
34,591m
Amezone
13,738n
Ametre
A4,675mt
Mangla
25,7,060
Evaration
Senctine
12,22,8an

sale stats



TJMI's neus

\$13,330m

4. \$15,00m

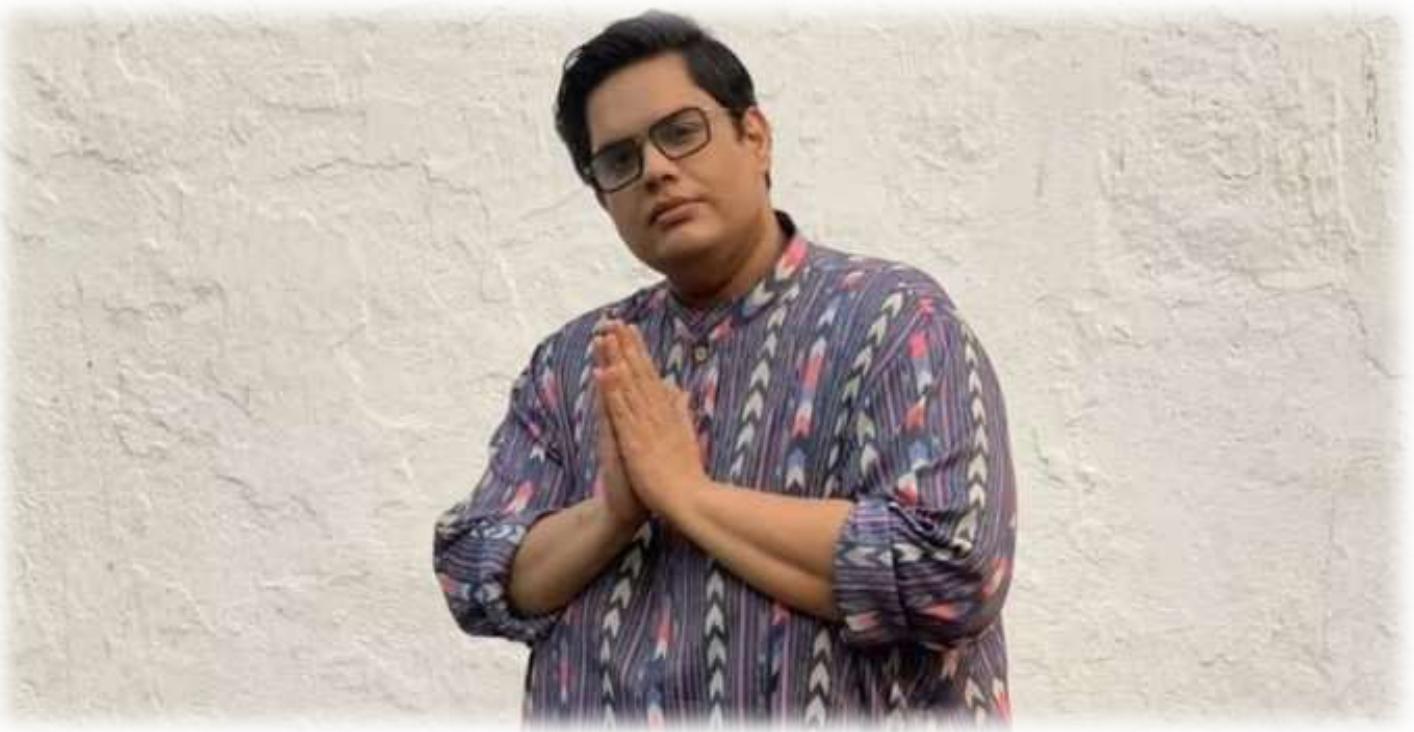
● Devesta
● Proneditar
● Ell sale

Charging Infrastructure & Sales Correlation

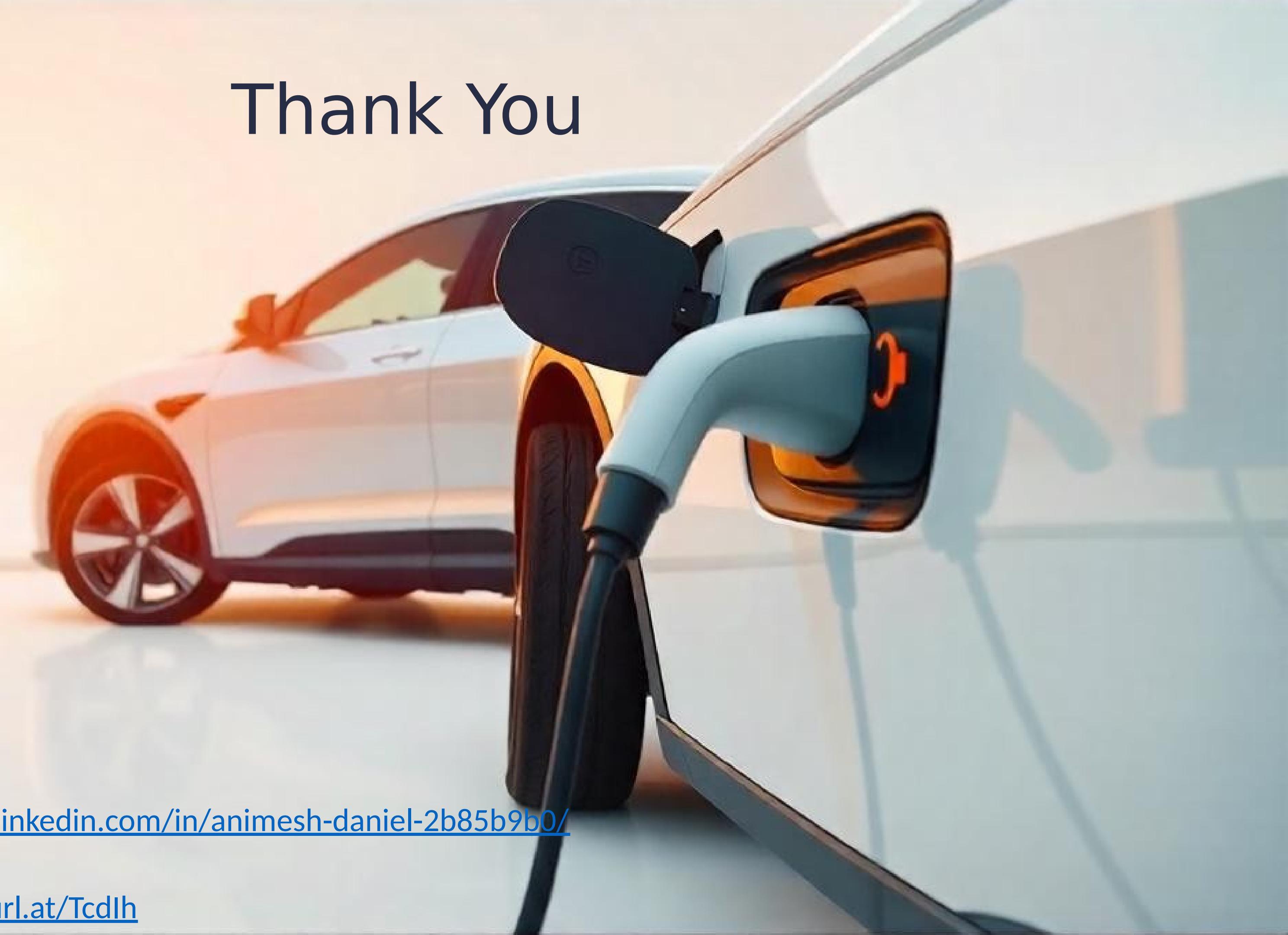
States with more charging stations (e.g., Karnataka, Maharashtra) tend to have higher EV sales, as the availability of charging stations reduces range anxiety and makes EVs more practical. Limited charging infrastructure in states like Gujarat and Rajasthan can hinder adoption, even if there are incentives or policies promoting EVs.

Brand Ambassador & Manufacturing Location

Tanmay Bhat is an excellent choice as a brand ambassador for AtliQ Motors due to his widespread popularity, relatable persona, and alignment with the company's vision. As a prominent comedian, content creator, and tech enthusiast, Tanmay has a strong digital presence and connects with a diverse, tech-savvy audience, making him ideal for promoting AtliQ's innovative electric vehicles. His values of embracing sustainability and modern technology resonate with AtliQ's mission to drive eco-friendly mobility. Additionally, his witty and approachable communication style can effectively convey the brand's message while engaging younger generations, fostering trust and excitement around AtliQ Motors.



Thank You



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 <https://shorturl.at/Tcdlh>