



Strategic Insights for AtliQ Motors EV Launch in India







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Problem Statement

- AtliQ Motors is a Global leader in EVs with a strong presence in North America.
- 25% market share in the North American EV/hybrid segment.
- Aim to increase market share in the Indian EV market from 2%.
- Bruce Haryali, the chief of AtliQ Motors India requested to do a detailed market study of Indian EV market.





Project Goal

- To conduct a detailed market study to provide actionable insights for AtliQ Motors' EV launch in India.
- To develop informed strategies to increase AtliQ Motors' market share in the Indian EV market.



Dashboard - Overview Page





Strategic Insights for AtliQ Motors' EV Launch in India

Electric Vehicle Sales Analysis of Indian EV/Hybrid Market

EV Sales by Maker

EV Sales by States

> Fiscal Year

2022 2023 2024 This dashboard provides a comprehensive analysis of the Indian electric vehicle (EV) market, aimed at supporting AtliQ Motors in their expansion efforts. With a current market share of less than 2% in India, AtliQ Motors seeks to leverage data-driven insights to strategically position themselves in this growing market.

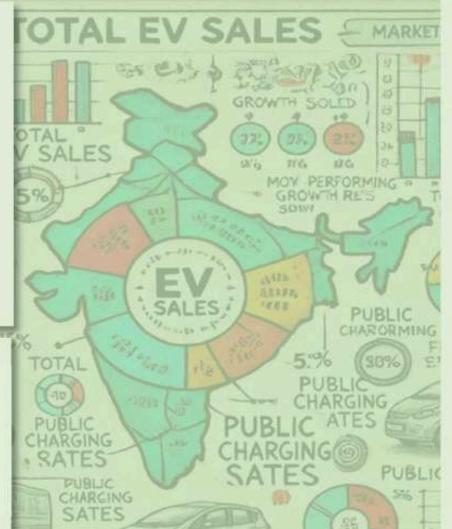
Abbreviations Used:

EV: Electric Vehicle

CAGR: Compound Annual Growth

Rate

PCS: Public Charging Stations



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Key metrics and visualizations on this dashboard highlight:

EV Sales Trends: Across various states and manufacturers.

Market Penetration Rate: Insights into the adoption rate of EVs across regions.

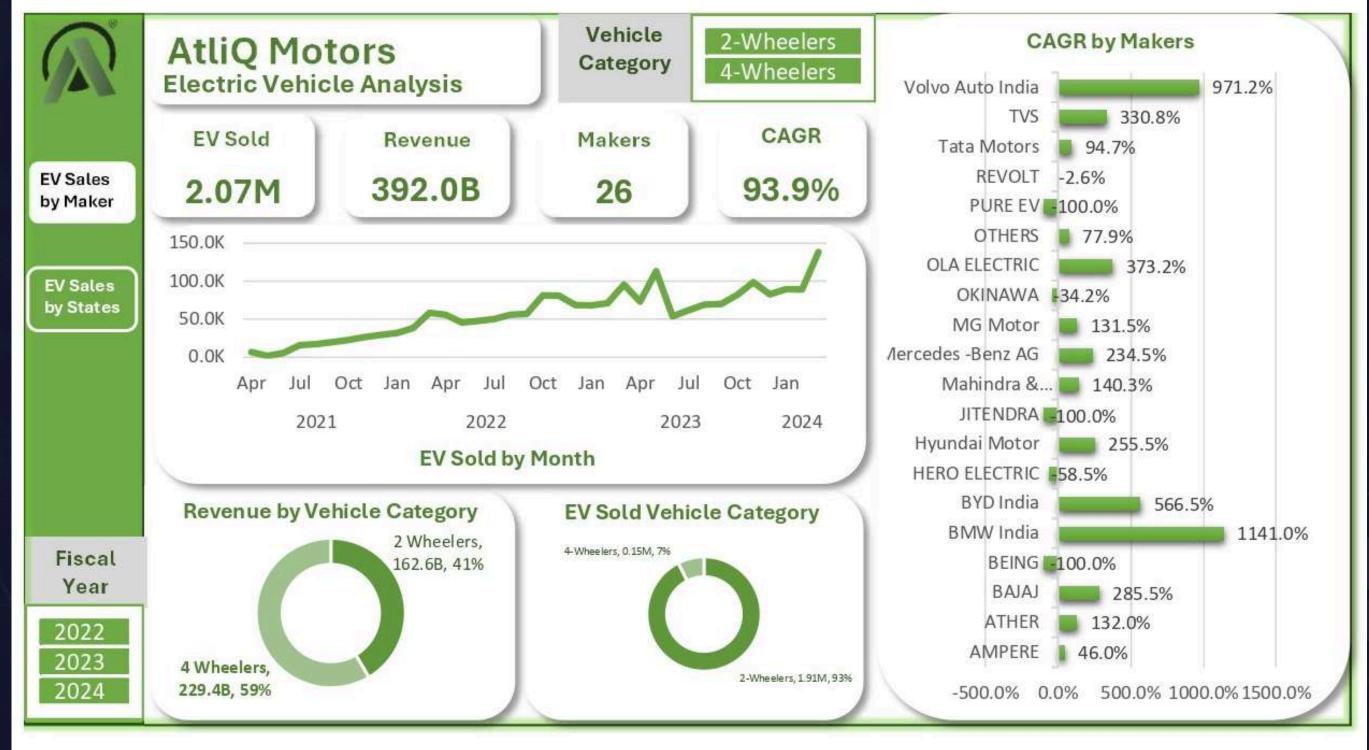
Infrastructure Analysis:

Correlation between charging station availability and EV sales.

Competitor Overview: A snapshot of leading players in the Indian EV market

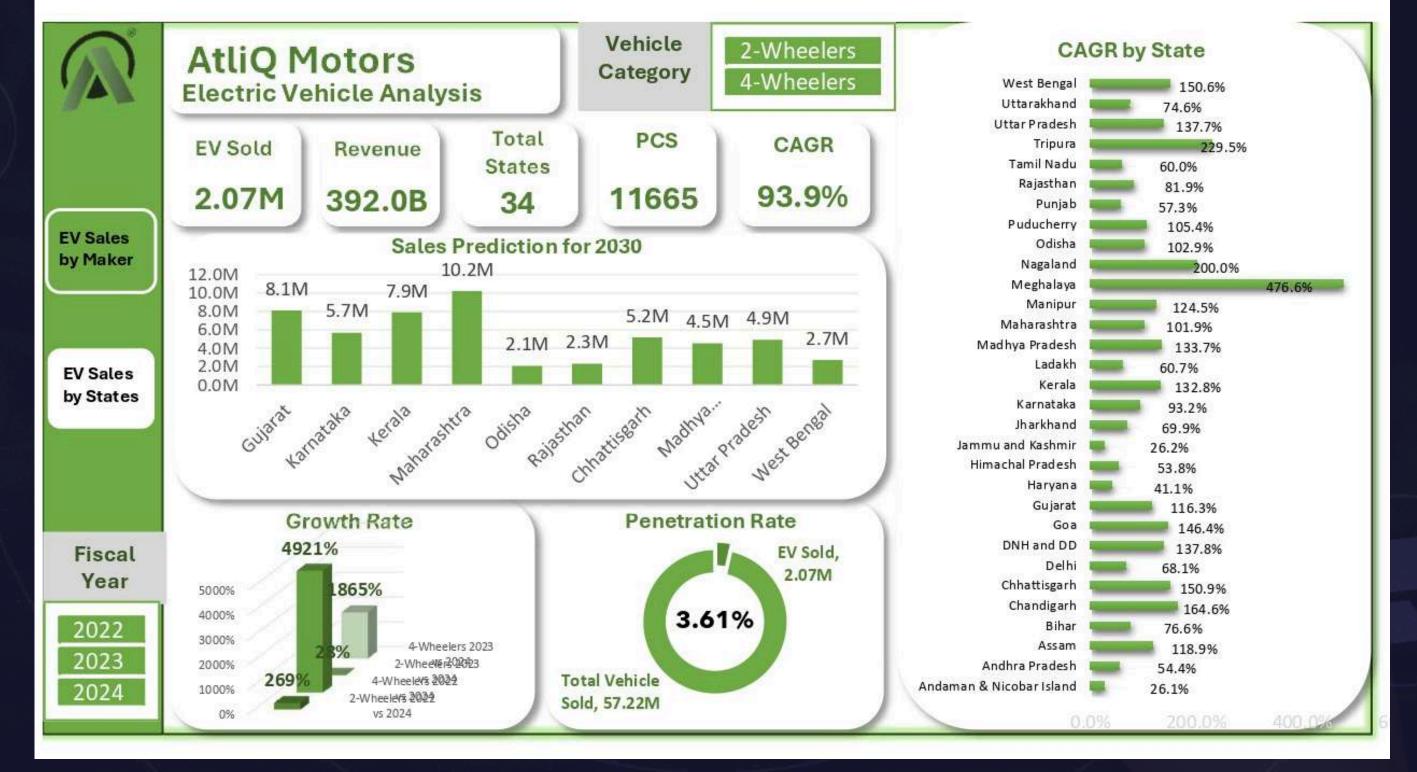














Question 1

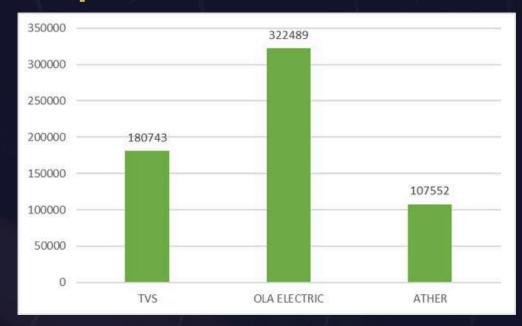


List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.

FISCAL YEAR 2023 Top 3 makers of 2-wheelers

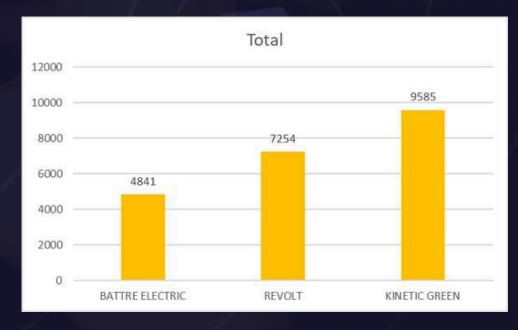


FISCAL YEAR 2024 Top 3 makers of 2-wheelers





Bottom 3 makers of 2-wheelers Bottom 3 makers of 2-wheelers





Question 2



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

Maker .T	penetration	n_rate
■2-Wheelers		
Goa		18.0%
Kerala		13.5%
Karnataka		11.6%
Maharashtra		10.1%
Delhi		9.4%
■ 4-Wheelers		
Kerala		5.8%
Chandigarh		4.5%
Delhi		4.3%
Karnataka		4.3%
Goa		4.3%

Penetration Rate = \frac{\text{(Electric Vehicles Sold)}}{\text{(Total Vehicles Sold)}} \times 100



Question 3



List the states with negative penetration (decline) in EV sales from 2022 to 2024?

Maker	Negative Penetration 24 vs 23
Gujarat	-0.2%
Haryana	-0.4%
Himachal Pradesh	-0.1%
Jharkhand	-0.1%
Rajasthan	-0.6%
Uttarakhand	-0.4%

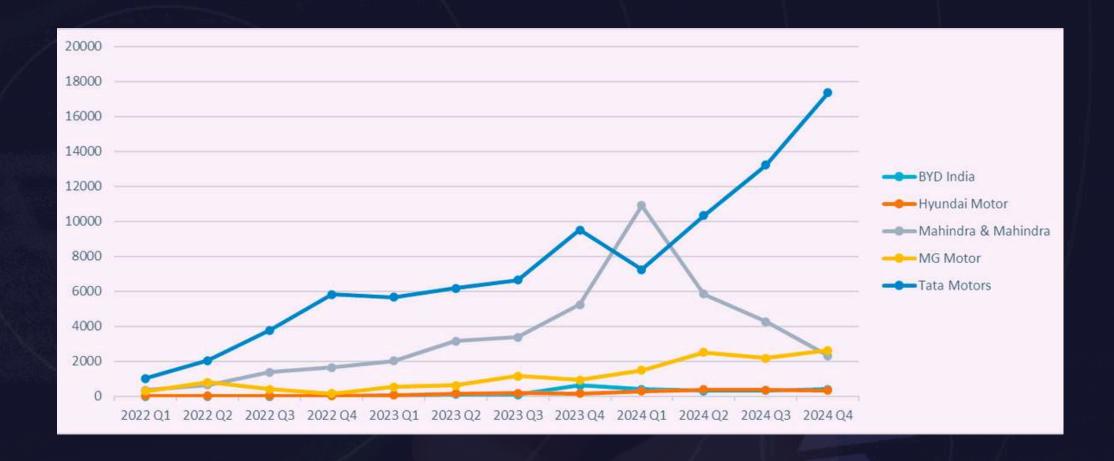
Maker	Negative Penetration 23 vs 22
Andaman & Nicobar Island	-0.1%



Question 4



What are the quarterly trends based on sales volume for the top 5 EV makers (4-wheelers) from 2022 to 2024?

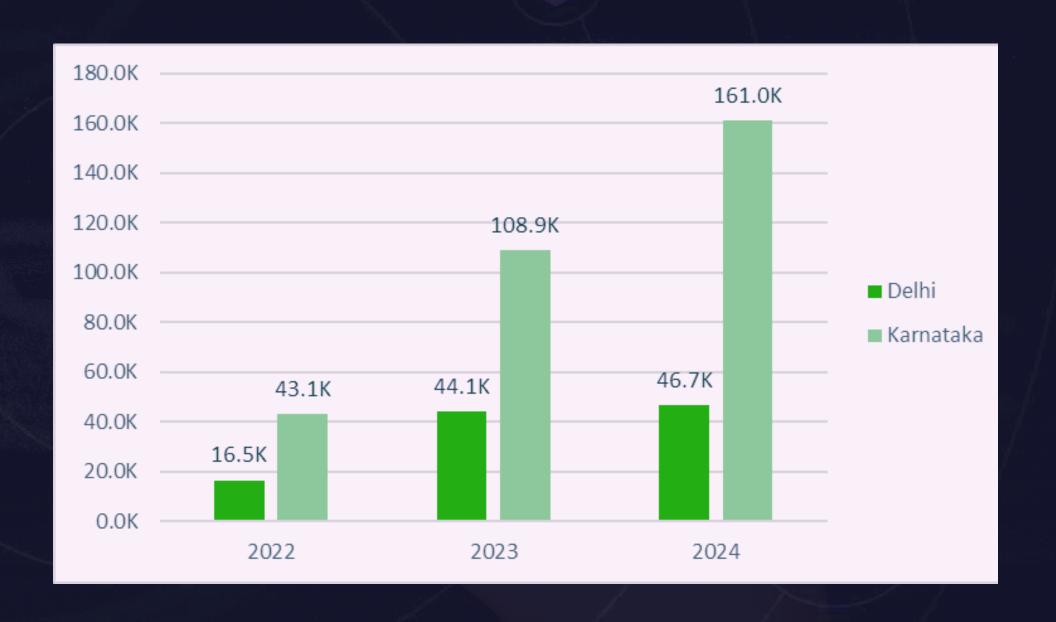




Question 5



How do the EV sales and penetration rates in Delhi compare to Karnataka for 2024?

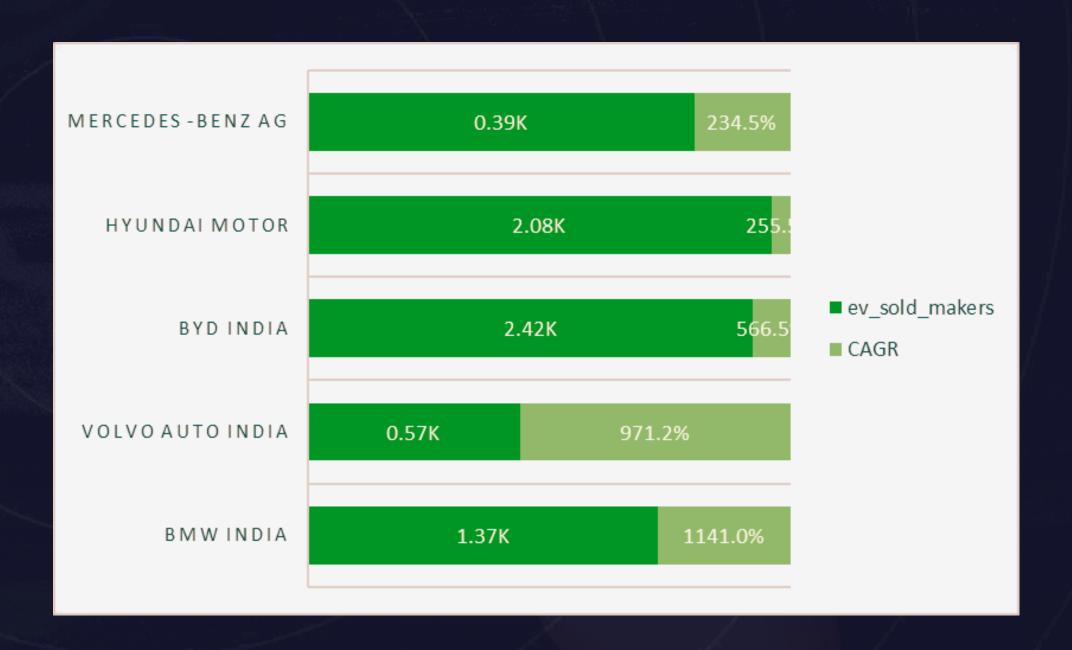




Question 6



List down the compounded annual growth rate (CAGR) in 4-wheeler units for the top 5 makers from 2022 to 2024.

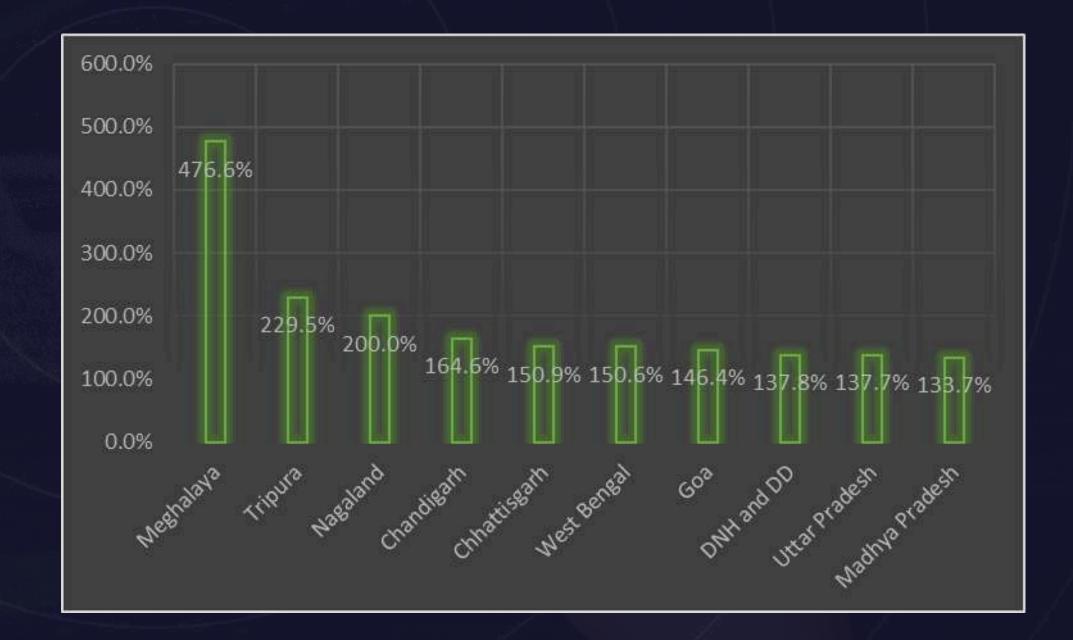




Question 7



List down the top 10 states that had the highest compounded annual growth rate (CAGR) from 2022 to 2024 in total vehicles sold.





Question 8



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

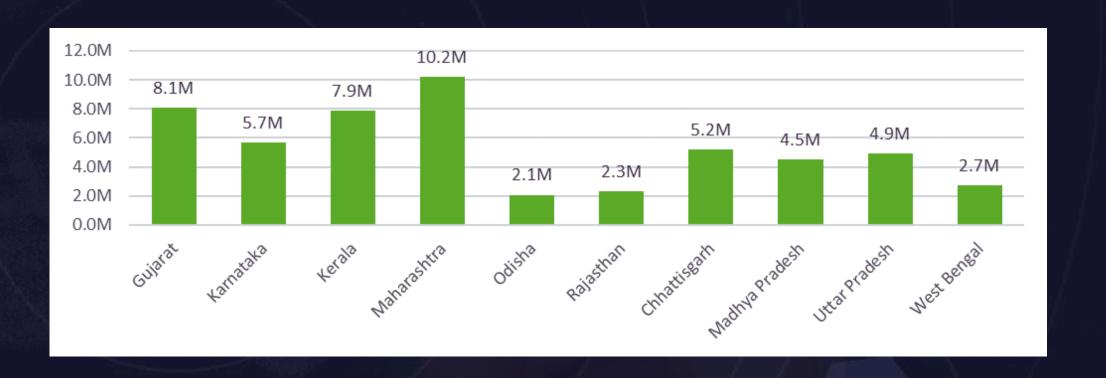




Question 9



What is the projected number of EV sales (including 2-wheelers and 4- wheelers) for the top 10 states by penetration rate in 2030, based on the compounded annual growth rate (CAGR) from previous years?





Question 10

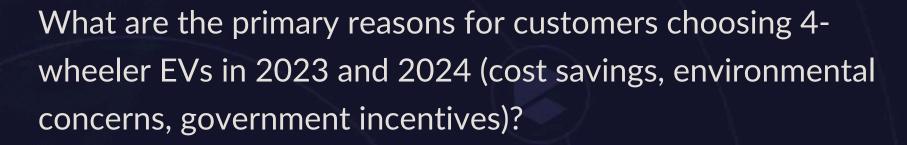








Question 1



- Cost Efficiency in running cost
- Long-Term Savings less maintenance
- Environmental Impact
- Government Incentives and benefits
- Technological Advancements in EV





Question 2



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

Government incentives and subsidies impact

- Affordability
- Tax Benefits
- Discounts
- Increased Demand:

States Providing most subsidies:

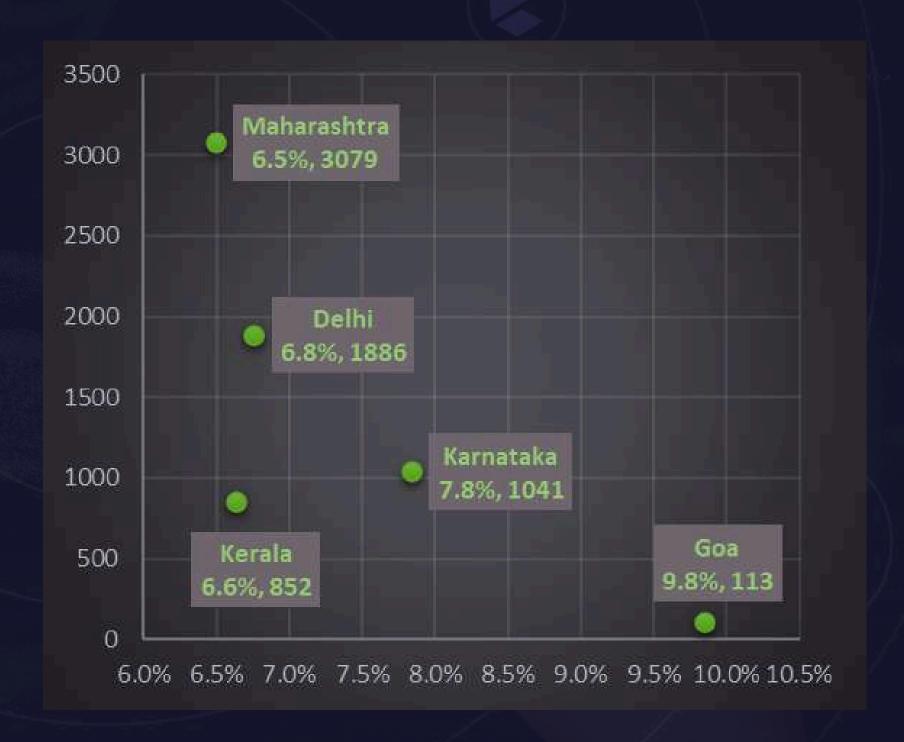
Electric Two-Wheelers	Electric Four-Wheelers	Other Benefits
Up to ₹20,000	-	No registration charges
Up to ₹25,000	Up to ₹2.5 lakh	-
₹10,000 per kWh (capped at ₹20,000)	-	100% road tax exemption
	Up to ₹20,000 Up to ₹25,000 ₹10,000 per kWh	Up to ₹25,000 Up to ₹2.5 lakh ₹10,000 per kWh



Question 3

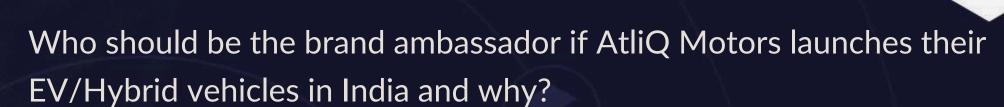


How does the availability of charging stations infrastructure correlate with the EV sales and penetration rates in the top 5 states?





Question 4





Rohit Sharma

- Massive popularity across India
- Reliability and consistency
- Strong leadership qualities
- Environmental sustainability advocate

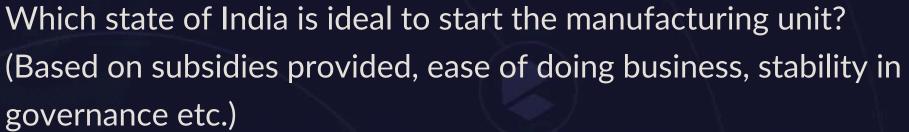


Smriti Mandhana

- Youth appeal
- Gender equality and diversity
- Represents growth and innovation
- Positive public image and excellence



Question 5







Government	Pro-business government	Stable government
Facility Investment	Tata Motors facility	Major investments in EVs and batteries
Subsidies and Incentives	Attractive subsidies and incentives	Significant subsidies and incentives
Ease of Doing Business	High ranking	Top performer
Infrastructure	Strong infrastructure	Well-developed infrastructure

INSIGHTS AND RECOMMENDATION



Enhance Research and Development

- Invest in battery R&D to reduce costs.
- Establish lithium refining plant for savings.
- Focus on advanced technology for competitive edge.



Leverage Government Subsidies

- Monitor government subsidies and incentives closely.
- Align product launches with subsidy availability.
- Design products to maximize subsidy benefits.



Targeted Marketing and Customization

- Develop a strong, parallel marketing strategy.
- Offer region-specific festive promotions and discounts.
- Customize products for Indian market needs.







THANKYOU

for your time and attention

Let's Connect...



Kunal_Garodi



<u>KunalGarodi</u>

