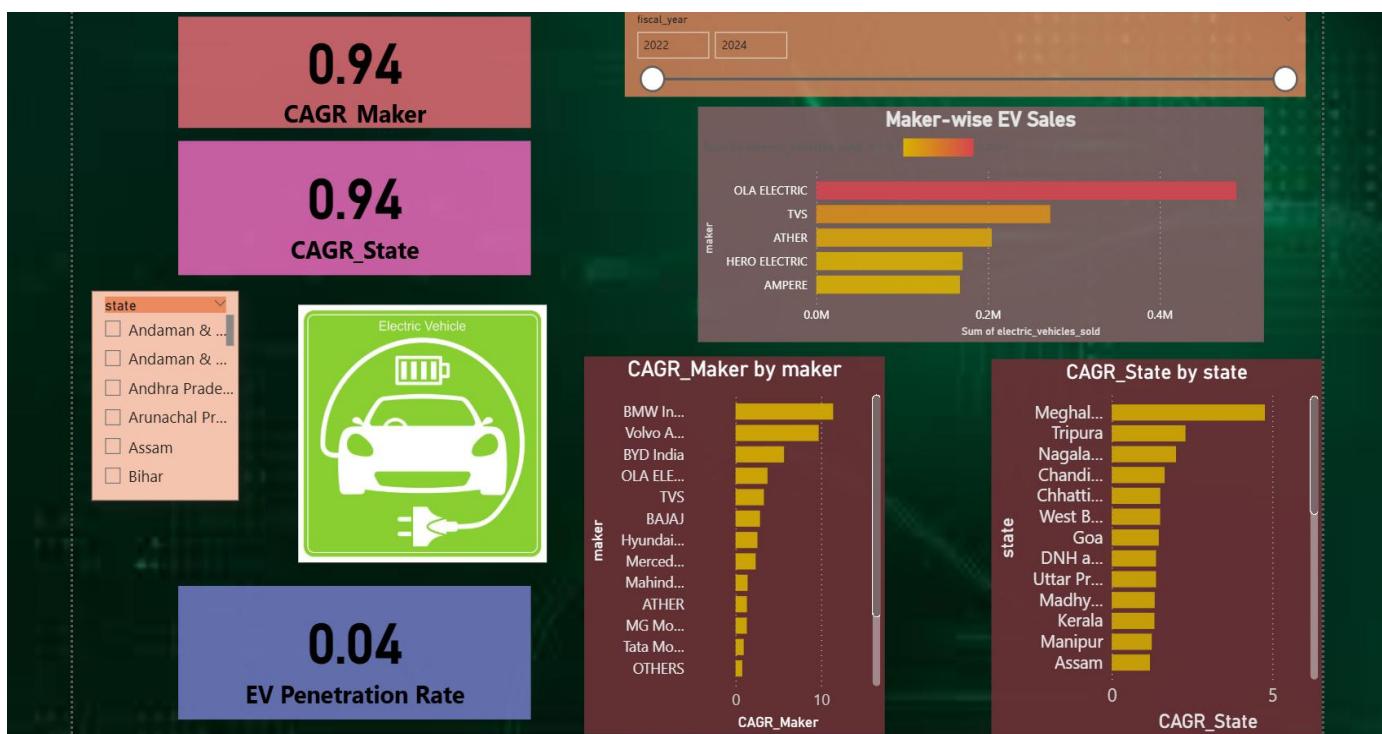
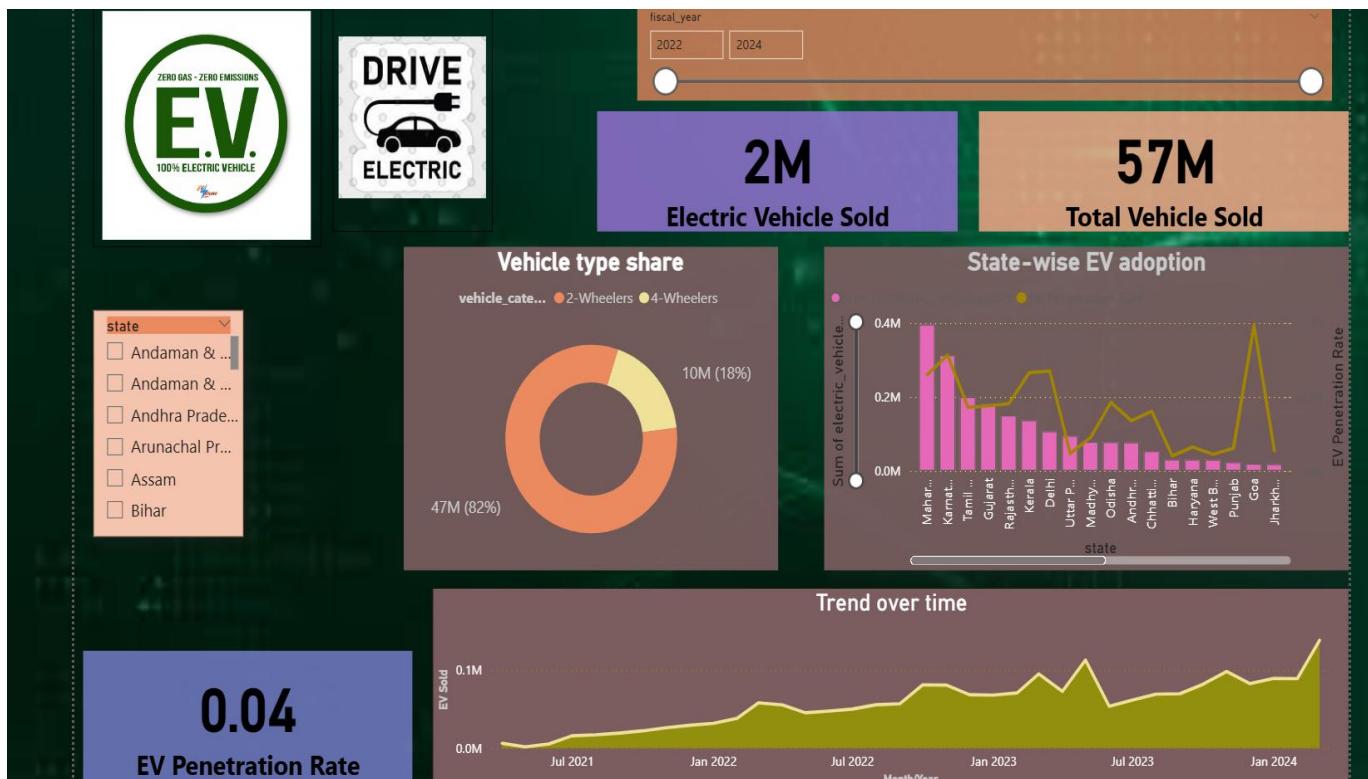
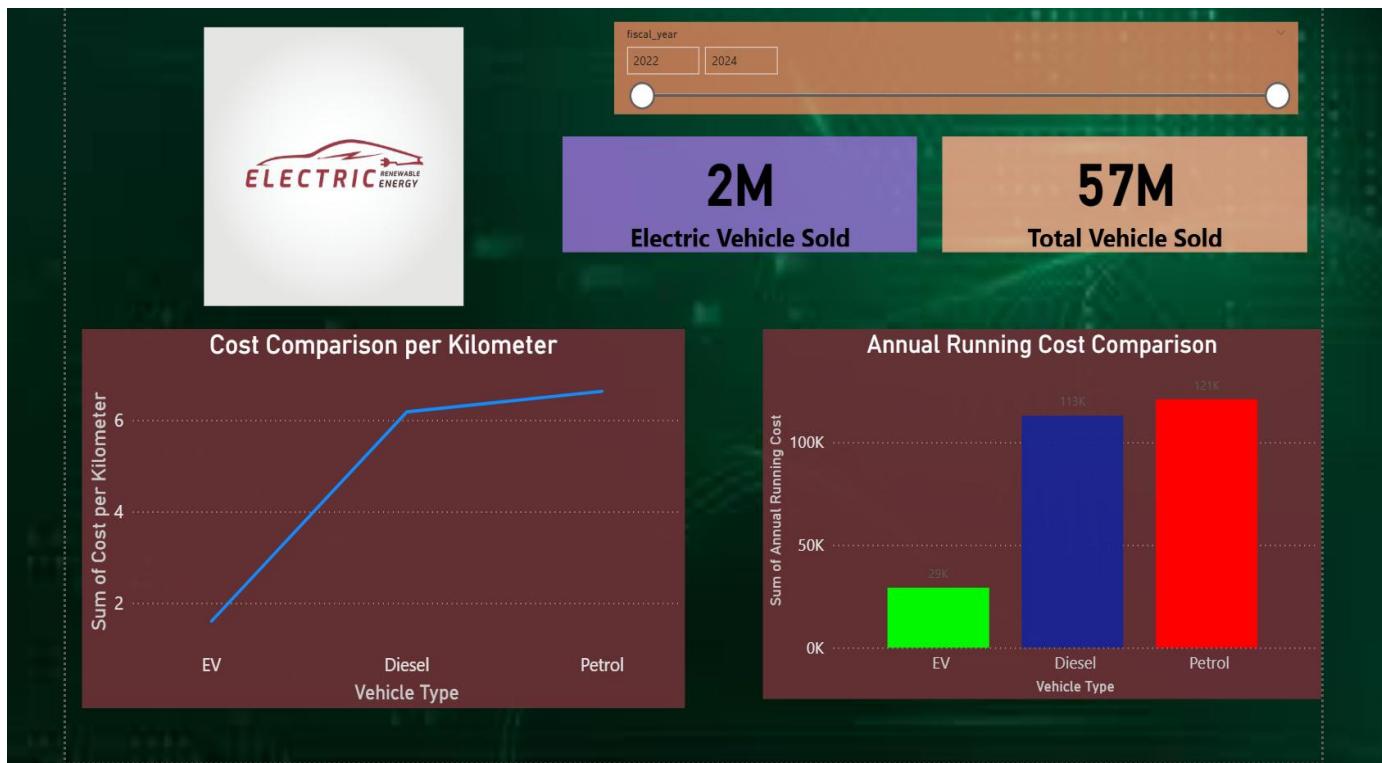


EV CARS





Key Insights

1. Low EV Penetration Rate (3.61%)

- Despite 2M EVs sold out of 57M total vehicles, penetration remains minimal.
- Opportunity:** Huge untapped market for conversion from petrol/diesel to EVs.

2. Dominance of 2-Wheelers (92.6%)

- EV adoption is heavily skewed toward 2-wheelers.
- Opportunity:** Expand product offerings and incentives for 4-wheelers to balance the market.

3. State-wise Disparity

- Top states like Delhi, Maharashtra, Tamil Nadu show strong adoption due to subsidies and infrastructure.
- Bottom states (e.g., Arunachal Pradesh, Nagaland) lag far behind.
- Opportunity:** Collaborate with state governments to replicate successful policies and infrastructure models.

4. Cost Advantage

- EVs offer significantly lower running costs:
 - ₹1.60/km for EVs vs ₹6.63/km for petrol cars.
 - ₹1.05/km for EV 2-wheelers vs ₹1.75/km for petrol.

- **Opportunity:** Use cost savings as a central theme in marketing and customer education.

5. Seasonal Trends

- Peak months: January–March
- Low months: November–May
- **Opportunity:** Launch promotional campaigns and new models during low-demand months to smoothen sales cycles.

6. CAGR Highlights

- Makers like MG Motor and Tata Motors show strong growth.
- States like West Bengal and Madhya Pradesh show rising CAGR.
- **Opportunity:** Invest in high-growth regions and brands to accelerate momentum.

Business Strategies

1. Expand Charging Infrastructure

- Focus on underserved states and rural zones.
- Partner with local governments and private players for fast deployment.

2. Localized Incentive Programs

- Customize subsidies and financing options based on regional adoption rates.
- Highlight successful models from Delhi and Maharashtra.

3. Targeted Awareness Campaigns

- Educate consumers on cost savings, environmental benefits, and government incentives.
- Use influencer marketing and regional language content for deeper reach.

4. Fleet Electrification Partnerships

- Collaborate with logistics, cab, and delivery companies to convert fleets to EVs.
- Offer bulk discounts and maintenance packages.

5. Data-Driven Product Strategy

- Use sales and seasonal data to time product launches and inventory planning.
- Prioritize high-CAGR makers and states for expansion.