

Report: Electric Vehicle (EV) Adoption Insights for AtliQ Motors

Analysis of the indian market

1. Why Customers Are Choosing 4-Wheeler EVs in 2023 and 2024

- 4 –wheeler EV's have become more popular in 2023 and 2024 due to three key reasons:
- **Cost Savings:** Although the initial price may be high, EVs save money in the long run because they are cheaper to maintain and charge than gas-powered cars. For instance, charging at home during off-peak hours can significantly reduce costs.
- **Environmental Concerns:** Many consumers are motivated by the need to protect the environment. With zero emissions, EVs are helping reduce air pollution and contribute to efforts against climate change. This is becoming an increasingly important factor for eco-conscious buyers.
- **Government Incentives:** Various governments offer financial incentives to make EVs more affordable. From tax breaks to rebates, these incentives help lower the upfront cost, making it easier for people to transition from traditional vehicles

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

- **Top States Offering Subsidies:** Delhi, Maharashtra, Gujarat, Tamil Nadu, and Karnataka lead in providing substantial subsidies, which directly correlates with higher adoption rates. For example, Delhi offers up to ₹1.5 lakhs for 4-wheelers and ₹30,000 for 2-wheelers.

Factors Affecting Adoption:

- Charging infrastructure development
- Awareness campaigns
- Urbanization levels and demographic factors

Recommendations:

- Focus marketing and entry strategies on states with higher subsidies.
- Leverage government incentives in promotional campaigns.
- Collaborate with state governments to boost awareness and further promote EV adoption.

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

- In all five states, a clear correlation exists between the availability of charging infrastructure and EV sales.
- States like Karnataka and Maharashtra, which have rapidly expanded their charging networks, show significantly higher EV penetration rates.
- Meanwhile, smaller regions like Goa and Chandigarh are focusing on densely populated urban areas, optimizing the use of available charging stations and thus boosting EV adoption.
- The top five states show that improved charging infrastructure directly influences EV sales and penetration.
- The easier it is for consumers to find reliable and accessible charging points, the more likely they are to adopt electric vehicles, reducing range anxiety and increasing the appeal of owning an EV.

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

- Virat Kohli or Priyanka Chopra would be ideal brand ambassadors for AtliQ Motors' EV/Hybrid launch in India.
- Both have a wide appeal, resonate with environmentally responsible lifestyles, and are seen as role models by diverse groups.
- While Virat Kohli brings athletic energy and focus, Priyanka Chopra combines glamour with sustainability, offering a global and aspirational image for the brand.

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

- **Gujarat** and **Maharashtra** stand out as ideal states for AtliQ Motors to establish their EV manufacturing unit.
- Gujarat offers a favorable combination of high subsidies, ease of doing business, and a well-developed industrial infrastructure.
- Maharashtra provides similar advantages but with a stronger focus on capital subsidies and tax rebates, making it another strong candidate.
- Both states have stable governance and a long history of industrial development, ensuring a favorable environment for growth and expansion in the EV sector.

6. Your top 3 recommendations for AtliQ Motors.

Focus on Tier 2 and 3 Cities for EV Adoption

- **Why:** While Tier 1 cities like Mumbai, Delhi, and Bangalore are leading in EV adoption, Tier 2 and 3 cities are rapidly becoming new growth centers. The population in these areas is more open to adopting 2-wheeler EVs due to affordability, increasing awareness, and government incentives. With fewer competitors in these cities, AtliQ Motors can establish a strong early presence.
- **Action:** Establish a distribution and service network in these cities. Engage in local marketing and education campaigns, highlighting affordability, government incentives, and environmental benefits. Partnering with local dealerships can also help boost visibility.

Develop Partnerships for Charging Infrastructure

- **Why:** The availability of charging infrastructure is critical for the success of EV adoption. Consumers are hesitant to switch to EVs without a reliable network of charging stations. Partnering with companies specializing in charging infrastructure, or even governments and local utilities, would encourage adoption.
- **Action:** Enter into partnerships with charging station providers like **Tata Power** or **Fortum Charge & Drive** to expand infrastructure in targeted regions. Focus on urban areas and highways that see heavy traffic to ensure convenient charging for users. AtliQ could also explore home charging solutions for convenience.

Leverage Government Subsidies and Create a Comprehensive EV Ecosystem

- **Why:** States such as Gujarat, Maharashtra, and Karnataka are providing high government subsidies for EV manufacturing and adoption. Tapping into these subsidies will reduce costs and make EVs more affordable for consumers. Building a holistic ecosystem around EVs, including servicing, spare parts, and customer education, will also set AtliQ apart.
- **Action:** Ensure AtliQ takes full advantage of the subsidies available by building manufacturing units in favorable states like Gujarat or Maharashtra. Additionally, creating partnerships with service providers for after-sales services and spare parts distribution will enhance customer satisfaction and brand loyalty.