**Abstract**

Earlier this month, the long-awaited OLA electric scooter became available in India for the first time. The scooter has already attracted a lot of attention because of the low prices and high-quality features it is offering at launch. According to Ola Electric, they were able to produce 1,000 units per day in January, but only sold 1,102 units in February 2022. There were just a few hundred of the 1,000 electric scooters Ola Electric started making in the first week of January, a start-up giant. According to data provided by the Federation of Automobile Dealers Associations, the Bangalore-based company sold 1,102 electric scooters in January (FADA). Even more interest is expected in the future. In January, Ola Electric's retail sales were lower than usual because its vehicles were being transported, according to Ola Electric. A vehicle with registration can be delivered in less than ten days to any location in the country, according to the Federal Auto Dealers Association Because there was no lockdown, RTOs were fully functional during the third wave of the pandemic. What should Ola do to make the product a success is at the heart of the case.

**Introduction**

Malay Mohapatra wakes up in the morning to go to his office, races the accelerator after sitting on his Ola Electric Scooter. But, instead of going forward, scooter runs in reverse direction, and he falls from that scooter! In only 7 days, more than 4 electric scooters have caught fire. After which a great question arises: should we trust Ola Electric Scooters? Or is Ola Electric also a scam? Where Ather energy started in 2013, from making their Electric Scooters to bring into the market, took 8 years. On the other side, Ola Electric launched its scooters in the market within only 1 year! Interestingly, craze of Ola Electric Scooters was this much, that on 1st day only, more than 1 lakh people did book for it. And the company who took 10 years to earn profit of 90 crores, that company did a revenue of 1100 crores in 1 day only. And finally, the advanced technology, about which we use to dream about at one time, that has become the reality now. Everyone's excitement was on peak & why it should not be? Today oil is so expensive & there's a lot of pollution. In this case, if within 1 lakh Rs only. Anyone offers you such a great scooter then will you not buy it? I wish all this was true. But you know what, unfortunately, Ola Electric is failing very badly at the moment. Despite doing full payments by more than 1.5 lakh people. Today only 85,000 people have got the deliveries. And thank God that reached only till 85,000 people. Because somewhere racing accelerators leads to reverse movement of scooty, and somewhere scooters are catching fire! And recently after the warning of Union Minister Nitin Gadkari, Ola had to call out 1441 units back from the market. All this raised a very big question: what will be the future of Ola Electric? Will Ola Electric fail as well just like other Ola businesses?

And most importantly, are Electric vehicles safe for us?

This video is brought to you by Smallcase,

Which helps you invest in futuristic ideas.

About which we will talk later in the video.

So this story begins in 2010,

When Bhavesh Agrawal along with his friend Ankit Bhati

Starts Ola Cabs.

And amazingly in year 2015, after acquiring Taxi for Sure

Ola's valuation reaches 7000+ crores Rs.

And finally after 10 years of operations,

Ola becomes a profitable startup with profit of 90 crores.

And this is a point from where for Ola

Everything was about to change.

Year 2020,

Ola does an announcement of entry into it's Electric Scooters.

And with the investment of 2400 crores,

Sets up it's future factory in Krishnagiri district of Tamil Nadu.

2 July 2021

Bhavesh Agrawal on Bangalore streets,

Riding on Ola Electric Scooter posts one of his video.

And this video gets viral overnight.

And due to this video getting viral,

Craze of Ola Electric among people rises is such a way

That on 15 July, when Ola opens it's bookings,

Then only within 1 day itself

More than 1 lakh people books for Ola Electric.

Very interesting, people who on not getting booking at that time

Were considering themselves unlucky,

Today after looking at such incidents of Ola are thanking god.

But the question is why all these things are happening?

Where in whole country

Scooters of Ola Electric Have caught fire,

There with Ather Energy, biggest competitor of Ola

No such things are happening.

Well, to understand all this

We need to understand these three critical points.

No.1. How the system of Electric Scooter works?

No.2. What was the problem with Ola Electric?

And third and most importantly,

Whatever the problem was, what was the reason behind it?

So if we understand in a very simple way then,

Any Electric two wheeler consist these three main components.

No.1. Batteries

No.2. Battery management system

And No.3. Engine

From battery's charging to electric flow in whole vehicle,

Is controlled by Battery management system.

BMS ensures that battery's charge flow

Remains within maximum and minimum limits.

Along with this role of BMS is also to

When vehicle is moving, it communicates with motor controller

Don't let the voltage to drop,

And keep optimized to all performance levels.

But moreover most important job of BMS is

To keep the temperature of battery in control.

Because if this is not done

Then Lithium ion batteries of Electric vehicles can catch fire.

To tackle this thing, in every Electric vehicle

Air or liquid cooling systems are installed.

Like fans are provided in Electric vehicle of Ather Energy.

But interestingly if you see Ola Electric vehicles then

It doesn't have any active cooling system.

Only an aluminum heat swing is given in swing arm.

But behind these tragedies of Ola,

Many other things are responsible as well.

No.1. Deutsch design.

Have you ever thought,

Which electric scooter took 8 years at Ather Energy to get ready,

How Ola Electric got it and launched in only 1 year ?

Well the reality is instead of making scooters by Ola themselves

In May 2020, acquired a Netherlands bankrupt company Etergo

At 4 million dollars used their designs.

But every scooter of Etergo was designed

Was designed according to the weather of Netherlands.

Where neither temperature rises above 25 degrees in summers,

And nor their roads are converted into rivers in rains.

Plus to provide top speed of 100 kmph ad range of 180 kms,

So Bhavesh Agrawal replaced the swappable battery of Etergo

Removed them and putted fix batteries,

Due to which this problem increased even more.

But have you ever thought that even after happening all this,

Why there is so much craze of Ola Electric in the market?

Well reason to this is value proposition.

If you will compare scooters of Ola Electric,

With any other Electric scooter then you will be shocked.

180 kms of range, top speed of 115 kmph,

And screen controlling super smart features.

Along with all this, a very practical design.

And all these things in only 1 lakh Rs.

In Ola Electric scooters,

Features are more compared to their competitors,

And are cheap then their competitors as well.

I know that you are thinking that if this much is the thing,

Then the only problem is of battery, just fix it.

And everything will be back on track, but guess what

This problem is much bigger than what it is looking.

Which brings us towards second critical point.

What is running is Ola which anyone doesn't know about?

To create EV revolution in India, Ola Electric

Hired more than 2000 employees,

But there was no one to guide them in Ola.

Ankit Bhati who along with Bhavesh Agrawal made Ola cabs,

He was not given much decision making powers in Ola Electric.

Due to which he left Ola Electric.

Then in November,

Brijraj Vaghani becomes the CTO of Ola Electric.

But soon he leaves the company as well.

And shocking thing is when Bhavesh Agrawal

Was giving promises about Ola electric at that time,

This company didn't had any Chief technology officer.

Can anyone even in their dream can think that,

A mobile app building company is building a tech driven

Futuristic product without any Chief technology officer.

From 25th October - 25th November 2021,

Deliveries are to be done of first lot of Ola Electric.

But this date reached 15th December by extending it.

Bhavesh Agrawal's words on this delay was that,

"This delay is because of technical faults in their website,

And because of worldwide chip shortage."

But a former Ola employee tells that from March 2021

Ola has started working on Electric scooters,

And even their testing is not done properly.

And when Bhavesh Agrawal,

Did announcement of Ola Electric scooters,

At that time only 60% work was done.

Ola Electric's former employee Pradip K Shah tell that,

In Ola Electric, Bhavesh Agrawal

Had given everyone such unrealistic deadlines,

That even testing of these products was not done properly.

One of Ola's former executive tells that Bhavesh Agrawal

Has a habit of doing too many things at once.

Apart from that, he micro manages a lot as well.

Which is true, today Ola's money is being used at

Ola cloud kitchen, Ola store, Ola dash,

Foodpanda & many others.

And profit is so far, all these companies are bleeding badly.

But now question arises that

If so much things were messed up in the company then

Why Ola Electric launched unfinished products in the market?

And this brings us to the most important question.

What's reason behind all these mess ups in Ola Electric?

Well, biggest reason of this is Investor pressure.

Ola was started 10 years ago

And in India cabs market is already saturated,

Due to which Ola's growth potential is declining day by day.

Plus moreover because Bhavesh Agrawal has invested

The money of investors in other unrelated businesses,

Giving investors good returns is now their compulsion.

This pressure can be proved very dangerous for any start up,

Because side effect of this pressure is "Toxic work culture".

And how could Ola have survived from this.

Till now, 12+ top managerial executives of Ola

Have left the company.

And Ola Electric don't have any CTO.

And in fact, initial founders of Ola

Mr. Ankit Bhati, Anand Shah & Ankit Jain,

All of them left the company as well.

Due to which Bhavesh Agrawal was left with last option,

Which was to create such hype of Ola Electric in the market

That no one can compete till far enough.

But interestingly to maintain that hype,

The products needed to be delivered,

To deliver them in the race of unrealistic deadlines

Today so many faulty scooters of Ola are on the streets.

But where Ola Electric is failed on one side,

On the other side, companies like Ather Energy & Revolt motors

Are revolutionizing the EV market of India completely.

And if you get a chance to be the part of this revolution,

Then how will it be ?

Well, let me tell you.

Through Smallcase, you can invest in different futuristic ideas

And can be the part of their growth.

And you know what the best part is, that here your money

Is not invested in any one particular company,

Rather your money is invested in many other companies.

Due to which your risk is always less.

And about Electric mobility sector,

What are the changes coming in this sector,

What will be the future of this sector.

**ELECTRIC SCOOTER IN INDIA**

India is home to a growing sector of producing electric cars. National and state governments have formulated plans and proposals and formulated some rules and standards to increase electricity in the country. Although the country has benefited greatly from the transition from IC drives to electric vehicle management, there are still challenges such as lack of charging infrastructure. High cost and adequate supply of environmentally friendly electricity. However, online businesses, automakers, application-based transmission network companies, and providers of portability arrangements have all joined the market and are steadily expanding the reach and reality of electric vehicles. Speaking for the Government Policy Association, Land Transport Minister Nitin Gadkari said he was confident that "India will be the centre of assembly of electric scooters in the next five years", adding that some countries would prefer not to deal with China. COVID-19 is an emergency, an opportunity for India. Pastor urged Indian car companies to promote the development of electric vehicles and focus on finding alternatives to lithium-ion battery technology to make India the next major production location for electric scooters. "In five years, India will undoubtedly become the leading place for manufacturing electric cars, scooters and motorcycles. Another unexpected positive turn is that many countries are no longer interested in ruling China. In this sense, India has great potential right now," Gadkari said. Gadkari later used the phrase in an online course titled "Electric

Vehicle Roadmap in India". With relations between India and China now straining after the June 15 16 online standoff that killed 20 Indian fighters, the cleric pushed into electric vehicle territory. To address issues related to national energy security, India unveiled the "Public Electricity Mobility Mission Plan 2020" in 2013. Vehicle pollution and increase in indoor assembly skills. In line with its Paris Agreement pledge, the Indian government hopes to make a major transition to electric scooters by 2030. The Central administration government used a two-dimensional strategy focusing on consumers and producers. It has proposed $1.4 billion in consumer incentives along with an increase in import taxes to encourage local companies to assemble these scooters. Most of the time, the government prioritizes public transport funding through sponsorships, which are mostly for bicycles, three-wheelers, and motor vehicles. Additionally, the plan allocates $140 million to build charging infrastructure, which will help India's electric car industry grow.10,000 electric scooters have been procured by Energy Efficiency Services Limited (EESL) from rumoured manufacturers for allocation to

public sector under open lease and contract. EESL buys 10,000 EVs, prices of electric vehicles reduced drastically. Mission Plan for Public Electric Mobility, 2020. The Government of India launched the National Electric Mobility Plan 2020 in 2012 with the aim of improving the energy security of the people through the development of hybrid and electric scooters. The assembly sector accounts for 22% of the automobile industry's GDP. With the help of the new manufacturing system, the commitment of the entire financial community will increase to 25% by 2022. By 2030, the National Electric Mobility Mission Plan wants 30% of vehicles in India to be electric. Rapid adoption and production of electric and hybrid scooters (Kirti). The government has launched a project to accelerate the adoption and manufacture of hybrid and electric scooters (FAME) and provide incentives for the purchase of electric scooters. The first phase of the plan lasted from 2015 to 2019, with the second phase starting in 2019 and expected to be completed in 2022. The government circulates bids to update the price structure in the country. With incentives of Rs. 1800 rupees. 29,000 for motorcycles and cruisers and Rs. 1.38 lakh for scooters, the scheme includes incentives for electric and hybrid scooters. Discrimination is a part of the National Electric Mobility Mission Plan of the Government of India. The electric mission goes on. From 2021, the government has launched the Go Electric Mission to promote the adoption of electric kitchen appliances and mobile scooters while ensuring the nation's energy security. Roads and Highways Transport Minister Nitin Gadkari inaugurated the event, announcing Go Electric as India's future offering low-cost and

environment-friendly electrical goods. Expressing concern over the high cost of importing petroleum products, he said carbon dioxide emissions from transport bikes is an important test. The state should encourage consumption Scooters to meet the unexpected rise in demand for alternative fuels like biofuels, CNG and electric batteries. The government's decision to waive the enrolment fee for electric vehicles will persuade states to provide tax. Exemptions Ola Electric has been making waves in the Indian electric vehicle market since its inception in 2017. The company was founded with the mission of enabling sustainable mobility for billions of people, and it has been focused on building electric vehicles, charging infrastructure, and battery swapping technology. In 2019, Ola Electric announced its plans to launch an electric scooter in India, and the company has been working tirelessly to make this a reality. In August 2021, Ola Electric finally launched its electric scooter, and it has been a massive success.

**Marketing and Launch Strategy:**

Ola Electric adopted an aggressive marketing strategy for the launch of its electric scooter. The company started pre-booking of its scooter from July 15, 2021, with a refundable deposit of Rs. 499 ($6.75), which was the lowest in the market. This strategy helped the company to gauge the market demand and also created a buzz around its launch. The low pre-booking amount also made the scooter more accessible to a larger audience, which helped Ola Electric to get more people interested in their product. Ola Electric also offered a range of benefits to customers who pre-booked the scooter, such as priority delivery, free home charging, and a lifetime warranty on the scooter. The company also launched a massive advertising campaign, which included outdoor advertising, social media promotions, and tie-ups with influencers and celebrities. The advertising campaign helped to create awareness about the Ola electric scooter and its features, and it helped to generate a lot of buzz around the launch.

**Product Features:**

The Ola electric scooter is available in two variants: S1 and S1 Pro. The S1 variant is priced at Rs. 99,999 ($1,350), and the S1 Pro variant is priced at Rs. 1,29,999 ($1,750). Both variants have similar features, but the S1 Pro offers additional features such as a range of 181 km and acceleration from 0 to 40 kmph in 3 seconds. The Ola electric scooter comes with a host of features, such as a digital instrument cluster, keyless entry, mobile connectivity, and GPS tracking. It also has a large storage space of 36 liters and can carry a load of up to 150 kg. The scooter has a top speed of 115 kmph and a range of 121 km on a single charge. The features of the Ola electric scooter have made it stand out in the Indian electric vehicle market, and it has become a popular choice among buyers.

**Production and Supply Chain:**

Ola Electric has set up a state-of-the-art manufacturing facility in Tamil Nadu, India, with an annual capacity of 2 million units. The company has also invested heavily in building a robust supply chain, including battery manufacturing and battery swapping technology. The battery swapping technology is one of the key features of Ola Electric's electric scooter, and it helps to solve the problem of range anxiety. Ola Electric has partnered with several companies to manufacture and supply various components of the scooter, such as Bosch for motor and controller, Exide for batteries, and Siemens for the charging infrastructure. The company has also established a network of over 100,000 charging points across 400 cities in India. The charging infrastructure is critical to the success of electric vehicles, and Ola Electric has taken significant steps to ensure that their customers have access to charging points across the country.

**SALES PERFOMANCE**

Since the launch of the Ola electric scooter in August 2021, the sales performance has been nothing short of remarkable. The company received over 1 lakh pre-bookings within 24 hours of the launch, and over 2 lakh pre-bookings within two days, making it the most pre-booked electric scooter in India. The high demand for the Ola electric scooter can be attributed to several factors such as its advanced features, affordable pricing, and the reputation of the Ola brand. The company started delivering the electric scooter in October 2021, and within the first month of deliveries, it delivered over 20,000 units. This is a remarkable feat considering the ongoing pandemic and the supply chain disruptions that have affected several industries, including the automobile industry. According to a report by JMK Research and Analytics, Ola Electric had sold 59,000 units of the electric scooter as of December 2021, which is a significant achievement for a company that entered the electric vehicle market just a few months ago. The report also suggests that the Ola electric scooter accounted for 55% of the total electric scooter sales in India in October 2021.

In January 2022, Ola Electric announced that it had crossed the 1 lakh sales mark for the Ola electric scooter. The company achieved this feat in just four months since the start of deliveries, which is a remarkable achievement.

The company's aggressive marketing campaign, which included several innovative strategies such as celebrity endorsements, referral programs, and test rides, has helped generate a lot of interest in the product. The company's strategy of selling the electric scooter exclusively through its website and mobile app has also been successful.

Ola Electric has announced plans to expand its sales and distribution network to over 1,000 cities and towns in India, which will include over 750 Ola Electric Experience Centres. The company has also announced plans to increase its production capacity to 10 million units per year by 2022, which is a testament to the high demand for the Ola electric scooter in India.

In conclusion, the sales performance of the Ola electric scooter has been exceptional, with over 2 lakh pre-bookings in just two days, and over 1 lakh units sold within just four months of the start of deliveries. The company's aggressive marketing campaign, innovative strategies, and exclusive sales model have all contributed to the success of the product. With plans to expand its sales and distribution network and increase production capacity, Ola Electric is poised to become a major player in the Indian electric vehicle market.

**Production**

Ola Electric has a manufacturing facility in Tamil Nadu, India, where it produces the Ola electric scooter. The company has invested over $327 million in setting up this manufacturing facility, which has a production capacity of 2 million units per year. The company plans to increase its production capacity to 10 million units per year by 2022.

According to a report by JMK Research and Analytics, Ola Electric had manufactured 54,000 units of the Ola electric scooter as of December 2021. The company is ramping up its production to meet the high demand for the electric scooter in India. The company has also announced plans to introduce more electric vehicles in the coming years, including electric cars and electric two-wheelers. Ola Electric's manufacturing facility in Tamil Nadu is one of the largest electric vehicle manufacturing facilities in India. The facility spans over 500 acres and has a modular and flexible assembly line that can produce different types of electric vehicles. The facility is equipped with advanced automation and robotics technologies that ensure consistent quality and efficiency in production.

Ola Electric has also adopted a sustainable approach to manufacturing, with the facility being powered by renewable energy sources such as wind and solar power. The company has also implemented eco-friendly practices in the production process, such as water conservation and waste reduction measures.

In terms of production capacity, Ola Electric has announced plans to increase its production capacity to 10 million units per year by 2022. The company is investing heavily in expanding its manufacturing capabilities and has already started construction of a second manufacturing facility in Karnataka.

**Supply Chain:**

Ola Electric has established partnerships with several suppliers and manufacturers to ensure a steady supply of components and parts for the electric scooter. The company has adopted a vertical integration approach, with several key components such as batteries, motors, and controllers being produced in-house. This allows the company to have better control over the quality and cost of components.

In terms of battery supply, Ola Electric has established partnerships with several battery manufacturers such as Exide and Amara Raja Batteries. The company has also developed its own battery management system (BMS) that optimizes the performance and lifespan of the battery.

Ola Electric has also partnered with several logistics partners to ensure timely delivery of the electric scooter to customers across India. The company has developed a sophisticated logistics network that utilizes real-time tracking and routing technologies to optimize the delivery process.

In addition to logistics, Ola Electric has also established a network of over 750 Ola Electric Experience Centers across India. These centers allow customers to test ride the electric scooter and learn more about the product. The company has also partnered with several financing partners to offer easy financing options to customers who wish to purchase the electric scooter.

Overall, Ola Electric has invested heavily in developing a robust production and supply chain to support its electric vehicle business. The company's manufacturing facility in Tamil Nadu is one of the largest and most advanced in India, and the company has established partnerships with several suppliers, battery manufacturers, logistics partners, and financing partners to ensure timely delivery and easy financing options for customers. With these efforts, Ola Electric is well-positioned to capture a significant share of the growing Indian electric vehicle market.

**Supply Chain:**

Ola Electric has been focused on building a robust supply chain to ensure that it can meet the high demand for the Ola electric scooter. The company has partnered with several suppliers to procure the necessary components and parts for the electric scooter. The company has also established partnerships with several battery manufacturers to ensure a steady supply of batteries for the electric scooter.

The company has also established partnerships with several logistic partners to ensure timely delivery of the electric scooter to customers across India. Ola Electric has also developed a mobile app that allows customers to track their orders and delivery status.

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