

Predicted Data Analysis Report

INSIGHTS ABOUT EV SALES DEMAND ACROSS INDIA (2025 AND BEYOND)

EV classes deemed:

Two-wheelers(2W): Personal, Shared Vehicles

Three-wheelers(3W): Goods, Goods(Lowspeed), Personal, Shared, Shared (Lowspeed)

Four-Wheelers (4W): Personal, Shared

Others: Bus, Institutional Bus, Miscellaneous

Vehicle Type Rankings

- 1.**3W_Shared_Lowspeed**: Sales leader forecast, exhibiting very strong demand for shared, lowspeed electric three-wheelers—presumably e-rickshaws and other urban/r.
- 2.**2W_Personal**: Personal electric two-wheelers are very popular and indicate the continued robust demand for personal mobility.
- 3.**2W_Shared**: Electric two-wheeler sharing is of considerable significance, reflecting the rise of micro-mobility, bike-sharing, and point-solution offerings for short distances.
- 4.**3W_Shared**: With a moderate lag, regular shared three-wheelers (both the fast and traditional electric autos) continue strong volume.
- 5.**3W_Goods_Lowspeed**: Low-speed goods delivery using commercial deployment of electric three-wheelers is also top-ranked, indicating the increasing electrification of city logistics.

Key Business Insights

- **Shared Mobility Powers Economic Growth**: Three of five top-sellers are "shared" offerings, foreshadowing rapid consumer migration to fleet-, public-, and platform-based mobility (e-rickshaws, e-

autos, shared bicycles).

- **The Lowspeed Segments are Significant:** Passenger and goods "lowspeed" three-wheelers are first on the list—these are specially suited for India's busy city centers, peri-urban, and countryside roads.
- **Two-Wheelers Remain Foundational:** Both personal and shared electric scooters/motorcycles retain exceptional relevance in India's transport DNA, indicating mass adoption and scalability.
- **Business Case:** The strong performance for 3W_Goods_Lowspeed supports the business case for commercial customers—the city center delivery, supply chains, MSMEs, and end-of-line fulfillment.

Strategic Guidance: Target for EV Sales Company

It should focus on:

1. **3W_Shared_Lowspeed:** It combines mass passenger mobility with affordability and infrastructure readiness (battery swap, less charging requirements), and it presents a huge addressable market in Tier 1 city centers as well as in the regions.

Impact: Fastest scale-up trajectory, rapid fleet replacement, government-accredited urban transport proposals, and job creation.

2. **2W_Personal**

Why?: Continuing mass-market appeal for first-buy and city-commute markets; low purchase and maintenance cost, bigger potential marketplace size.

Impact: High consumer volumes, quick turnovers, health of B2C sector.

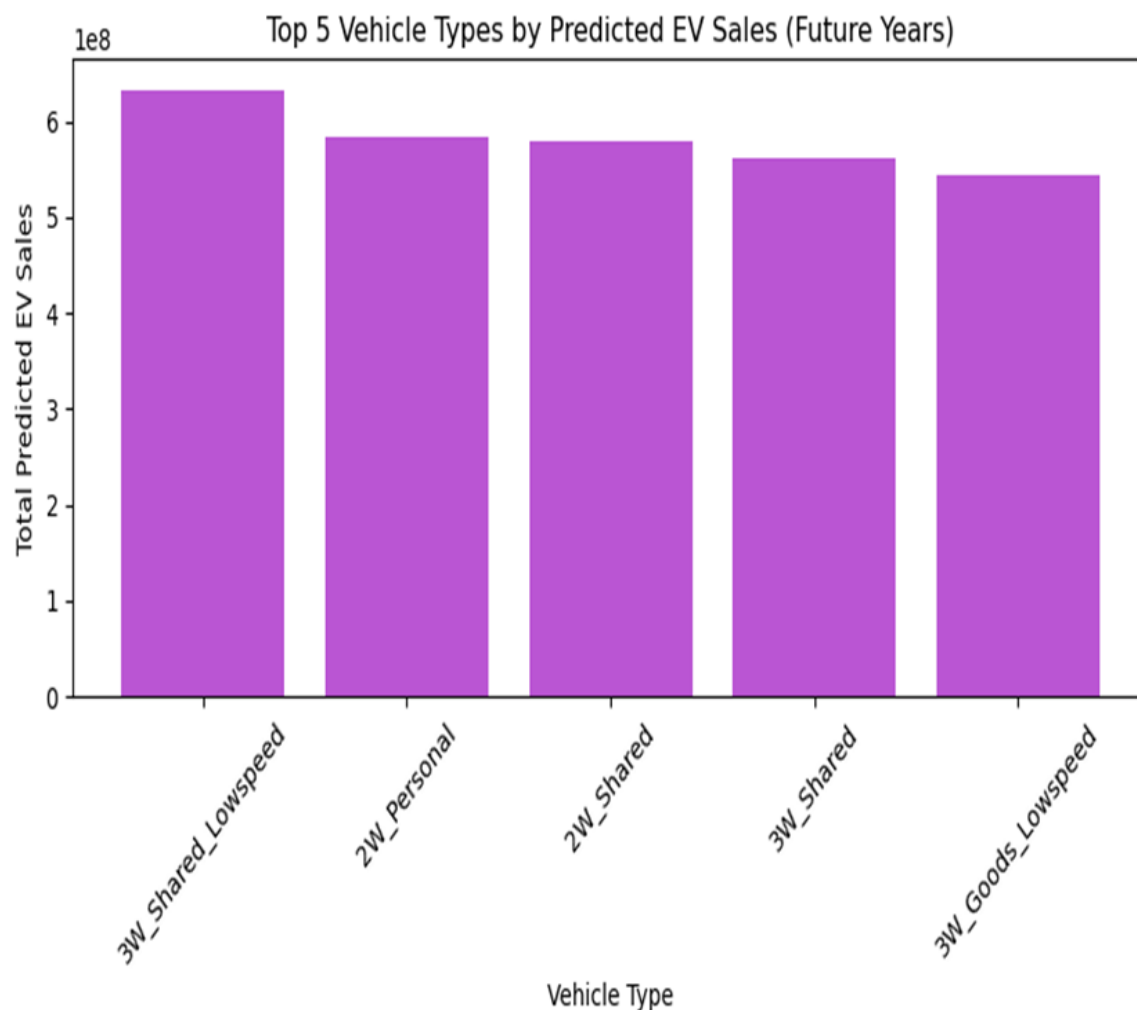
3. 3W_Goods_Lowspeed

Why?: Short-haul logistics, intracity delivery, and MSME distribution supply chains uptake; increasing demand as urbanisation and Ecommerce are accelerating.

Influence: Contracts with commercial fleets, subscription sales, and potential partnership possibilities with logistics platforms.

CONCLUSION

Focus on **3W_Shared_Lowspeed** and **2W_Personal** as primary segments for rapid scale and widest impact; additionally, expand robust offerings for **3W_Goods_Lowspeed** to capture the booming commercial and logistics opportunity



**** STRATEGIES ON INCREASING THE SALES IN 3W_SHARED EV'S AND 3W_GOODS_LOWSPEED (BOTTOM 2 IN TOP 5 VEHICLE TYPE SALES)**

Regional Opportunity & Growth Potential: 3W Goods Lowspeed & 3W Shared

Market Dynamics — 3W Goods Lowspeed

Analysis of demand indicates that Uttar Pradesh and Maharashtra are currently the leading markets for low-speed three-wheeler goods vehicles, reflecting their scale in logistics and statewide distribution activities. Karnataka, Tamil Nadu, and Gujarat follow as opportunity-rich states with robust predicted volumes. Uttar Pradesh stands out for its broad applicability in wholesale shipment, rural town logistics, and last-mile delivery; cluster-based partnerships with regional market operators (mandis) are highly encouraged. Maharashtra and Gujarat, supported by large urban-industrial hubs, offer substantial prospects for MSME logistics networks and intra-city package movement. Southern states such as Karnataka and Tamil Nadu benefit from rapidly growing e-commerce and retail logistics sectors, with Bengaluru and Chennai emerging as focal points for urban delivery fleets and rural aggregation hubs.

Market Dynamics — 3W Shared Mobility

Uttar Pradesh is the clear leader in shared three-wheeler mobility demand, significantly outpacing other states and indicating a deeply-ingrained shared mobility ecosystem. Maharashtra, Bihar, and Karnataka comprise strong secondary markets with stable shared e-rickshaw demand, while Assam is becoming a key North-Eastern hub, ready for scale-up. Uttar Pradesh and Bihar, as central Gangetic belt states, present dense city clusters and peri-urban zones ideal for shared mobility investment, including battery swapping initiatives and close collaboration with city transport regulators. In Western and Southwestern India, Maharashtra and Karnataka's metropolitan centers provide demand for digital ride-hailing platforms for e-autos, aligned with ongoing smart city programs. Assam's growing urban centers, particularly Guwahati, are primed for clean mobility pilots in partnership with government stakeholders.

State-Level Validation

Prominent states like Uttar Pradesh, Maharashtra, and Karnataka are consistently listed among the top markets for both 3W segments and overall EV sales, demonstrating their strategic centrality for industry expansion. Conversely, bottom-five states—including Mizoram, Andaman & Nicobar, Meghalaya, Arunachal Pradesh, and Manipur—exhibit low or fragmented demand across both segments, signaling limited immediate growth potential and deprioritizing them for scalable investment in the near term.

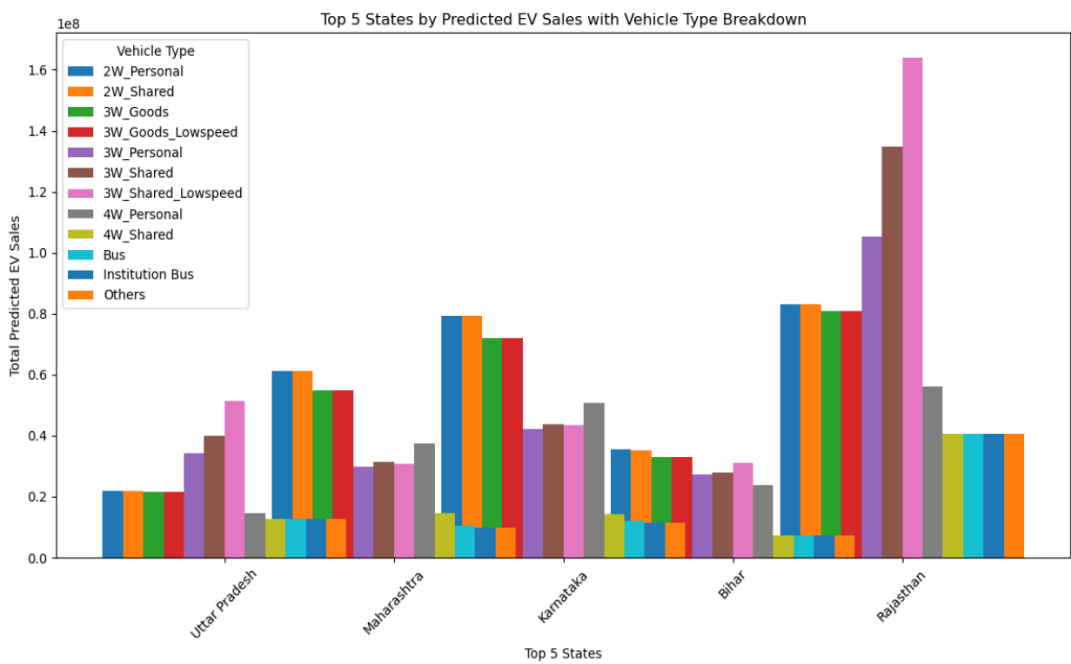
Actionable Strategic Recommendations

- **Prioritize Primary States:** Concentrate commercialization and policy efforts in Uttar Pradesh, Maharashtra, and Karnataka for both segments. Expand coverage for 3W Goods Lowspeed by supporting Tamil Nadu and Gujarat; for 3W Shared, add Bihar and Assam to focus lists.
- **Enter Local Partnerships:** Collaborate with city governments, digital ride-hailing platforms, regional delivery collectives, and e-commerce aggregators in high-volume states to launch pilots that drive uptake and build operational learnings.
- **Deploy Infrastructure:** Accelerate installation of battery-swapping networks and EV charging stations across urban and peri-urban clusters. Infrastructure development should specifically target commercial operators to mitigate range and turnaround challenges.
- **Innovate Financing Solutions:** Partner with NBFCs and banks to deliver tailored financing—such as micro-loans and low-interest credit lines—for operators and fleet owners in the principal states (Uttar Pradesh, Maharashtra, Karnataka, Tamil Nadu, Gujarat, Bihar, Assam), unlocking adoption among small businesses and independent entrepreneurs.

INSIGHTS ABOUT TOP 5 STATES PY PREDICTED EV SALES (2025 AND BEYOND)

1. Introduction

The report studies state-wise shares of different electric vehicle (EV) segments in Rajasthan, Karnataka, Maharashtra, Bihar, and Uttar Pradesh. The aim is to determine outperforming segments, underperforming segments, and areas of opportunity to help manufacturers, policy planners, and investors make informed decisions to steer their strategic plans.



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2. State-Wise Market Share

Rajasthan

Rajasthan's EV sector is primarily defined by the dominance of the low-speed shared three-wheeler segment, which is currently the most mature and widely adopted. However, both bus and shared four-wheeler segments lag considerably, pointing to significant opportunity for category diversification. The most promising growth pathway lies in scaling shared three-wheeler fleets and institutional bus deployments, which can meet emerging transport needs while addressing key market gaps in higher-capacity mobility solutions.

Karnataka

Karnataka's electric mobility landscape is underpinned by strong adoption of both personal and shared two-wheeler categories. In contrast, bus and other vehicle forms are presently underpenetrated. Focused efforts to accelerate electric bus implementation and promote shared four-wheeler adoption will be critical to broadening the region's modal split and ensuring balanced, scalable market growth across urban and peri-urban centers.

Maharashtra

Maharashtra's leadership in personal two-wheeler EVs is clear, yet institutional bus segments have not mirrored this growth, remaining one of the weakest categories statewide. Strategic focus on public

and institutional bus adoption, alongside further development of the three-wheeler segment, can unlock substantial mass mobility impact and drive the next phase of the state's EV market expansion.

Uttar Pradesh

Uttar Pradesh presents a balanced EV market, with no single dominant mode; however, buses and shared four-wheelers are notably weak segments. Unlocking growth will require targeted strategies to deepen penetration in two- and three-wheeler shared mobility solutions, which can provide scalable, inclusive transport options for both urban and rural areas.

Bihar

Bihar also demonstrates a broad-based, balanced EV market with the absence of a clear category leader, yet bus and shared four-wheeler categories trail behind. The state's most impactful growth opportunities lie in expanding three-wheeler shared fleets and reinforcing the two-wheeler segment, enabling widespread, accessible transport solutions that can speed up further EV adoption.

3. Category Leadership

Rajasthan: Top state for 3W_Shared and 3W_Shared_Lowspeed, and thus it is emerging as a center for shared.

Karnataka: Stronghold in 2W_Personal and 2W_Shared by emphasizing demand for affordable and flexible transport in urban areas.

Maharashtra: Balanced leader in 2W_Personal while maintaining healthy presence across three- and four-wheelers.

Bihar & Uttar Pradesh: Emerging markets with balanced but low-volume adoption; represent future growth corridors.

4. Lagging Categories

Bus, Institutional Bus, Others: Least contributors at the state level, reflecting slow efforts at electrification of fleet and public transport.

Four-Wheelers (4W): Underrepresented in most states, with only modest spikes in Rajasthan and Karnataka.

5. Opportunities for Growth and Opportunities

Rajasthan: Significant opportunity for high growth in shared 3W, especially at lowspeed electric rickshaws and shared mobility services. Karnataka & Maharashtra: Strong foundation for mass-scale two-wheeler EV adoption based on urbanization and customer readiness.

Bihar & Uttar Pradesh: Early-stage markets with potential adoption triggers for joint 2W and 3W mobility solutions.

Bus Segments: Strong long-term prospects; take-rate to rely on government purchases, subsidies, and charging station deployment.

6. Strategy Recommendations

For Manufacturers

- Prioritize 3W shared and lowspeed vehicles in Rajasthan.
- Scale up 2W and 3W products and integrate financing, charging and servicing infrastructure at Karnataka and Maharashtra states.
- Initiate pilot projects on two and three wheelers with shared ownership in Uttar Pradesh and Bihar to adopt early.
- Investigate local assembly and service facilities within strategic states to enhance after-sales service and supply chain efficiency.

For Policymakers

- Implement bus and institutional fleet electrification incentives

such as subsidies, battery leasing programs, and charging depot policies.

- Establish state-level EV policies to align with consumer adoption trends and local competitiveness of the marketplace.

For Investors.

- Prioritize capital allocation to Rajasthan's mutual 3 Wheeler market.
- Target two-wheeler segments of Karnataka and Maharashtra for near-term expansion. Uttar Pradesh and Bihar as a long-term opportunity with a mid-to-long-term perspective involving initial investment in shared mobility corridors and information initiatives.

INSIGHTS ABOUT BOTTOM 5 STATES PY PREDICTED EV SALES (2025 AND BEYOND)

Mizoram

Mizoram's electric vehicle market is predominantly defined by the strength of its two-wheeler personal transport segment. This category has established itself as the state's principal driver of e-mobility adoption. In contrast, four-wheeler personal and other vehicle formats remain underrepresented, indicating a potential gap within larger format consumer segments. The unique market opportunity for Mizoram lies in catalyzing entry-level two-wheeler adoption and micro-mobility solutions, which can expand access and bridge the adoption gap for new consumers.

Andaman & Nicobar

In Andaman & Nicobar, the bus segment leads in electric vehicle demand, distinct from most other regions. However, personal four-wheeler adoption lags behind other vehicle categories. As the local government prioritizes sustainable public transport, the main growth lever centers on expanding electric bus fleets, fostering green transit infrastructure that can drive market evolution across adjacent mobility segments.

Meghalaya

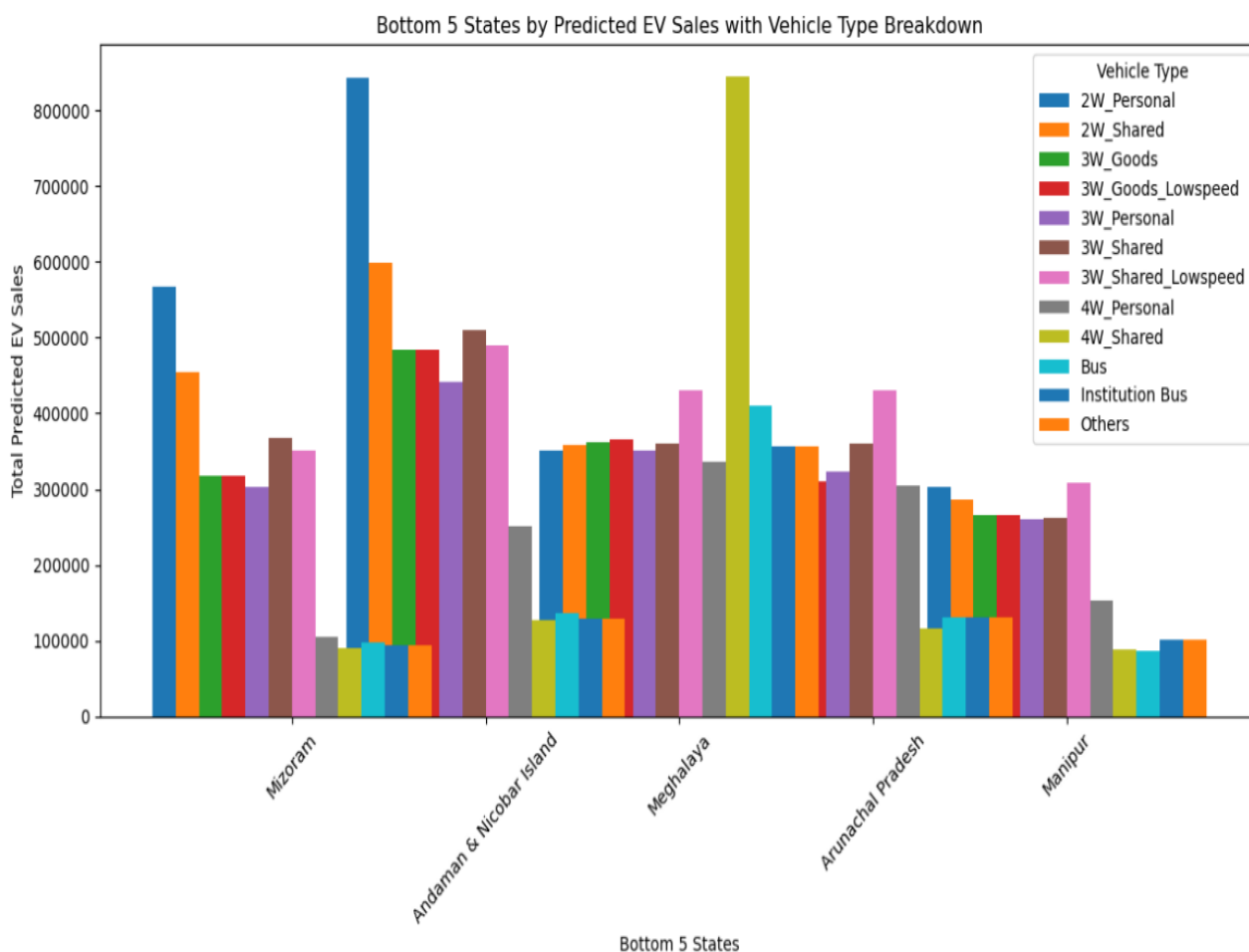
Meghalaya's strongest adoption is seen in shared four-wheeler mobility, with personal four-wheeler uptake trailing notably. The market dynamics here indicate that consumers are more open to urban shared mobility solutions. An immediate opportunity exists to pilot urban shared mobility and e-cab projects, leveraging existing consumer familiarity with shared vehicle services to accelerate adoption rates and enable city-centric transport innovations.

Arunachal Pradesh

Arunachal Pradesh is distinguished by robust growth in shared three-wheeler categories; conversely, the personal four-wheeler segment reflects limited penetration. This creates a strategic imperative to further scale rural shared three-wheeler fleets, addressing last-mile connectivity issues in remote communities and unlocking broader economic participation throughout the region.

Manipur

Manipur features a balanced split between two-wheeler and three-wheeler electric vehicle channels, yet shows relative weakness in personal four-wheeler and niche vehicle categories. The most significant opportunity involves broad-based market seeding, aimed at diversifying offerings and raising awareness of EV benefits across all consumer layers to ensure sustained, inclusive adoption growth.



Opportunity & Growth Potential Analysis

Mizoram

Mizoram's electric vehicle market exhibits strong momentum in both personal and shared two-wheeler categories, underscoring a clear consumer preference for lightweight, cost-effective transport. This trend indicates significant potential for expanding affordable two-wheeler personal EVs and micro-mobility offerings tailored to urban and peri-urban users, with an emphasis on ruggedness and easy maintenance.

Andaman & Nicobar Islands

The local dominance of electric buses is an anomaly in the national context and suggests that this region's policy incentives and government-led pilots are driving adoption. This opens up a strategic window for further public transit electrification, both within the islands and across similar remote or isolated geographies. Stakeholders should assess the pilot programs for best practices, laying groundwork for broader replication or scale-up in comparable markets.

Meghalaya

A unique leadership in shared four-wheeler adoption, likely driven by shared taxi or cab usage, reveals a solid foundation for targeted shared mobility business models. The opportunity here lies in accelerating urban shared four-wheeler mobility solutions—such as e-cab fleets or ride-hailing services—capitalizing on a receptive consumer base and urban demand.

Arunachal Pradesh

Arunachal Pradesh's clear preference for shared three-wheelers, specifically auto-rickshaws or similar formats, identifies a prime market for scaling micro-transit and last-mile connectivity projects. This insight suggests that innovative mobility pilots addressing rural and remote connectivity—bolstered by robust, low-maintenance EV models—can unlock meaningful growth.

Manipur

An even distribution of sales across vehicle types in Manipur suggests the region is in an early adoption phase, with consumer

segments still forming. Targeted local incentives, product trials, and broad-based education initiatives could catalyze interest across all segments, with any of them emerging as a potential growth leader once supportive measures are in place.

Actionable Recommendations

- **Manufacturers:** Focus product development on affordable, durable two-wheelers and three-wheelers for markets like Mizoram, Manipur, and Arunachal Pradesh. Design vehicles with low maintenance requirements and adaptability to challenging terrain to capture rural and remote demand.
- **Fleet Providers & Public Transit Agencies:** Prioritize expanding electric bus fleets in Andaman & Nicobar, closely monitoring procurement trends and policy frameworks for scalable models that could be replicated in other North Eastern or remote states.
- **Mobility Startups:** Initiate pilot programs for shared four-wheeler mobility in Meghalaya, leveraging favorable public sentiment and existing demand patterns in urban transit.
- **Policy Makers:** Develop nuanced, localized incentive schemes that specifically support lagging EV categories—such as four-wheelers and buses—in each state and union territory. Align subsidy structures with real-world adoption trajectories to accelerate market development.
- **Investors:** Direct capital toward core infrastructure improvements—especially public charging stations and local service networks—in smaller and under-penetrated states to break down adoption hesitancy and support sustained growth.
- **Market Development Teams:** Lead grassroots awareness and outreach campaigns in emerging markets like Manipur and Arunachal Pradesh. Address consumer concerns regarding range anxiety and infrastructure readiness to build trust.