Business Insights on India's Electric Vehicle Market

Insights For AtliQ Motor's!

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- **List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2 wheelers sold.**

Top 3 EV-Manufacturers for Two Wheelers

FY: 2023

-OLA Electric: 0.15M Unit Sold
-Okinawa : 0.10M Unit Sold
-Hero Electric: 0.09M Unit Sold

FY: 2024

-OLA Electric: 0.32M Unit Sold
-TVS : 0.18M Unit Sold
-Ather: 0.11M Unit Sold

Bottom 3 EV-Manufacturers for Two Wheelers

FY: 2023

-Pure EV: 11.56K Unit Sold
-Being : 11.02K Unit Sold
-Jitendra: 8.56K Unit Sold

FY: 2024

-Kinetic Green: 9.59K Unit Sold
-Revolt : 7.25K Unit Sold
-Batter Electric: 4.84K Unit Sold

➢ **Identify the top 5 states with the highest penetration rate in 2-wheeler and 4-wheeler EV sales in FY 2024.**

- 2 – Wheelers
  - Goa : 17.99%
  - Kerala : 13.52%
  - Karnataka : 11.57%
  - Maharashtra : 10.07%
  - Delhi : 9.40%
- 4 – Wheelers
  - Kerala : 5.76%
  - Goa : 4.25%
  - Delhi : 4.29%
  - Chandigarh : 4.50%
  - Karnataka : 4.26

- **Comparison : Delhi Vs Karnataka**

Market Penetration:

Total: Karnataka (56.91%) shows higher rate compare Delhi(43.09%) in total Electric Vehicle sales.

2-Wheelers: Karnataka (55.18%) shows higher rate compare Delhi(44.82%).

4-Wheelers: Delhi(50.17%) shows higher rate compare Karnataka (49.83%).

Sales Volume:

Total: Karnataka(161K) leads Delhi(47K) in total Electric Vehicle unit sales, despite having a smaller vehicle market.

2-Wheelers: Karnataka(148K) leads Delhi(38K) in total Electric Vehicle unit sales.

4-Wheelers: Karnataka(13K) leads Delhi(9K) in total Electric Vehicle unit sales.

- **What are the peak and low season months for EV sales based on the data from 2022 to 2024?**

Peak Season:		Low Season:	
2022		2022	
	March: 58K		May: 1K
	Feb:38K		Jun: 5K
	Jan: 32K		April: 6K
2023		2023	
	March: 95K		May: 45K
	Feb:71K		Jun: 48K
	Jan: 68K		Jul: 50K
2024		2024	
	March: 138K		Jun: 54K
	May:113K		Jul: 62K
	Nov: 98K		Aug: 69K

- **What are the primary reasons for customers choosing 4-wheeler EVs in 2023 and 2024 (cost savings, environmental concerns, government incentives)?**

Cost Savings

- **Lower running costs:** Electricity is generally cheaper than petrol or diesel, leading to significant savings over time.
- **Reduced maintenance:** EVs have fewer moving parts, resulting in lower maintenance expenses.

Environmental Concerns

- **Zero tailpipe emissions:** Contribute to cleaner air and reduced pollution in Indian cities.
- **Alignment with India's focus on sustainable development and climate change mitigation.**

Government Incentives

Subsidies and tax benefits: Central and state governments offer financial incentives to promote EV interest paid on loans taken for EV purchase.

- **Charging infrastructure development:** Increasing availability of charging stations is improving EV convenience.
- **FAME India Scheme Phase II**: Subsidies on EV purchases and charging infrastructure development.
- **State-Specific Incentives**: Road tax waivers, subsidies, and registration fee discounts.
- **Customs Duty Waivers**: Exemptions on certain EV components to encourage local manufacturing and reduce import costs.

- **How do government incentives and subsidies impact the adoption rates of 2-wheelers and 4-wheelers? Which states in India provided most subsidies?**

Impact of Government Incentives and Subsidies

Reduced upfront cost: Subsidies directly lower the purchase price of electric vehicles (EVs), making them more affordable for consumers.

- **Increased affordability:** Incentives make EVs accessible to a wider range of buyers, including those with budget constraints.
- **Boost to domestic manufacturing:** Subsidies often encourage local production and assembly of EVs, potentially leading to job creation and technology transfer.
- **Infrastructure development:** Government support for charging stations and related infrastructure is crucial for EV adoption, especially in urban areas.
- **Environmental awareness:** Incentives promote the use of cleaner vehicles, contributing to air quality improvement and reduced carbon emissions.

States with Notable EV Subsidies

- **Maharashtra:** Offers substantial purchase subsidies for both 2-wheelers and 4-wheelers, along with road tax exemptions.
- **Delhi:** Provides significant subsidies for electric cars and two-wheelers, coupled with registration benefits.
- **Gujarat:** Offers incentives for EV manufacturing and purchase, aiming to establish itself as an EV hub.
- **Karnataka:** Provides subsidies and infrastructure support for electric buses and cars.
- **Tamil Nadu:** Offers subsidies for electric two-wheelers and three-wheelers, along with developing charging infrastructure.

- **How does the availability of charging stations infrastructure correlate with the EV sales and penetration rates in the top 5 states?**

Correlation Between Charging Stations Infrastructure and EV Sales & Penetration Rates in Top 5 States in India

Delhi

- **Charging Infrastructure**: Well-developed network, including fast chargers.
- **EV Sales & Penetration**: Highest penetration rates due to high availability.

Maharashtra

- **Charging Infrastructure**: Heavy investment in major cities like Mumbai and Pune.
- **EV Sales & Penetration**: Significant increase in sales and penetration.

Gujarat

- **Charging Infrastructure**: Strategic installations along highways and urban centers.
- **EV Sales & Penetration**: High sales and penetration rates.

Tamil Nadu

- **Charging Infrastructure**: Focus on residential, commercial, and industrial zones.
- **EV Sales & Penetration**: Increased buyer confidence and rising sales.

Karnataka

- **Charging Infrastructure**: Significant number in Bangalore, including tech parks.
- **EV Sales & Penetration**: Boosted market due to infrastructure.

Summary:

- **Conclusion**: Well-developed charging infrastructure is crucial for higher EV sales and penetration rates. States with robust networks (Delhi, Maharashtra, Gujarat, Tamil Nadu, Karnataka) have seen greater adoption rates.

➢ Which state of India is ideal to start the manufacturing unit? (Based on subsidies provided, ease of doing business, stability in governance etc.)

Choosing the ideal state for setting up a manufacturing unit in India requires a careful evaluation of various factors. While the landscape is dynamic, certain states have consistently demonstrated a favourable business environment

Key Factors to Consider:

- **Subsidies and Incentives:** Evaluate the specific industry you're in to identify states offering targeted incentives.
- **Ease of Doing Business:** Consider factors like registration, permits, and clearances.
- **Infrastructure:** Assess the availability of transportation, power, water, and logistics facilities.
- **Labour Availability and Skills:** Evaluate the skill set required for your industry and the availability of talent.
- **Land and Real Estate:** Consider the cost and availability of industrial land.
- **Market Access:** Proximity to your target market can be crucial.
- **Political Stability and Governance:** A stable government and efficient administration are essential.

Top Contenders:

- **Gujarat:** Known for its industrial infrastructure, skilled labour, and pro-business policies. It has a strong track record in attracting investments.
- **Maharashtra:** India's financial capital boasts a vast market, skilled workforce, and a developed industrial ecosystem.
- **Tamil Nadu:** Offers a skilled workforce, good infrastructure, and a focus on automotive and engineering sectors.
- **Karnataka:** Known for its IT prowess, it's also emerging as a manufacturing hub with a skilled workforce and supportive government policies.
- **Andhra Pradesh:** Offers industrial corridors, skilled labour, and a conducive business environment

Additional Considerations:

- **Specific Industry Focus:** Some states specialize in certain industries (e.g., textiles in Gujarat, IT in Karnataka).
- **Infrastructure Development:** Ongoing infrastructure projects can influence future business conditions.
- **Cost of Living:** Factor in the cost of living for your employees.

- **Who should be the brand ambassador if AtliQ Motors launches their EV/Hybrid vehicles in India and why?**

Potential Brand Ambassadors for AtliQ Motors in India

Choosing the right brand ambassador is crucial for a successful launch. Here are a few potential candidates who align with the EV/hybrid vehicle market in India:

- **A Young, Environmentally Conscious Celebrity:**
  - **Reasoning:** This demographic is a significant target market for EVs. A young, popular figure can resonate with the youth and promote a sustainable lifestyle.
  - **Examples:** Actors like Alia Bhatt, Ranbir Kapoor, or Deepika Padukone could be considered.
- **A Cricket or Sports Icon:**
  - **Reasoning:** Cricket enjoys a massive following in India, and sports personalities command a wide reach. They can appeal to a broad audience, including families and young professionals.
  - **Examples:** Virat Kohli, Rohit Sharma, or a popular cricketer from a regional market could be considered.
- **A Tech-Savvy Influencer:**
  - **Reasoning:** Influencers with a strong following in the tech and lifestyle space can effectively communicate the benefits of EVs. They can engage with the target audience through social media and digital platforms.
  - **Examples:** Popular tech YouTubers or social media influencers with a large following.
- **A Celebrity with a Strong Connection to India/ Bollywood:**
  - **Reasoning:** A celebrity who resonates with Indian culture and values can create a strong emotional connection with the audience.
  - **Examples:** International celebrities with Indian roots or a strong fan following in India.

Key Considerations:

- **Brand Image:** The ambassador should align with AtliQ Motors' brand identity and values.
- **Target Audience:** Consider the primary target demographic for the EV vehicles.
- **Mass Appeal:** The ambassador should have a wide reach and influence.
- **Credibility:** The ambassador should be perceived as authentic and trustworthy.
- **Long-Term Commitment:** A long-term partnership with the ambassador can build brand loyalty.

➢ My recommendations for AtliQ Motors.

1. Strategic Marketing and Branding

Develop a Comprehensive Marketing Strategy:

- **Target Audience Segmentation**: Identify and segment the target audience based on demographics, psychographics, and behavioral factors to create tailored marketing campaigns.
- **Digital Presence**: Leverage digital marketing channels, including social media, search engine optimization (SEO), and online advertising to reach a wider audience.
- **Influencer Partnerships**: Collaborate with popular influencers and celebrities who align with the brand's values to enhance brand visibility and credibility.

Brand Ambassadorship:

- **Select a Prominent Brand Ambassador**: As discussed, Celebrity from cricket / Bollywood would be an ideal choice due to their popularity, influence, and alignment with the brand's values.
- **Consistent Brand Messaging**: Ensure that all marketing materials convey a consistent message emphasizing sustainability, innovation, and performance.

2. Enhance Customer Experience and After-Sales Service

Customer-Centric Approach:

- **Showroom Experience**: Create interactive and engaging showroom experiences where customers can learn about the features and benefits of EVs and hybrids.
- **Test Drives and Events**: Organize test drive events and educational workshops to familiarize potential customers with the vehicles and their advantages.

After-Sales Support:

- **Robust Service Network**: Establish a wide network of service centers to ensure easy access to maintenance and support for customers.
- **Customer Support Channels**: Implement multiple customer support channels, including phone, email, and chat, to provide timely assistance and resolve issues promptly.
- **Loyalty Programs**: Introduce loyalty programs to reward repeat customers and encourage brand loyalty.

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3. **Infrastructure Development and Partnerships**

: Charging Infrastructure:

- **Expand Charging Network**: Invest in expanding the charging station network to enhance convenience for EV owners and reduce range anxiety.
- **Partnerships with Energy Providers**: Collaborate with energy companies to set up charging stations at strategic locations, such as shopping malls, office complexes, and residential areas.

Government and Industry Collaborations:

- **Leverage Government Incentives**: Take advantage of government incentives and subsidies for EV manufacturing and infrastructure development.
- **Industry Partnerships**: Form alliances with other companies in the EV ecosystem, including battery manufacturers, technology providers, and automotive suppliers, to strengthen the supply chain and drive innovation.

Sustainability Initiatives:

- **Green Manufacturing Practices**: Adopt sustainable manufacturing practices to reduce the environmental impact and align with the brand's eco-friendly image.
- **Community Engagement**: Engage with local communities through sustainability initiatives and awareness campaigns to build a positive brand image and encourage EV adoption.

Thank You!