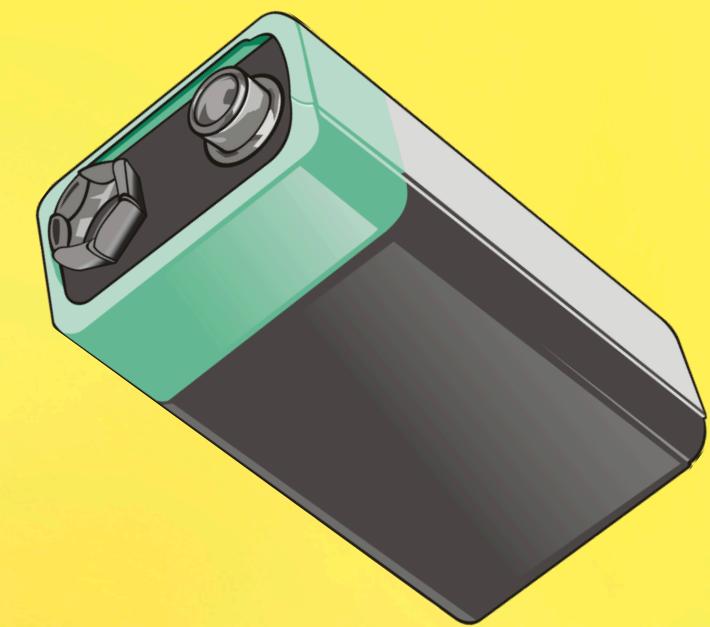
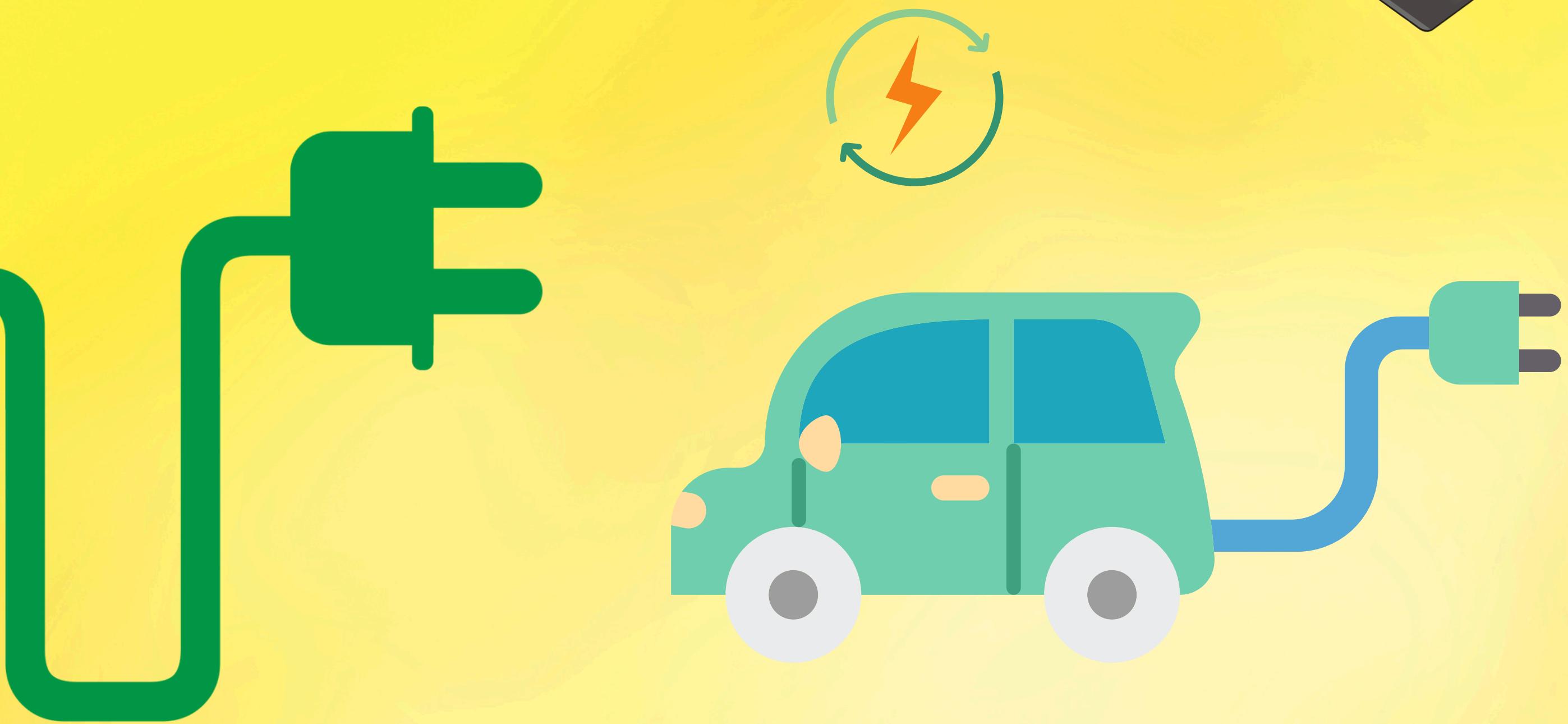
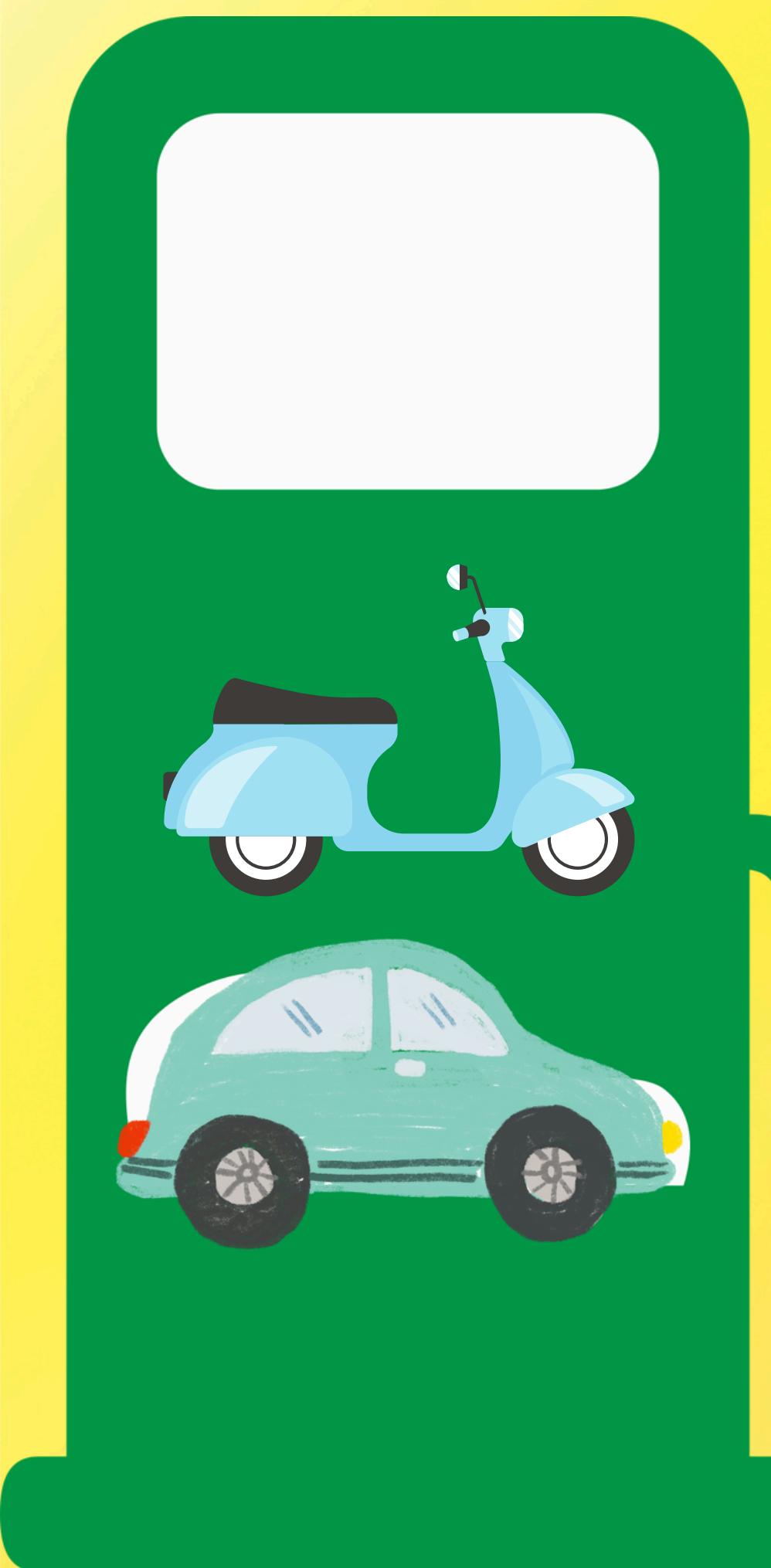


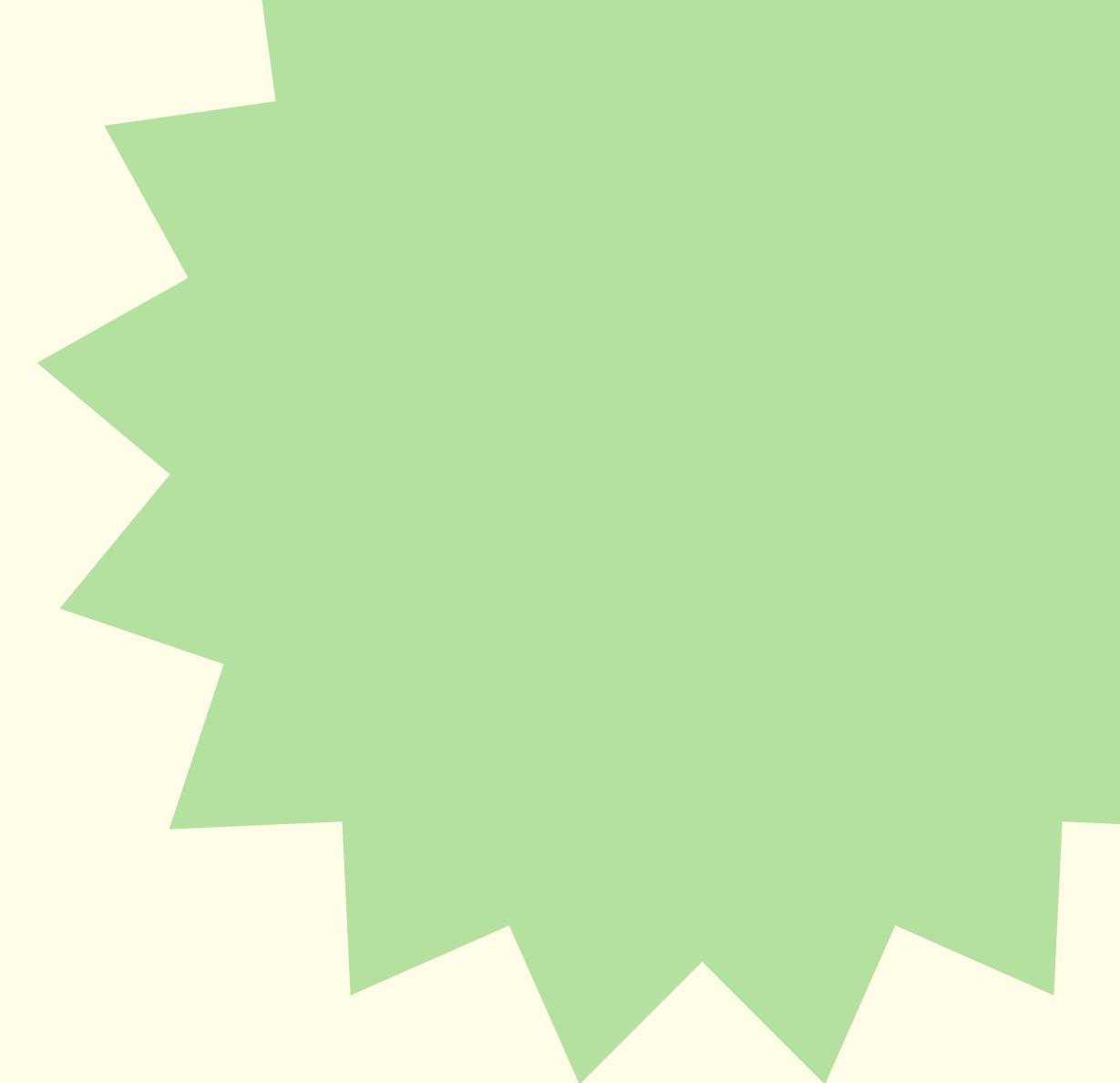
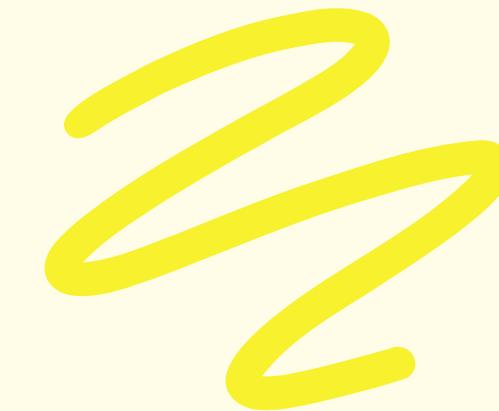
AtliQ Motors



Presented by Purva Mahajan

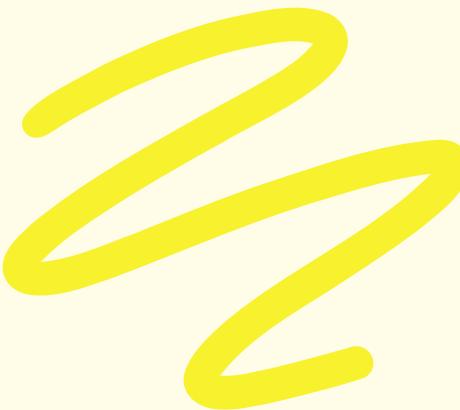
Agenda

- About the Company
- Problem Statement
- Dashboard
- Insights (Primary & Secondary questions)



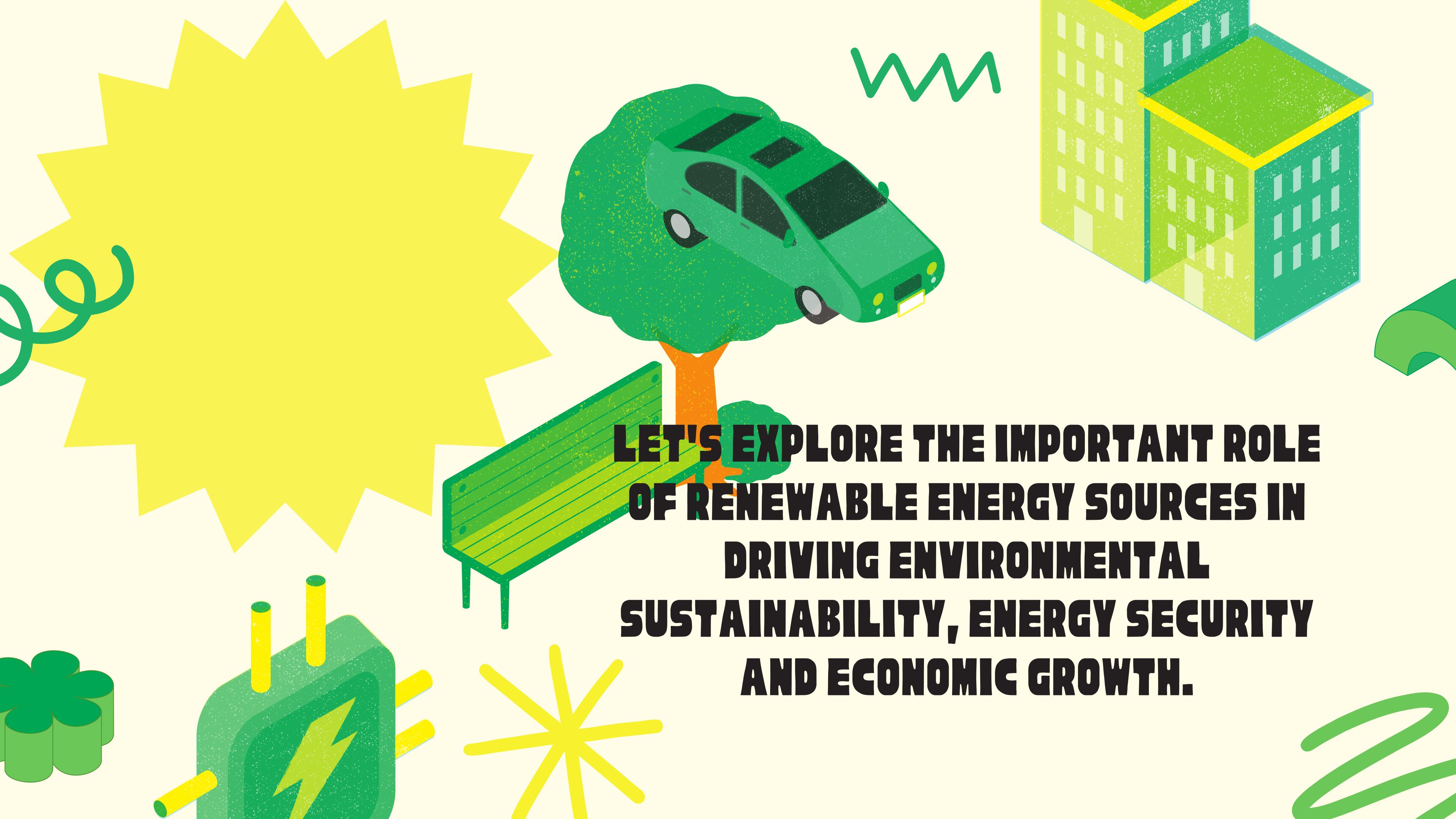
About the Company

AtliQ Motors, a U.S. leader in electric and hybrid vehicles, has captured a 25% market share in North America over the past five years.



Problem Statement

- AtliQ Motors, a leading U.S. automotive company specializing in EVs, holds a 25% market share in North America.
- The company aims to expand into India, where their current market share is less than 2%.
- Bruce Haryali, Chief of AtliQ Motors India, has requested a detailed market study of the Indian EV/Hybrid market.



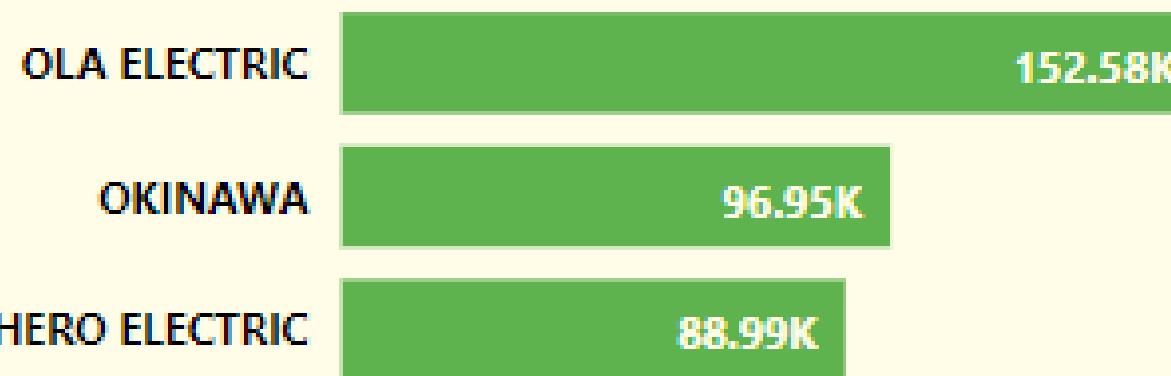
**LET'S EXPLORE THE IMPORTANT ROLE
OF RENEWABLE ENERGY SOURCES IN
DRIVING ENVIRONMENTAL
SUSTAINABILITY, ENERGY SECURITY
AND ECONOMIC GROWTH.**

1

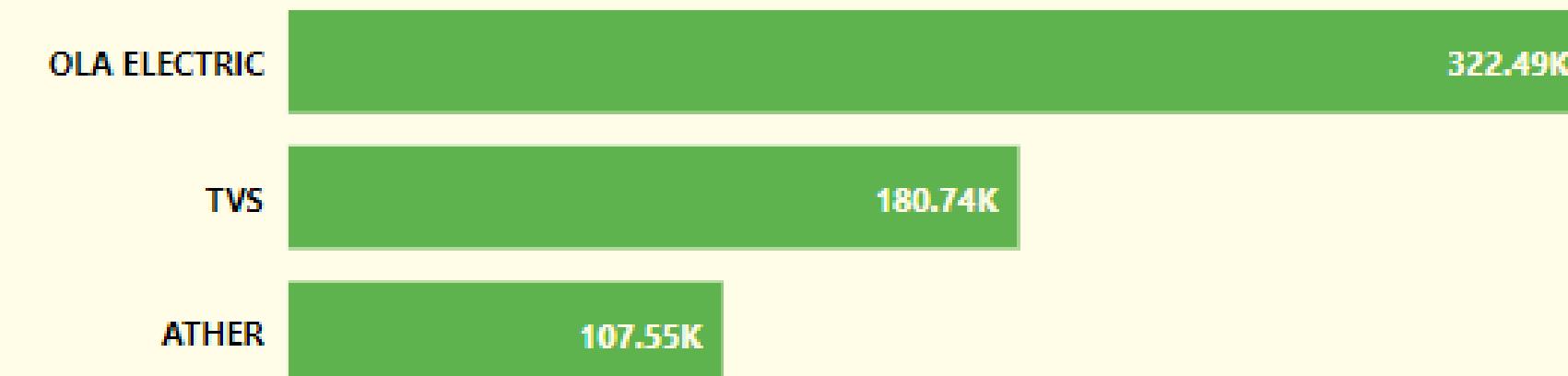
List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.



Top 3 Makers 2023



Top 3 Makers 2024



Bottom 3 Makers 2023

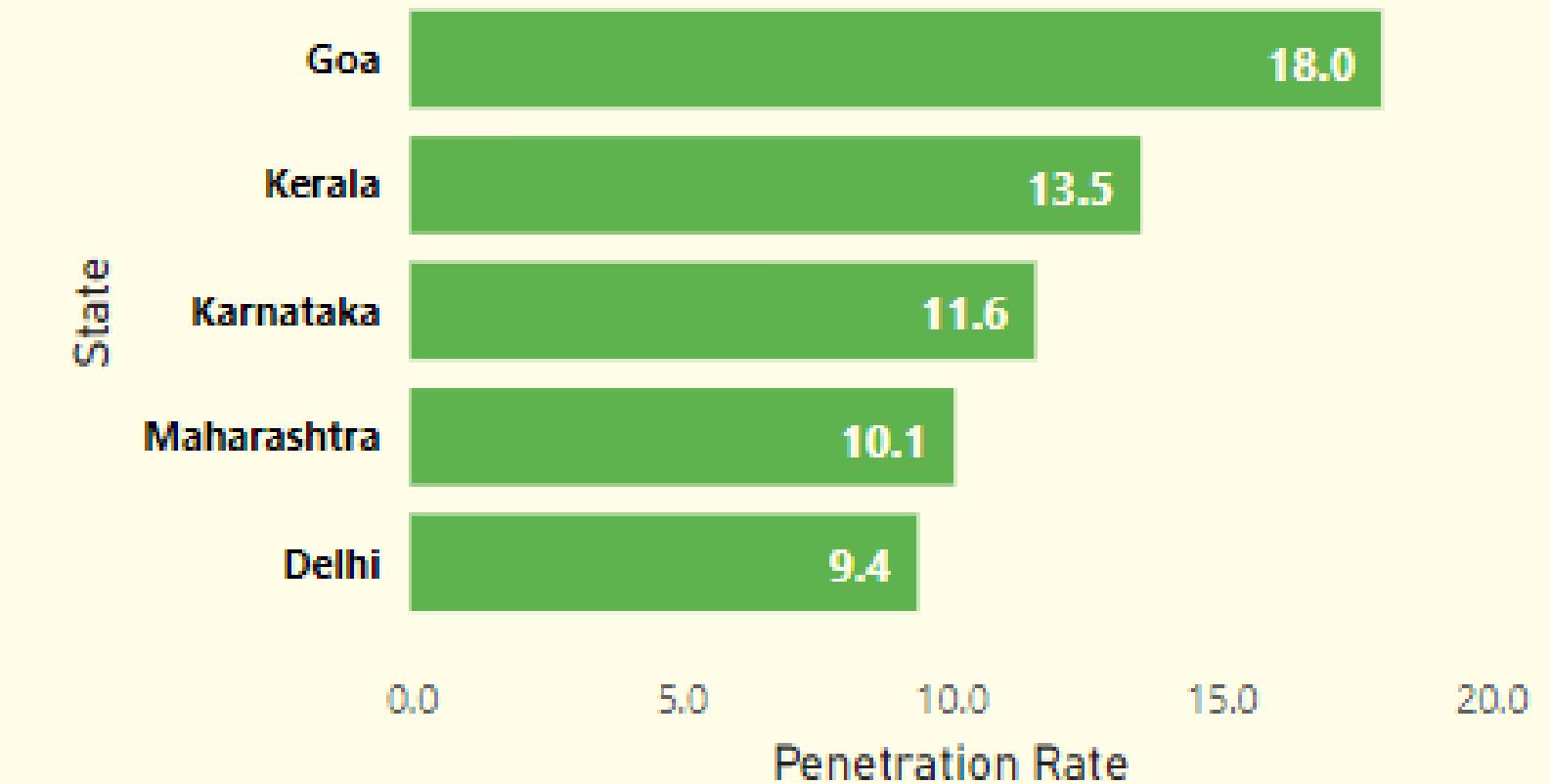
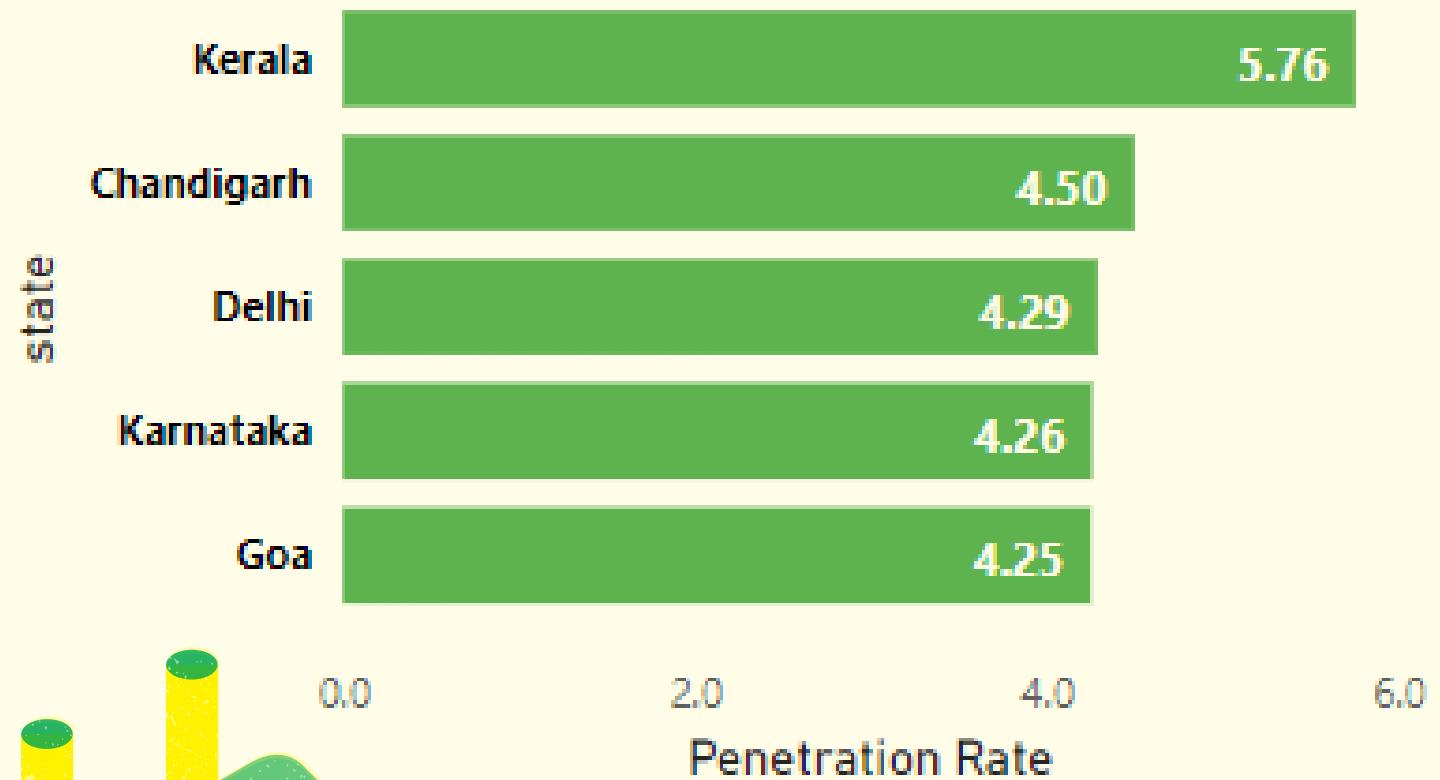


Bottom 3 Makers 2024



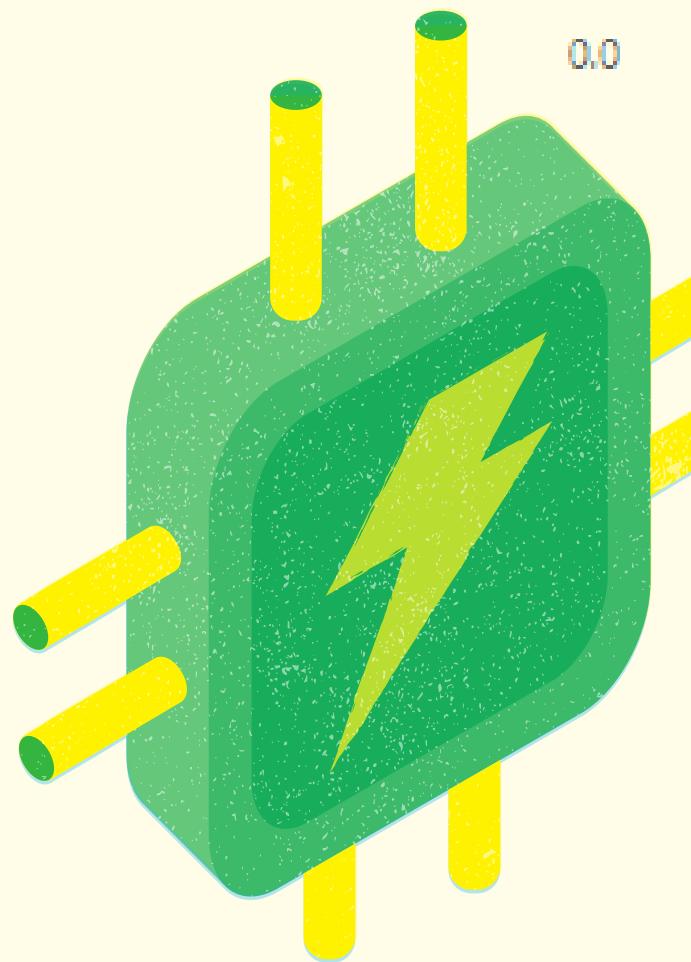
2

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



4 Wheeler

2 Wheeler



3

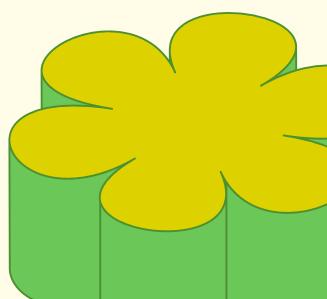
List the states with negative penetration (decline) in EV sales from 2022 to 2024?

| state | 2024 Penetration Rate | 2022 Penetration Rate | Change |
|--------|-----------------------------|-----------------------------|---------|
| Ladakh | 4.48 | 4.06 | -0.41 ↓ |
| Sikkim | 0.00 | 0.00 | 0.00 → |

2 Wheeler

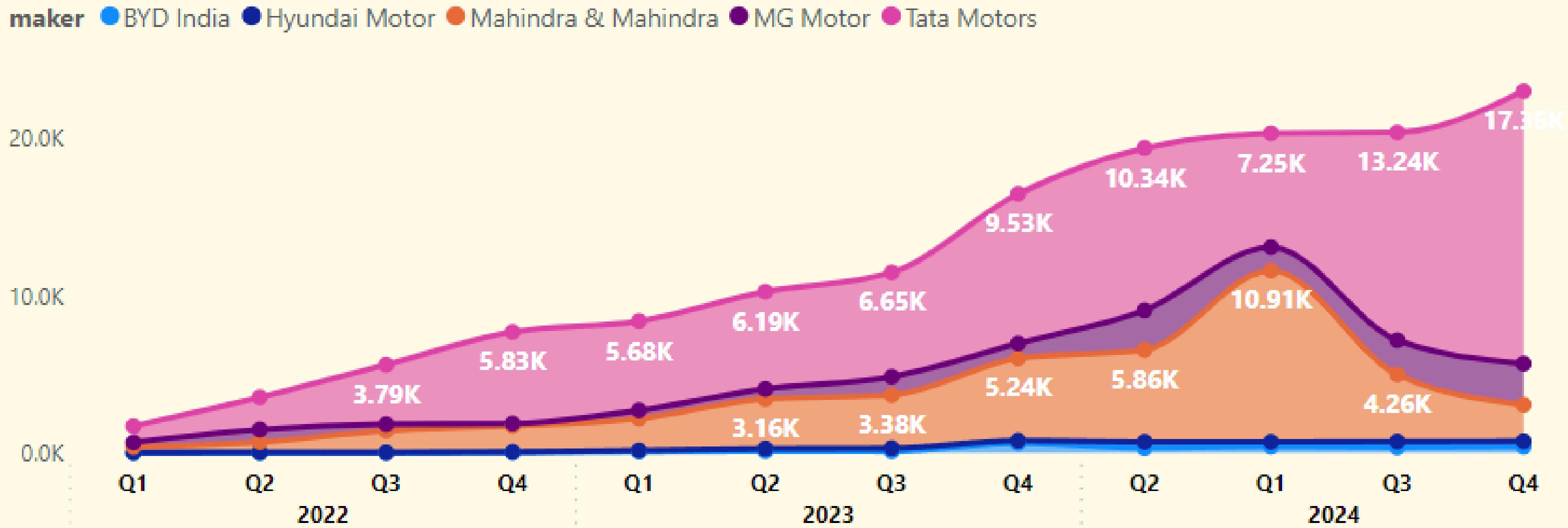
| state | 2024 Penetration Rate | 2022 Penetration Rate | Change |
|-------------------|-----------------------------|-----------------------------|---------|
| Andaman & Nicobar | 0.77 | 1.88 | -1.11 ↓ |
| Ladakh | 0.00 | 0.00 | 0.00 → |
| Sikkim | 0.00 | 0.00 | 0.00 → |

4 Wheeler



4

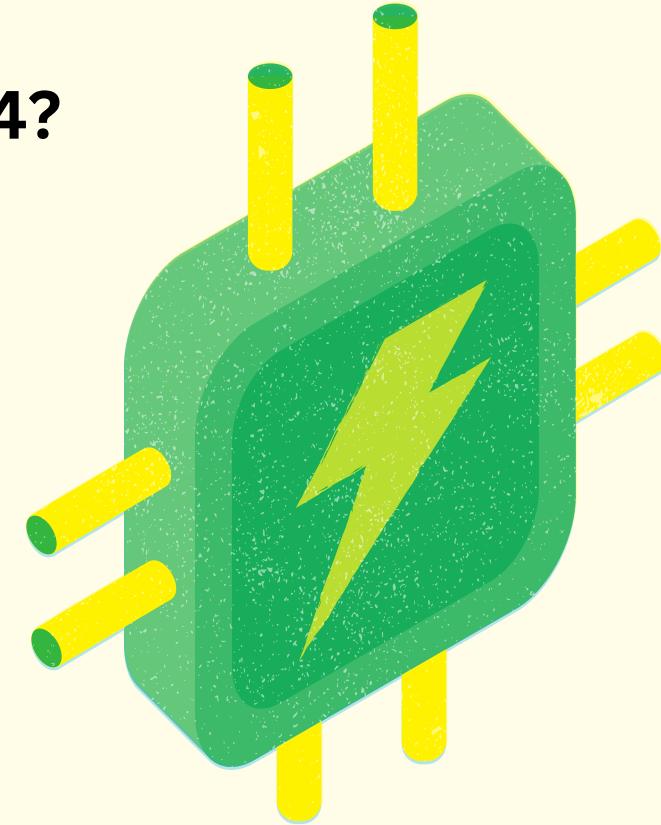
What are the quarterly trends based on sales volume
for the top 5 EV makers (4-wheeler) from 2022 to 2024?



5

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

| state | sum_ev | Penetration Rate |
|-----------|--------|------------------|
| Karnataka | 148111 | 11.6 |
| Delhi | 38094 | 9.4 |
| Total | 186205 | 11.1 |



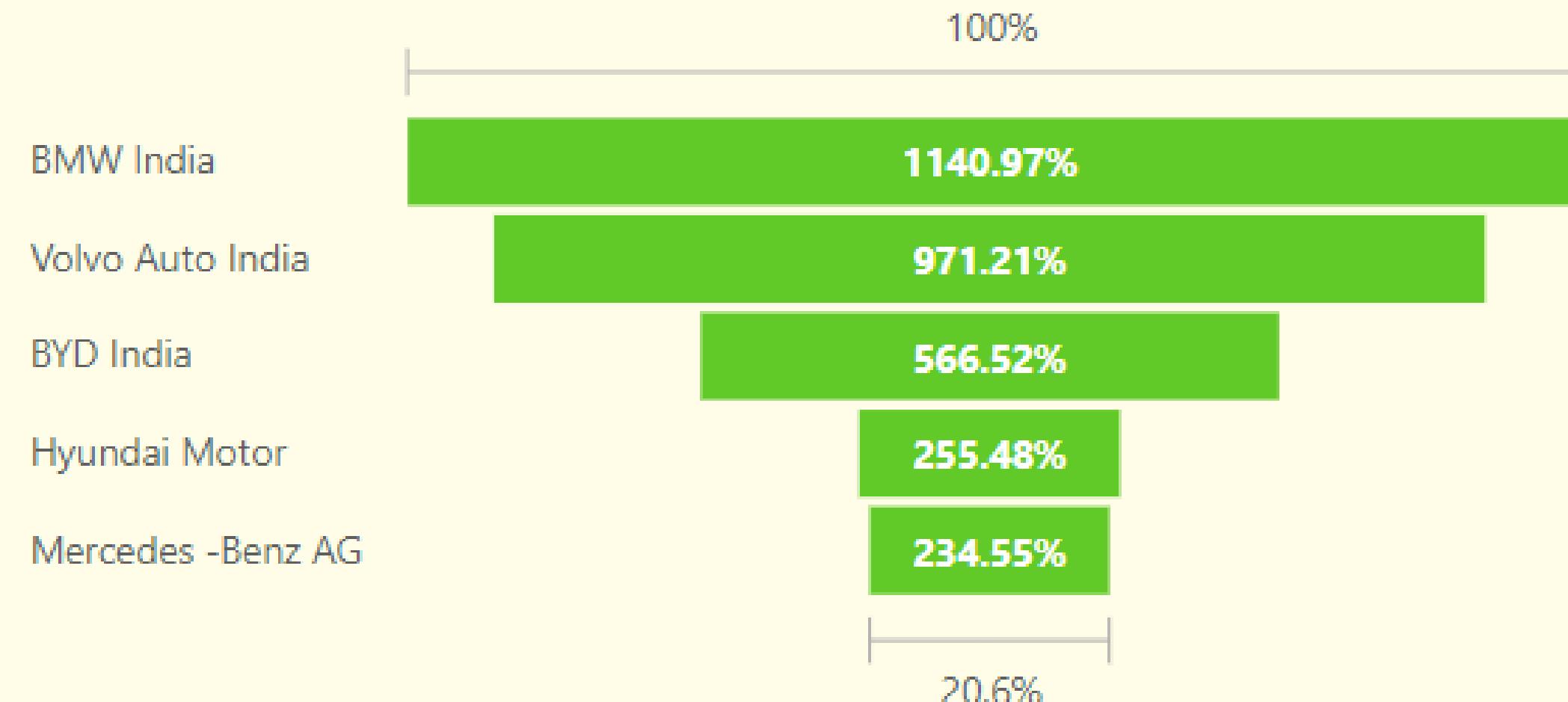
2 Wheeler

| state | sum_ev | Penetration Rate |
|-----------|--------|------------------|
| Karnataka | 12878 | 4.3 |
| Delhi | 8630 | 4.3 |
| Total | 21508 | 4.3 |

4 Wheeler

6

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



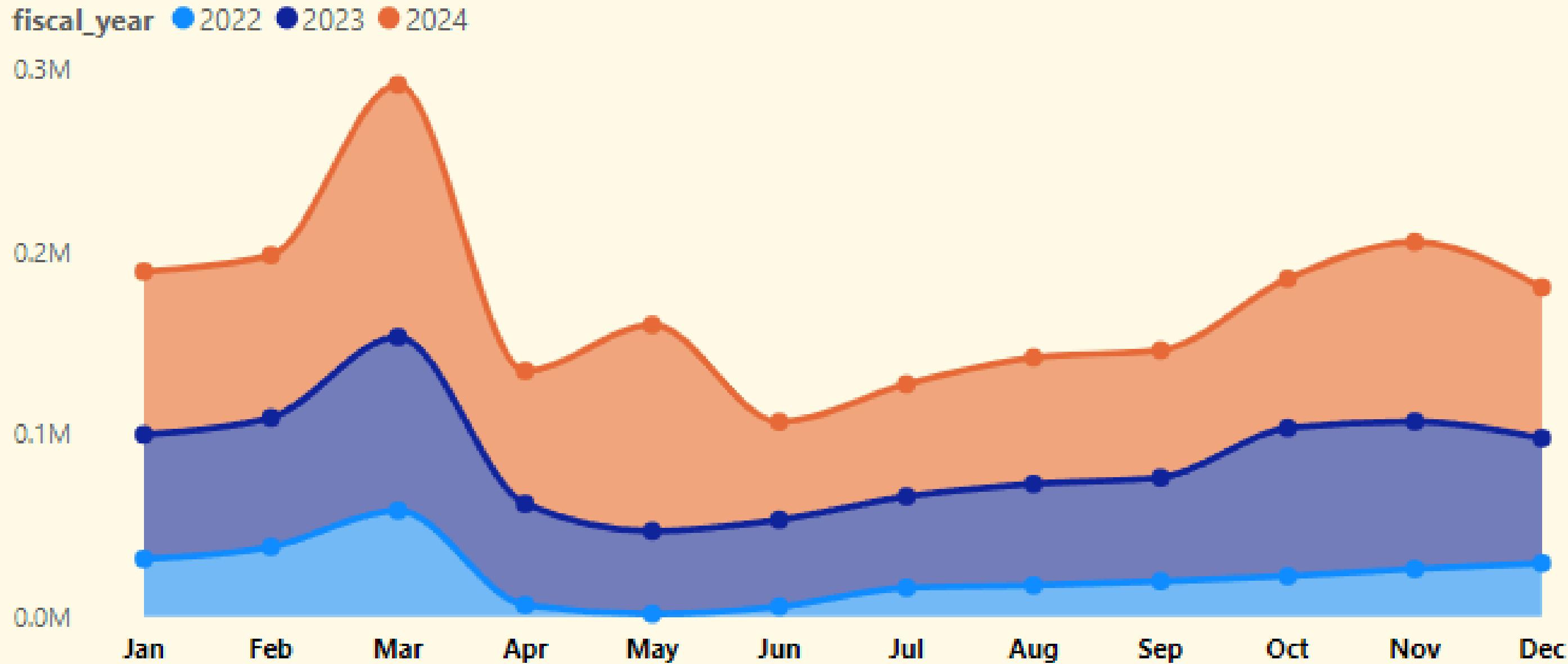
7

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

| state | CAGR |
|----------------------|--------|
| Meghalaya | 28.47% |
| Goa | 27.41% |
| Karnataka | 25.28% |
| Delhi | 22.88% |
| Rajasthan | 21.50% |
| Gujarat | 20.55% |
| Assam | 20.13% |
| Mizoram | 18.77% |
| Arunachal Pradesh | 18.30% |
| Andaman & Nicobar | 18.29% |
| Total | 22.32% |

8

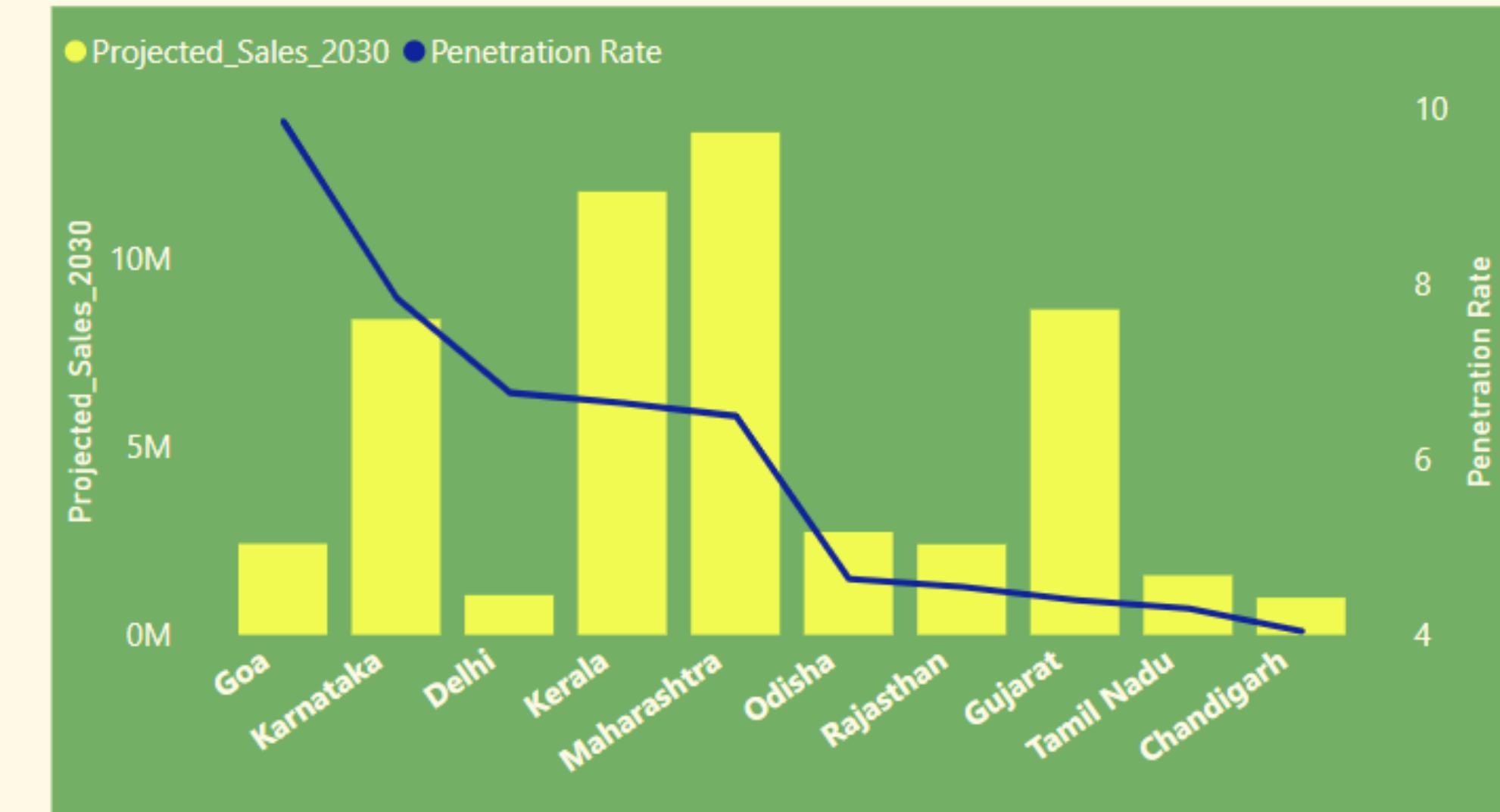
What are the peak and low season months for EV sales based on the data from 2022 to 2024



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

| state | Projected_Sales_2030 | Penetration Rate |
|-------------|----------------------|------------------|
| Goa | 2.42M | 9.8 |
| Karnataka | 8.38M | 7.8 |
| Delhi | 1.05M | 6.8 |
| Kerala | 11.78M | 6.6 |
| Maharashtra | 13.35M | 6.5 |
| Odisha | 2.73M | 4.6 |
| Rajasthan | 2.40M | 4.5 |
| Gujarat | 8.65M | 4.4 |
| Tamil Nadu | 1.58M | 4.3 |
| Chandigarh | 0.99M | 4.0 |



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.

| vehicle_category | 2022 VS 2024 | 2023 VS 2024 |
|------------------|--------------|--------------|
| 2-Wheelers | 269.28% | 28.13% |
| 4-Wheelers | 367.79% | 83.08% |

Secondary Questions

What are primary reasons for customers choosing 4-wheeler EVs in 2023 and 2024 ?

Lower Operating Costs:

EVs have lower operating costs, including cheaper fuel and reduced maintenance compared to traditional vehicles

Reduced Emissions:

EVs produce no emissions and align with sustainable living, attracting eco-conscious customers.

Government subsidies

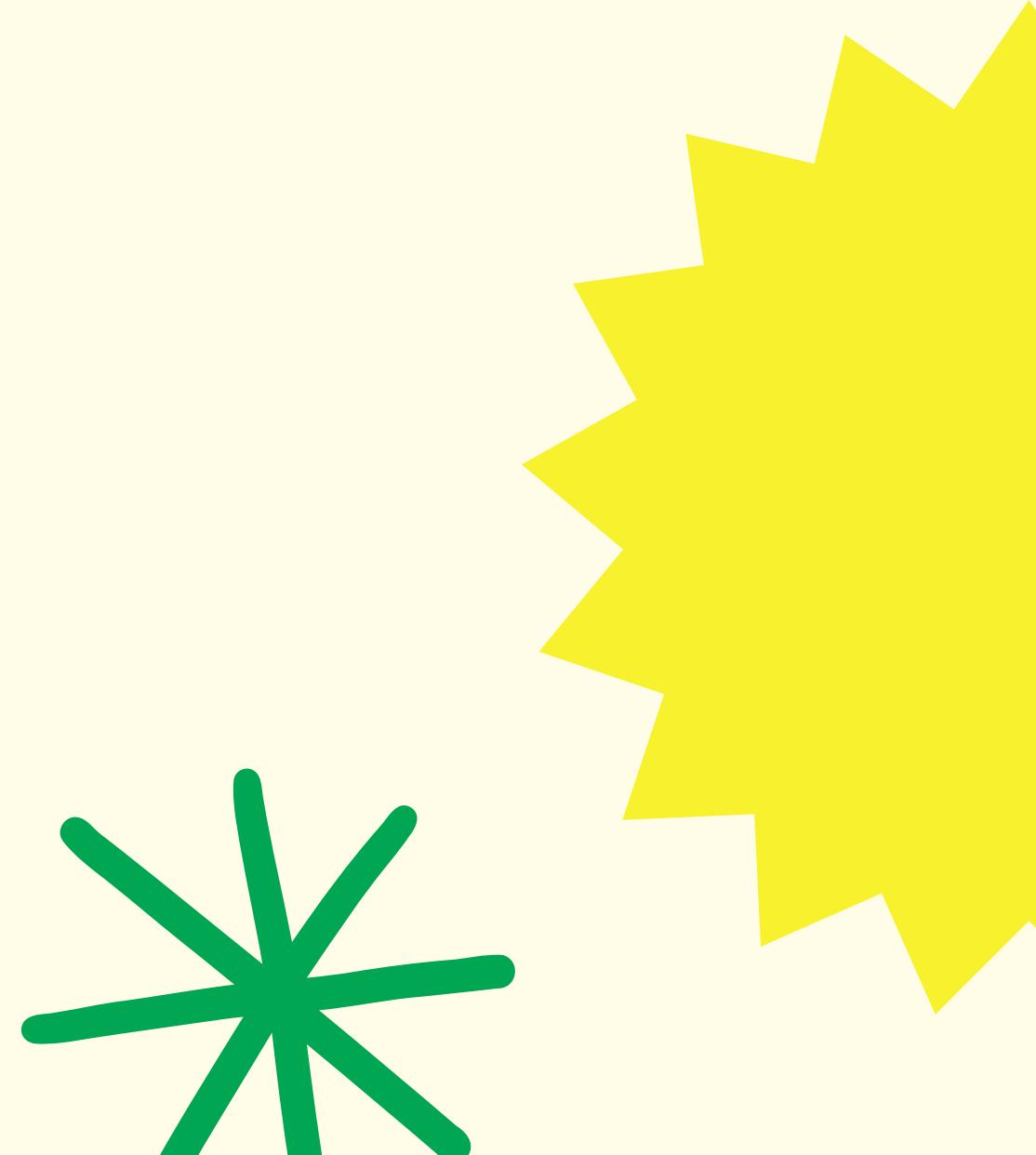
Government subsidies like the FAME II scheme, along with tax benefits and improved charging infrastructure, make EVs a more attractive and viable choice for consumers

Social and Peer Influence:

EVs are viewed as cutting-edge and eco-friendly, with early adopters inspiring others to make the switch.

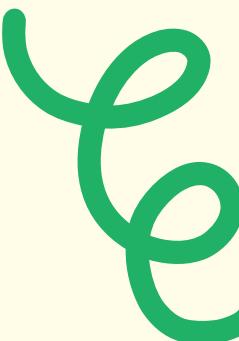
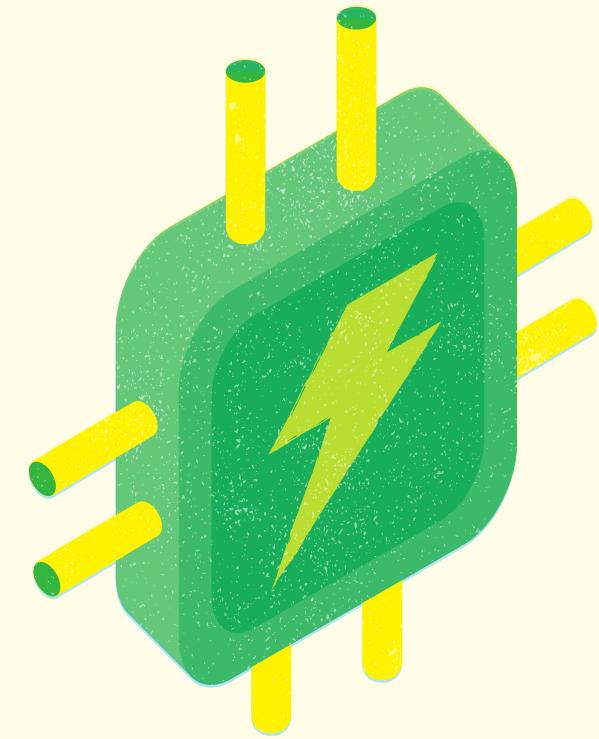
Advancements in EV Technology:

Advancements in battery life and fast-charging technology make EVs more practical and convenient.



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

- Encouragement of local manufacturing and innovation in EV technology
- Investment in charging infrastructure.
- Improved overall affordability and accessibility for consumers..
- Reduced registration fees.
- Promotion of local manufacturing and innovation in EV technology.

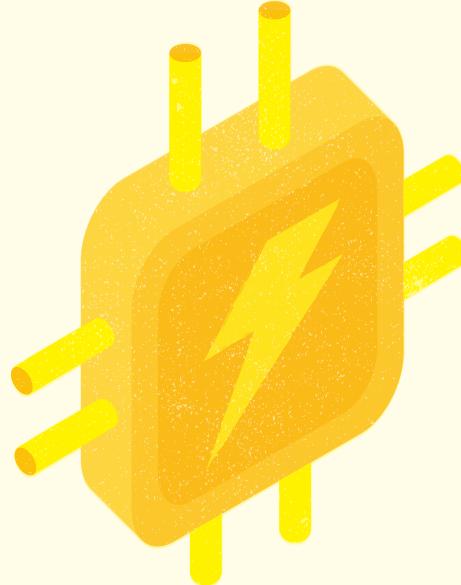


How does the availability of charging stations infrastructure correlate with the EV sales and penetration rates in the top 5 states

Increased Sales:

More charging stations make EVs more practical, leading to higher sales.

Consumers are more likely to buy EVs if they have easy access to charging facilities.



Higher Penetration Rates:

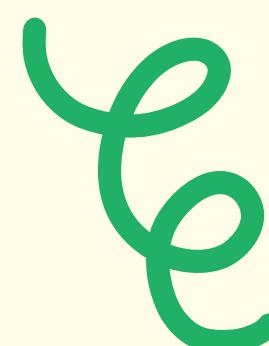
States with extensive charging networks tend to have higher EV penetration rates. The convenience of charging encourages adoption.

Consumer Confidence:

A robust charging infrastructure reduces range anxiety, increasing consumer confidence in EVs and leading to higher sales.

Market Growth:

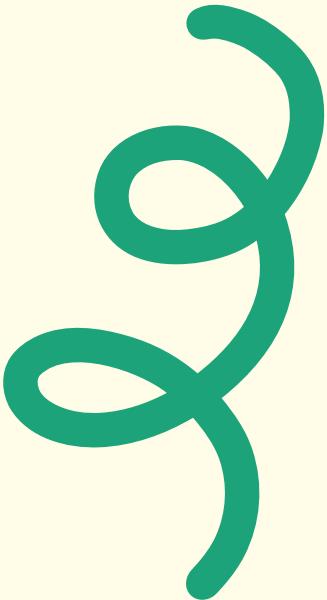
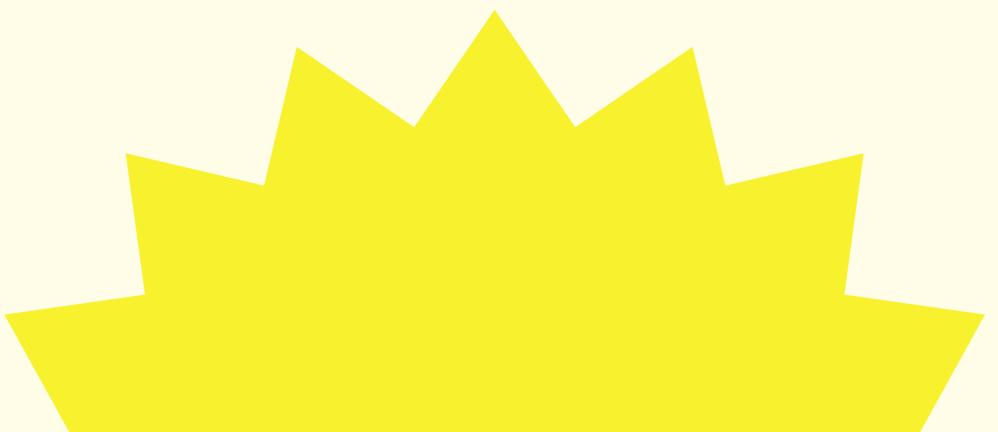
Improved charging infrastructure supports market growth by attracting more consumers and businesses to invest in EVs.



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

Priyanka Chopra

- Global Appeal:
- Alignment with Sustainability
- Strong Social Media Presence



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

- Ease of Doing Business

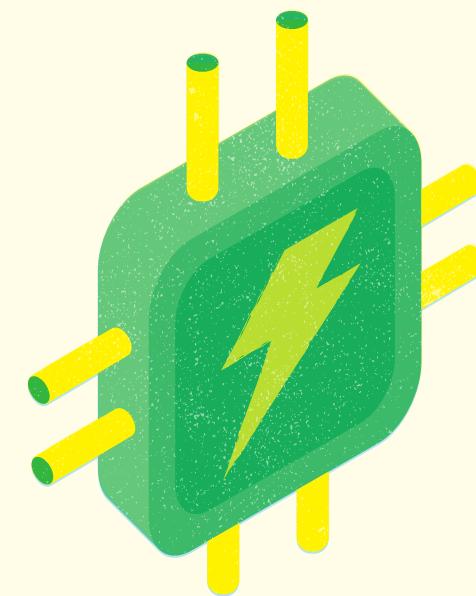
Maharashtra

- Access to Skilled Talent

Gujarat

- Consumer Market

- Electric Vehicle Policy 2021



Your top 3 recommendations for AtliQ Motors

1. Expand Charging Infrastructure
2. Increase Awareness of Subsidies and Incentives
3. Strengthen After-Sales Service and Support

