AtliQ Motors EV Market Expansion

By – Madiha Shaik

Agenda

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Introduction & Company Overview

• Overview of AtliQ Motors and Expansion Plans

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Problem Statement & Objective

- Challenges in the Indian EV Market
- Goals and Objectives of the Market Analysis

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• Data Cleaning and Modeling Process

• Datasets Used and Data Model Overview

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• Key Findings from the Dashboard

• Detailed Insights into the Indian EV Market

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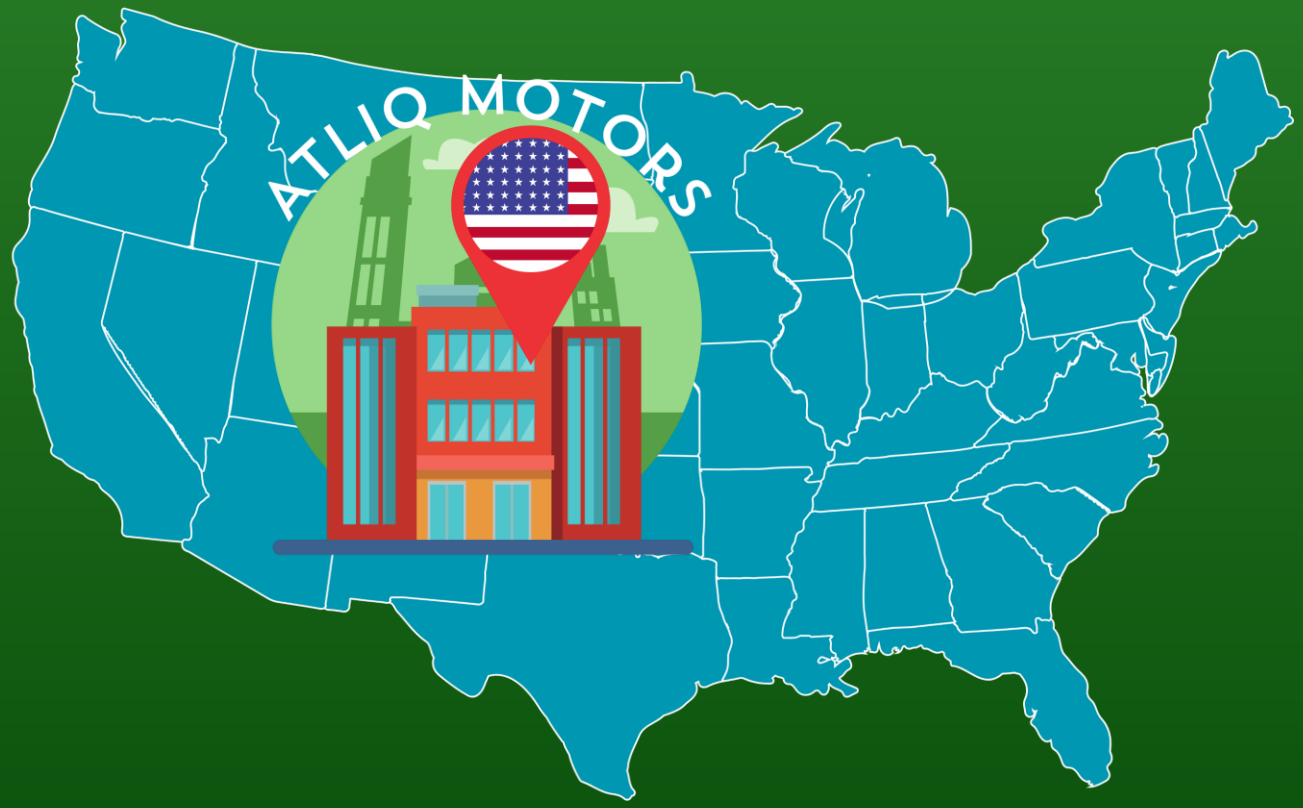
Company Overview



25 %
Market Share

Problem Statement

2%
Market Share

Objective

Objective

Main Goal

To provide actionable insights for AtliQ Motors' expansion strategy in India.

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To provide actionable insights for AtliQ Motors' expansion strategy in India.

Sub-Objectives

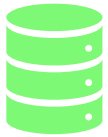
- Analyze the current EV market trends in India.
- Identify key growth opportunities and challenges.
- Develop data-driven recommendations for market entry and expansion.

Data Preparation & Modelling

Step 1

Datasets Used

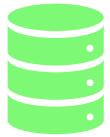
1. Electric Vehicle Sales by State
2. Electric Vehicle Sales by Makers
3. Date Dimension Table



Step 2

Data Cleaning

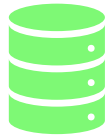
1. Removed duplicates and handled missing data.
2. Created additional tables for enhanced connectivity.



Step 3

Data Model

Star schema formed to optimize analysis and reporting.



Data Preparation & Modelling

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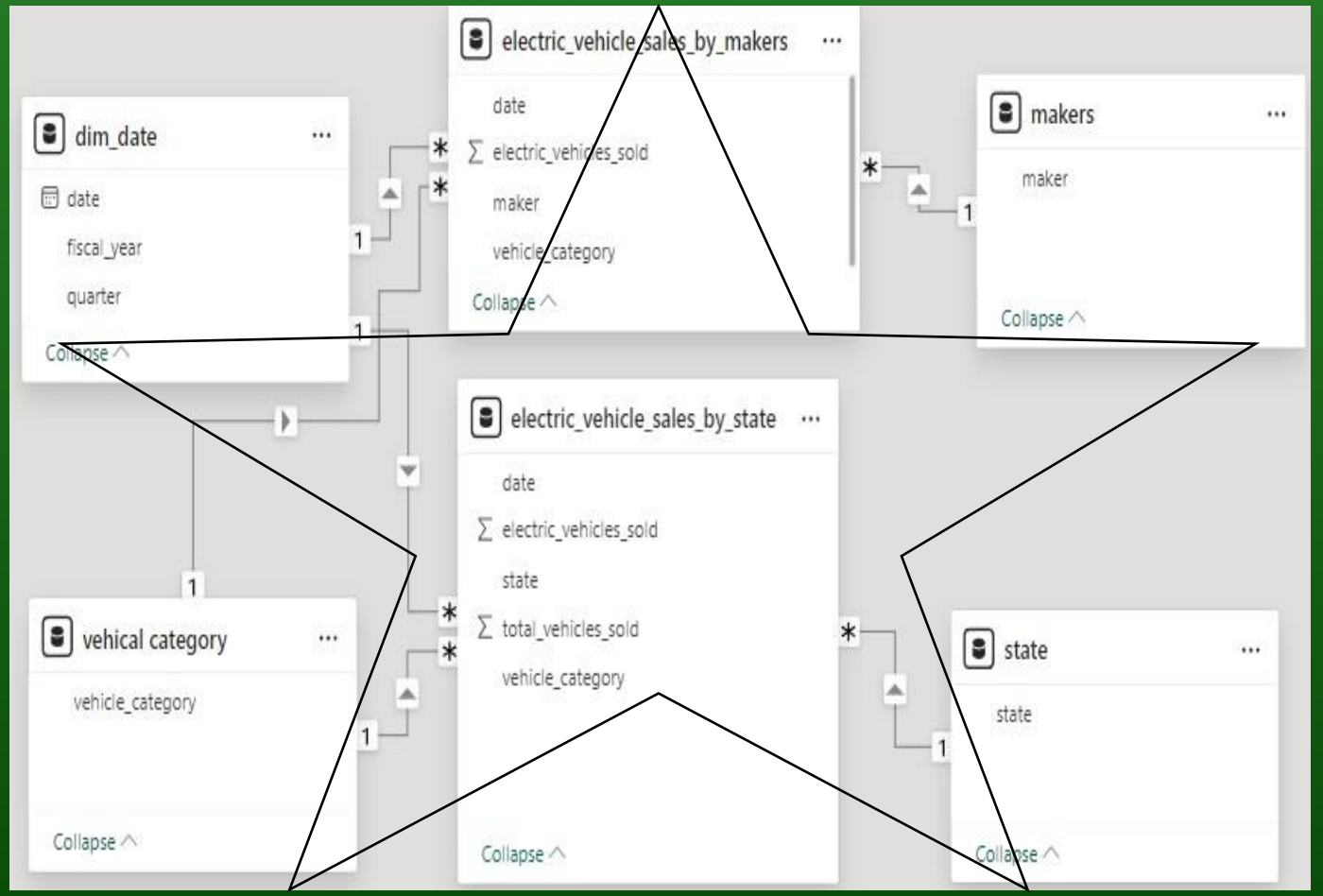
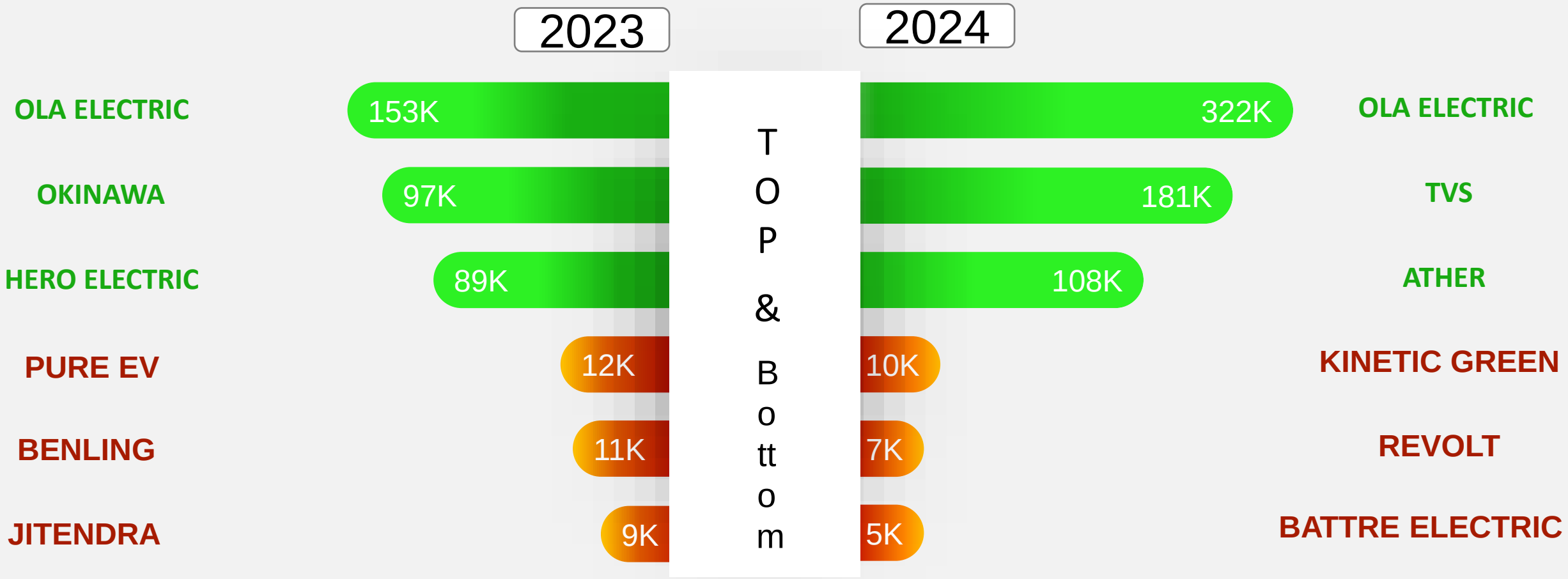


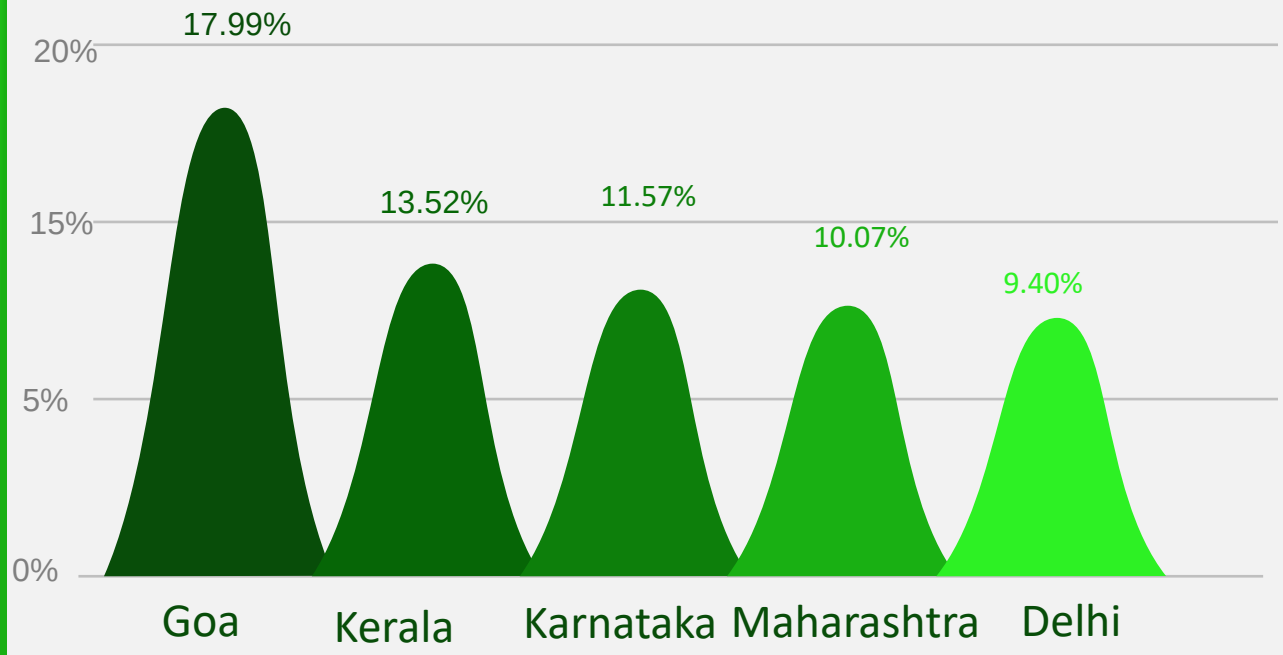
1. List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.



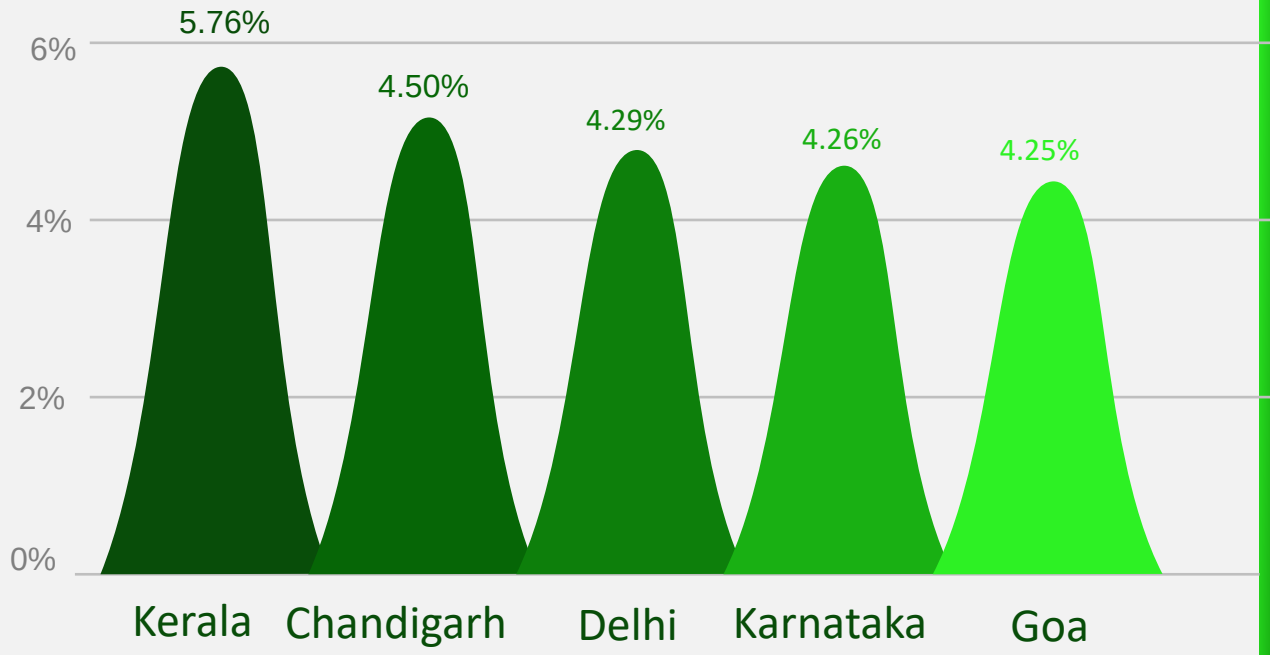
- **Ola Electric** maintained its strong position as a leading maker in both 2023 and 2024.
- **TVS** and **ATHER** emerged as strong competitors in 2024, showing significant growth.
- Conversely, **Kinetic Green** and **Revolt** struggled in 2024 compared to their 2023 performance.

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

2- Wheeler



4- Wheeler

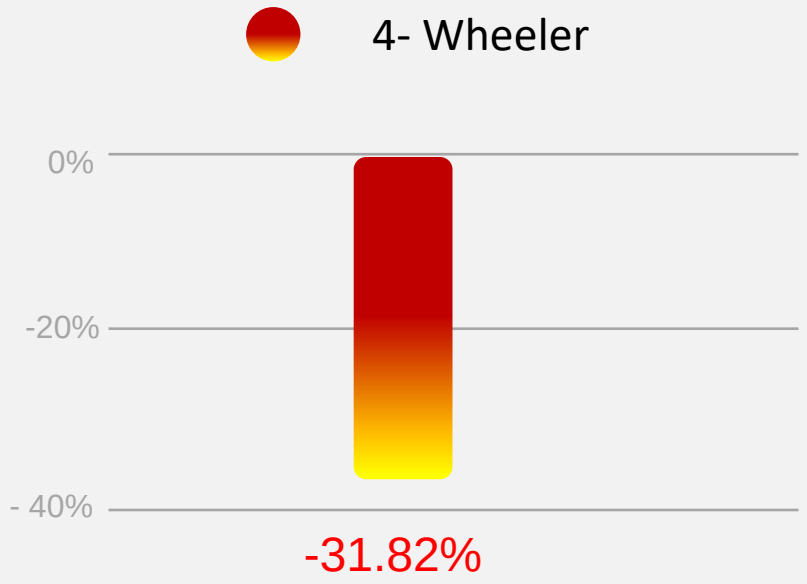


Kerala and **Goa** appear prominently in both 2-wheeler and 4-wheeler categories, indicating their strong overall adoption of EVs.

Delhi and **Karnataka** also feature strongly in both categories, highlighting their significant roles in the EV market.

Chandigarh stands out as a top performer in the 4-wheeler category, reflecting its advanced adoption of 4-wheeler EVs.

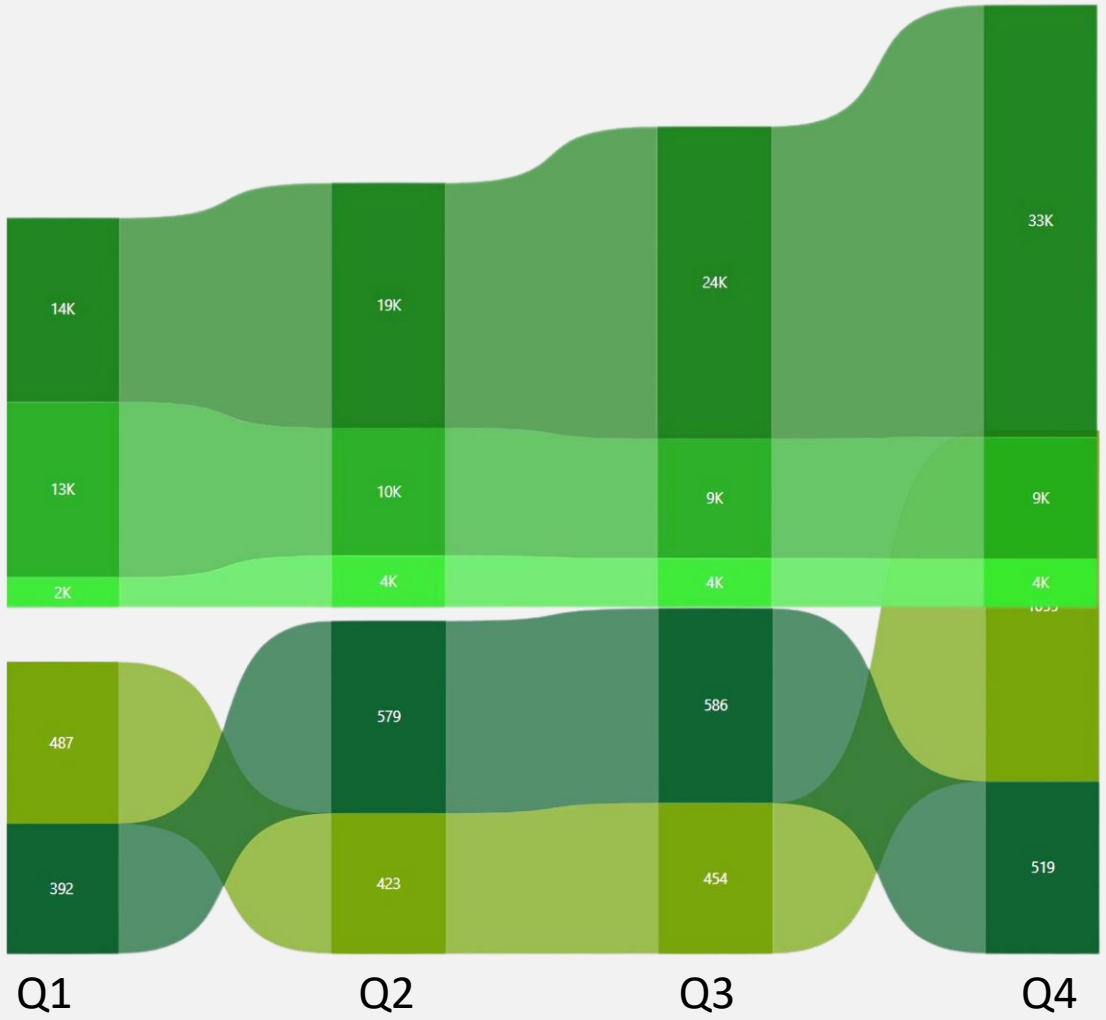
3. List the states with negative penetration (decline) in EV sales from 2022 to 2024.



Andaman and Nicobar Islands

Andaman and Nicobar Islands has experienced a decline in 4-wheeler EV sales, suggesting a decrease in adoption or potential challenges in that region.
Decline in penetration rate to -1.1%.

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



Tata Motors

Mahindra & Mahindra

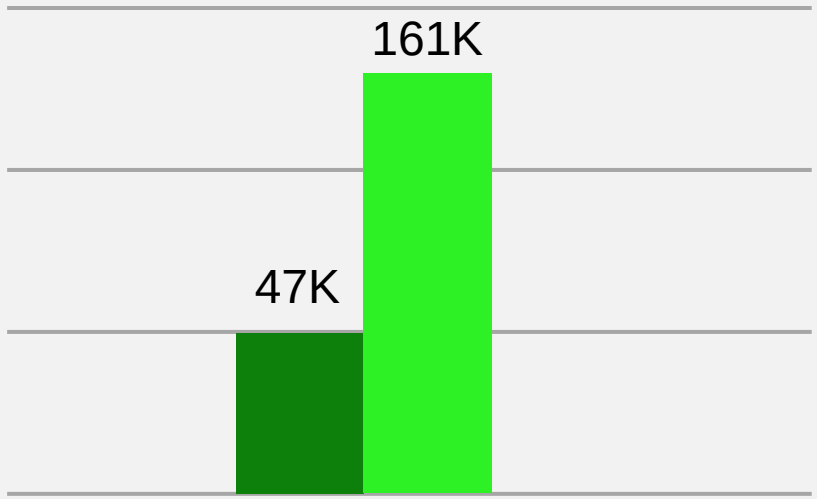
MG Motor

BYD India

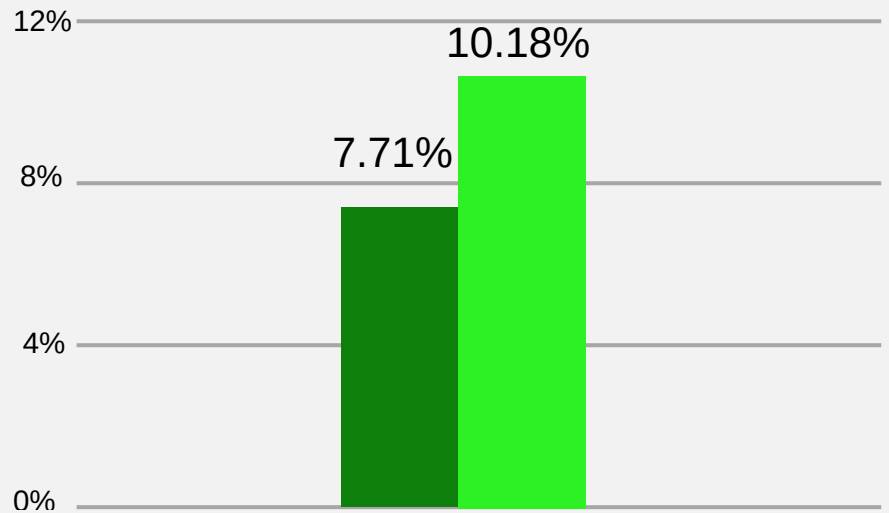
Hyundai Motor

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

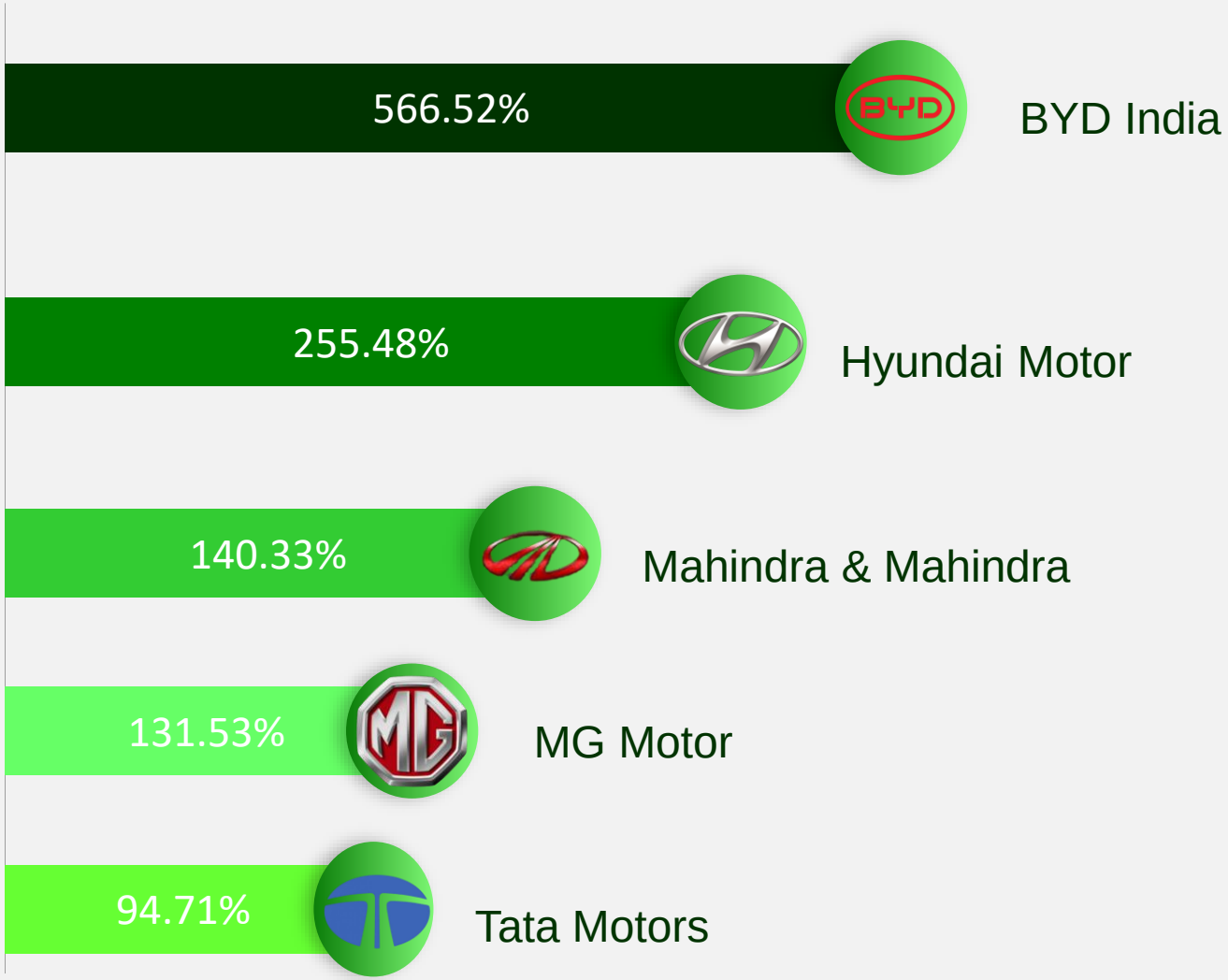
EV Sales



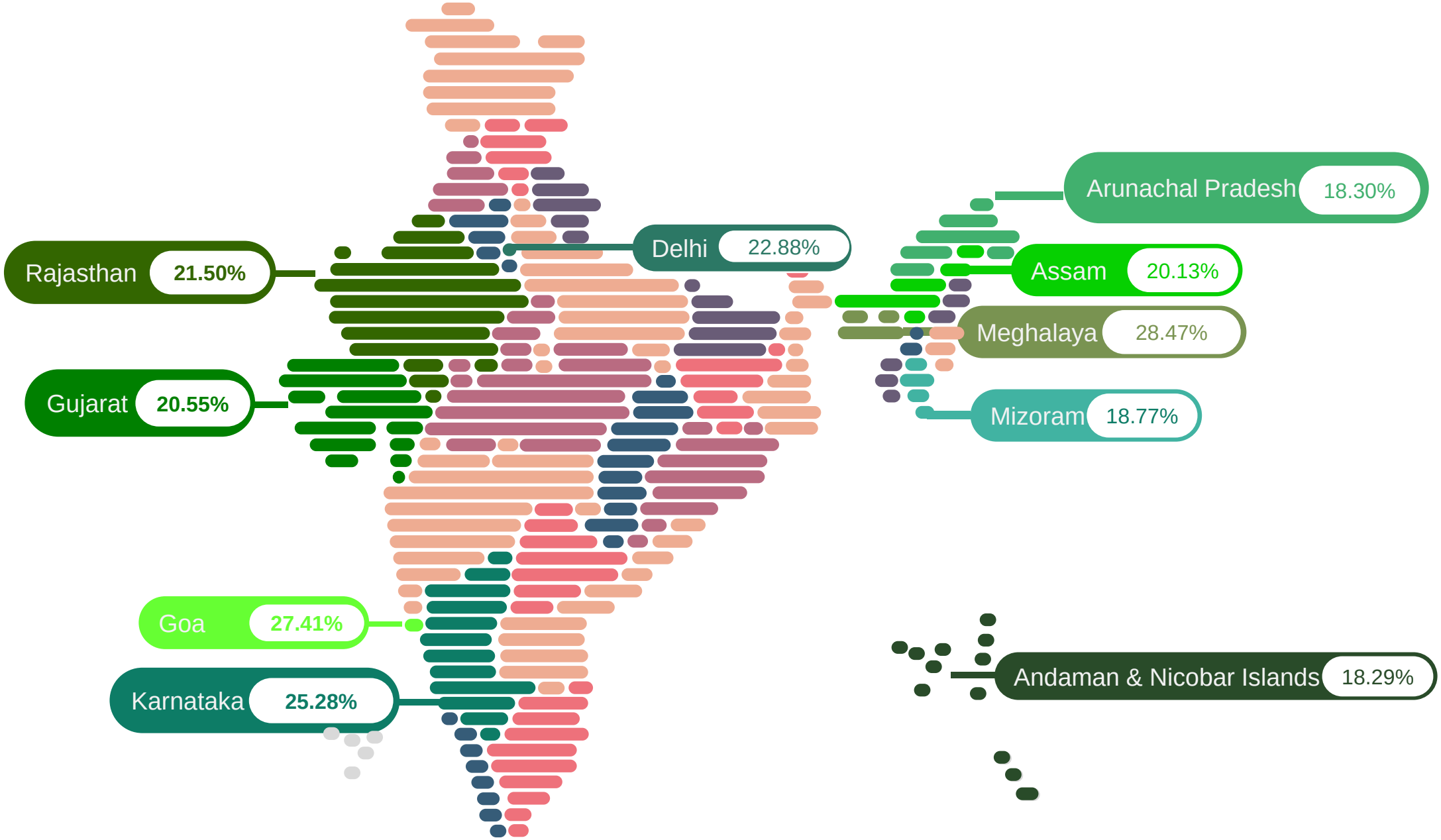
Penetration rate



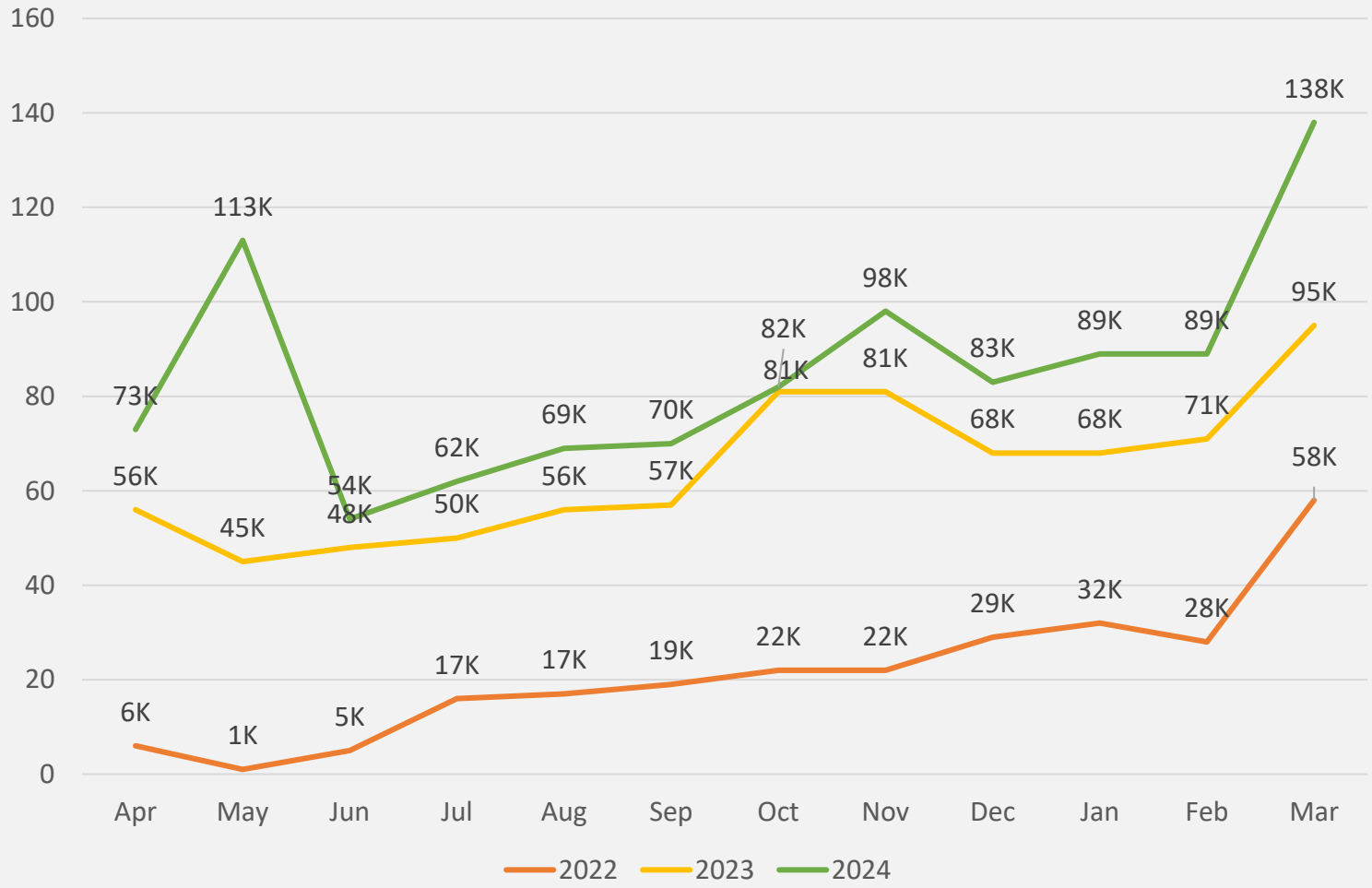
6. List down the compounded annual growth rate (CAGR) in 4-wheeler units for the top 5 makers from 2022 to 2024.



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

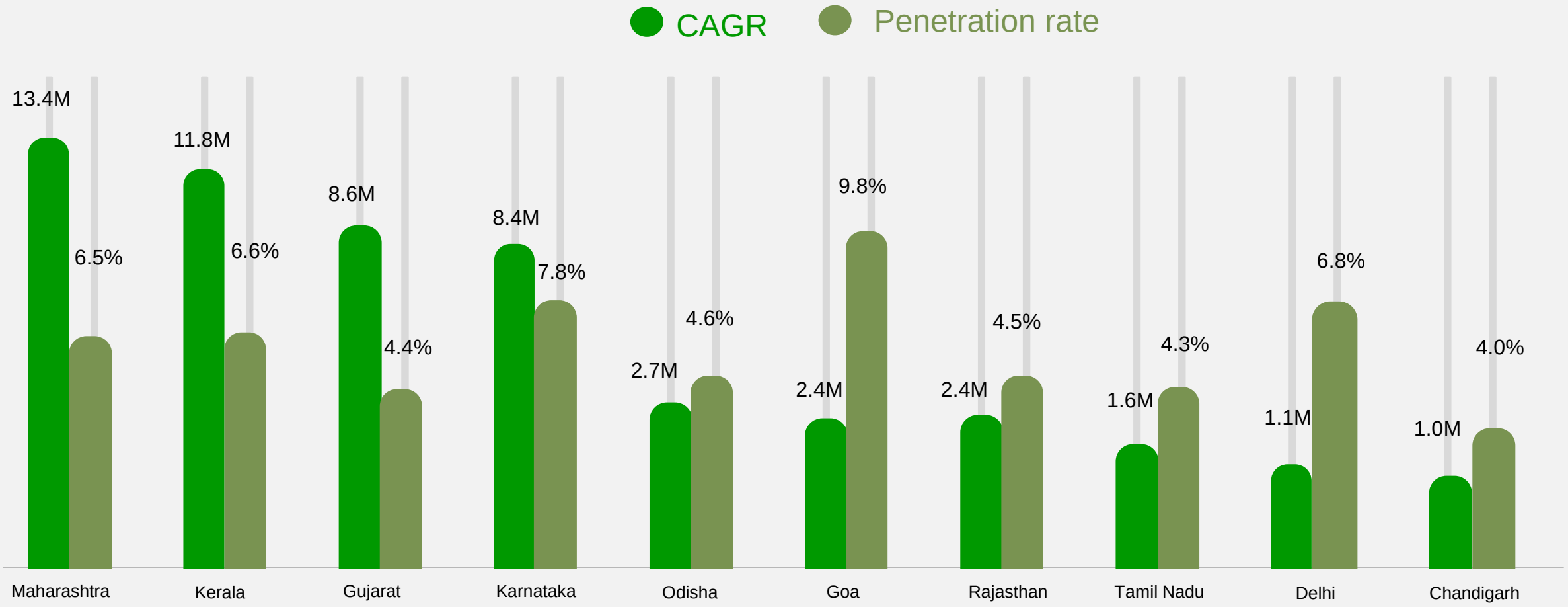


8. What are the peak and low season months for EV sales based on the data from 2022 to 2024?



Peak Season : MARCH
Low Season : May, Jun and july

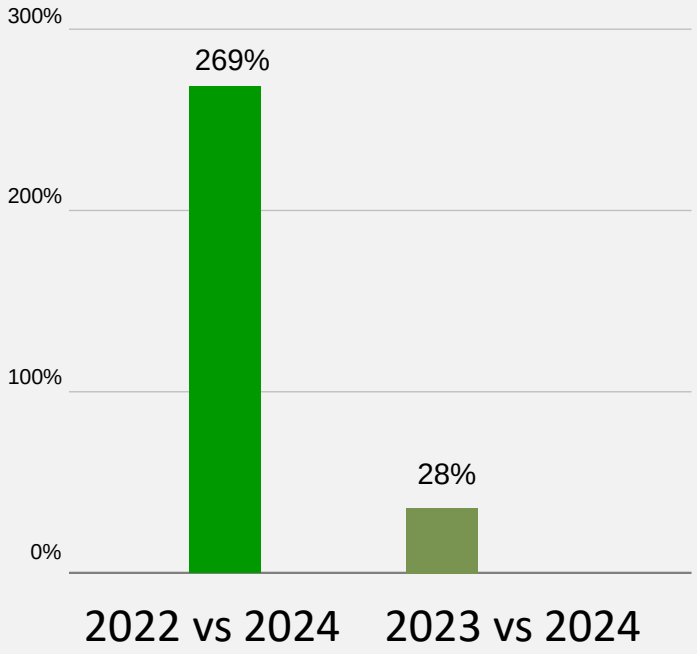
9. What is the projected number of EV sales (including 2-wheelers and 4 wheelers) for the top 10 states by penetration rate in 2030, based on the compounded annual growth rate (CAGR) from previous years?



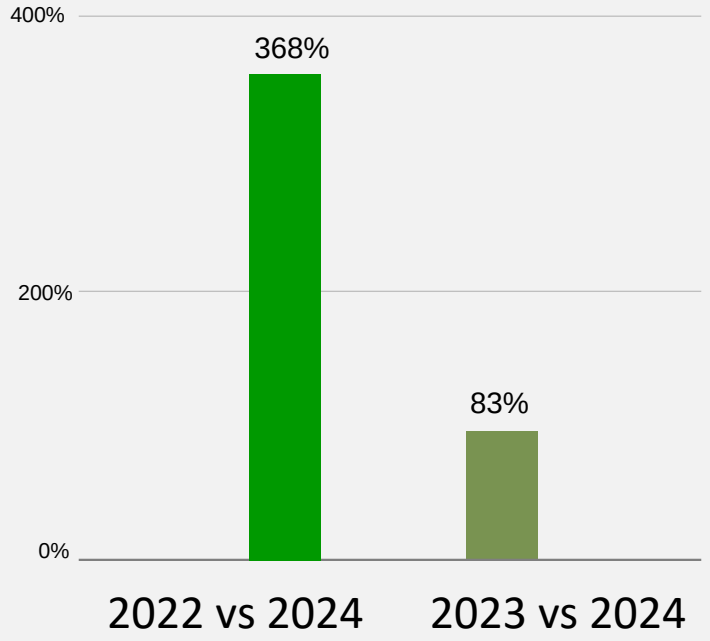
Maharashtra is projected to have the highest number of EV sales by 2030.
Chandigarh shows the lowest projected sales among the top 10 states.
Goa has a high penetration rate but ranks lower in projected sales compared to Maharashtra and some other states.

10. Estimate the revenue growth rate of 4-wheeler and 2-wheelers EVs in India for 2022 vs 2024 and 2023 vs 2024, assuming an average unit price. H

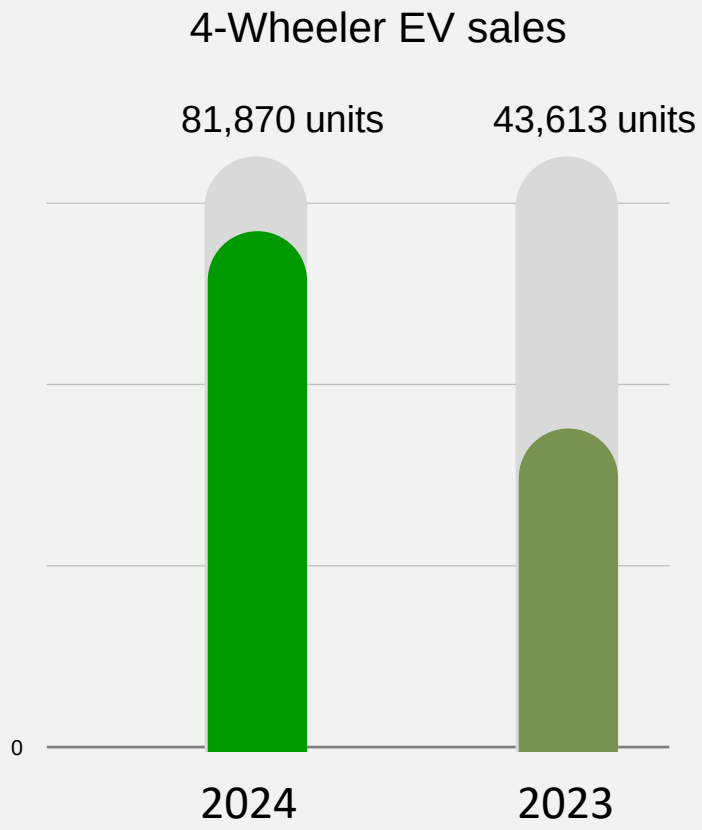
2-Wheelers



4-Wheelers



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



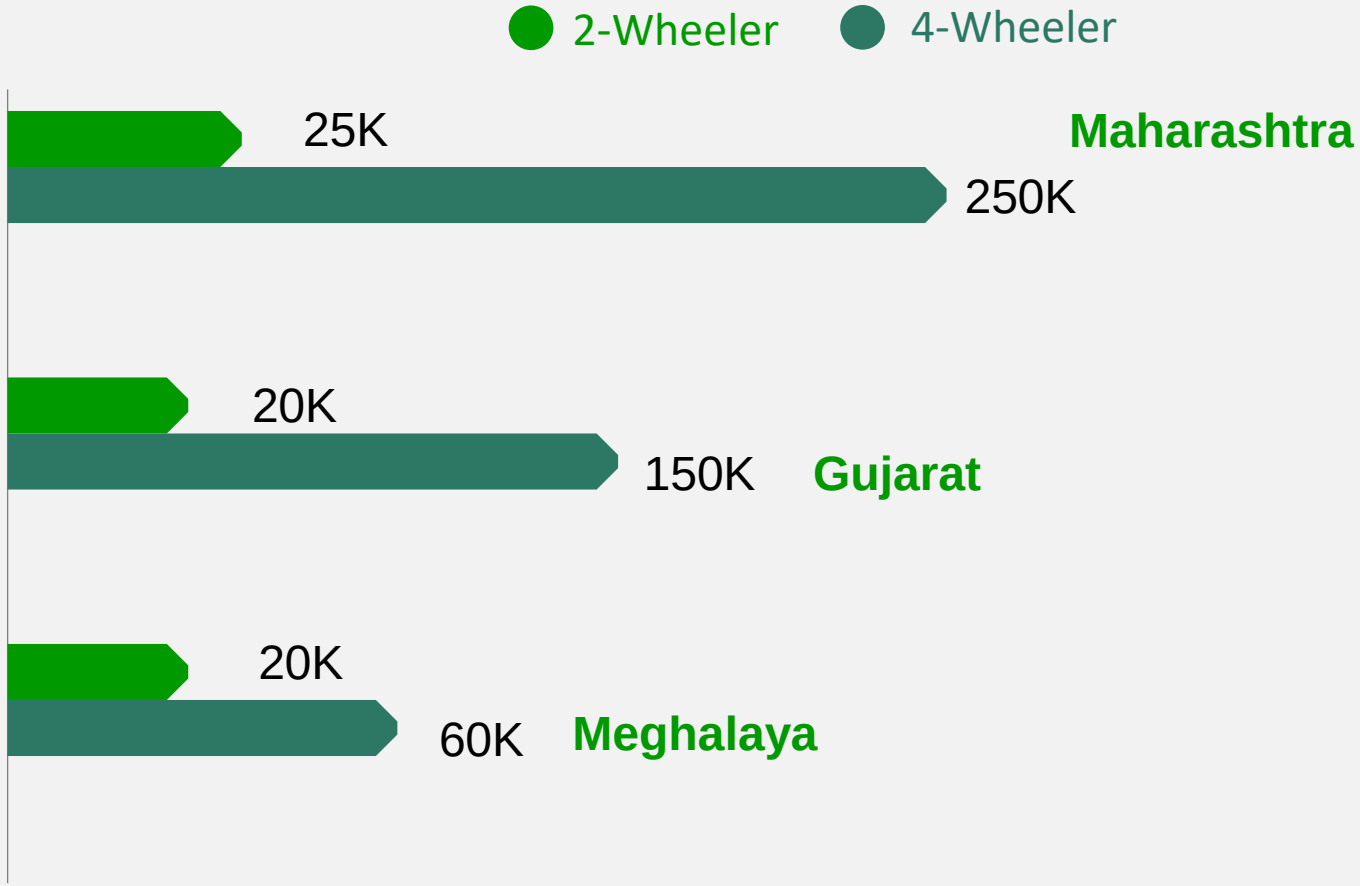
YOY - 87%

Cost Savings: A major reason for choosing 4-wheeler EVs, driven by lower operational and maintenance costs compared to traditional vehicles.

Environmental Concerns: Growing awareness of climate change and the desire to reduce carbon footprints influence the preference for EVs.

Government Incentives: Attractive subsidies, tax benefits, and other incentives provided by the government boost EV adoption.

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



- **Cost Reduction:** Government incentives and subsidies significantly reduce the upfront cost of EVs, making them more accessible to a broader audience.
- **Increased Adoption:** Financial support encourages higher adoption rates of both 2-wheelers and 4-wheelers, contributing to overall growth in the EV market.
- **Infrastructure Development:** Incentives also support the development of EV infrastructure, such as charging stations, which further boosts adoption.

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

Maharashtra

3,079 stations

396045 EV Sales

Karnataka

1,041 stations

312995 EV Sales

Kerala

852 stations

200062 EV Sales

Tamil Nadu

643 stations

181389 EV Sales

Uttar Pradesh

582 stations

107312 EV Sales

A high positive correlation value indicates that states with more charging stations tend to have higher EV adoption rates. For instance, Maharashtra's robust infrastructure supports its leading position in EV sales.

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

Popularity and Influence: Virat Kohli, a top cricketer and a global sports icon, has immense popularity across India and among cricket fans worldwide. His endorsement can significantly enhance brand visibility.

Image and Lifestyle: Known for his dynamic and modern lifestyle, Kohli aligns with the innovative spirit of EV/Hybrid vehicles.

Social Media Presence: With over 270 million followers on social media platforms, his reach is extensive, making him an effective advocate for promoting new technologies.

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

Overview: Identifying the best location for an EV manufacturing unit involves evaluating subsidies, ease of doing business, and governance stability. Below is a comparative analysis of key states.

Subsidies and Incentives

- **Gujarat:** Strong incentives under the Gujarat EV Policy 2021, including capital subsidies.
- **Karnataka:** Offers subsidies and support for R&D under the Karnataka EV Policy 2017.
- **Maharashtra:** Provides incentives for manufacturing and research under the Maharashtra EV Policy 2021.

Ease of Doing Business

- **Gujarat:** Ranked 1st in Ease of Doing Business (World Bank, 2020).
- **Maharashtra:** Ranked 2nd, with robust infrastructure.
- **Karnataka:** Ranked 3rd, favorable for tech and manufacturing.

Governance Stability

- **Gujarat:** Stable governance, strong industrial support.
- **Karnataka:** Stable political environment, tech-friendly.
- **Maharashtra:** Stable, with strong infrastructure support.

Gujarat

16. Your top 3 recommendations for AtliQ Motors.

1. Expand Charging Infrastructure

• **Action:** Increase EV charging stations in key regions.

• **Reason:** Address range anxiety and boost adoption.

• **Fact:** India has 12,146 public EV charging stations as of February 2024. Expansion aligns with FAME-II initiatives.

2. Invest in Localized Manufacturing

• **Action:** Set up units in states like Gujarat or Karnataka.

• **Reason:** Reduce costs and improve market responsiveness.

• **Fact:** These states offer attractive subsidies and skilled labor for EV manufacturers.

3. Leverage Influential Brand Ambassadors

• **Action:** Partner with high-profile personalities like Virat Kohli.

• **Reason:** Boost brand visibility and appeal.

• **Fact:** Kohli’s strong public influence aligns with AtliQ Motors' values.

Conclusion

Strategic Focus

To thrive in the Indian EV market, prioritize expanding charging infrastructure, investing in localized manufacturing, and leveraging influential brand ambassadors.

Impact

These strategies will enhance market penetration, reduce costs, and build strong brand recognition..

THANK YOU