

# Découverte

---

**C & A CLUB, IITG**

Rupangkan Mazumdar  
Samiksha Mitra  
Om Prakash Gupta



Data  
Wizards

# INTRODUCTION

---



## JSW Group:

- Founded in 1982 ,the JSW Group is a conglomerate with interests in steel, energy, infrastructure, cement, and more.
- Known for its commitment to innovation, sustainability, and excellence.



## MG Motors:

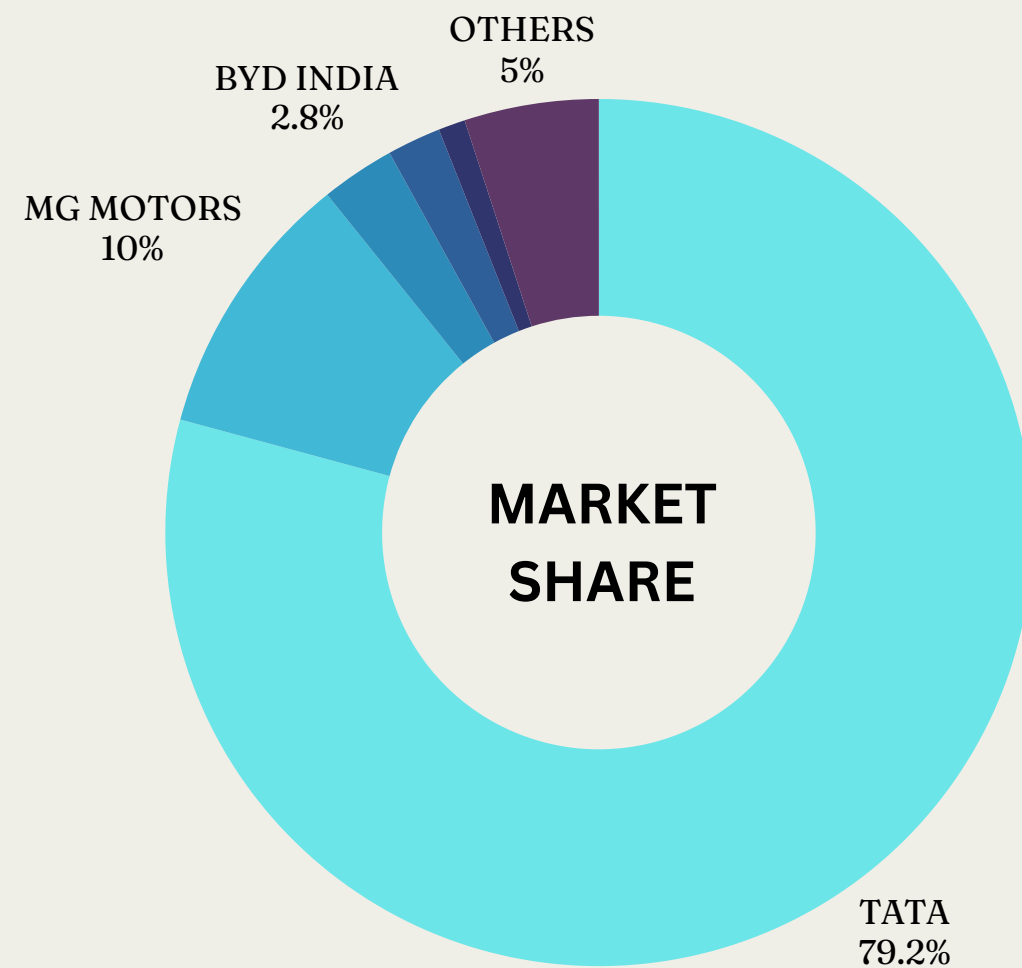
- MG Motor India, a subsidiary of SAIC Motor Corporation, entered the Indian market in 2019.
- Renowned for its British heritage, cutting-edge technology, and premium SUVs.

*“**JSW** and **MG**, a powerful alliance, can leverage **JSW’s** industrial expertise and **MG’s** automotive proficiency to forge innovative electric vehicles and capture the growing EV market. ”*

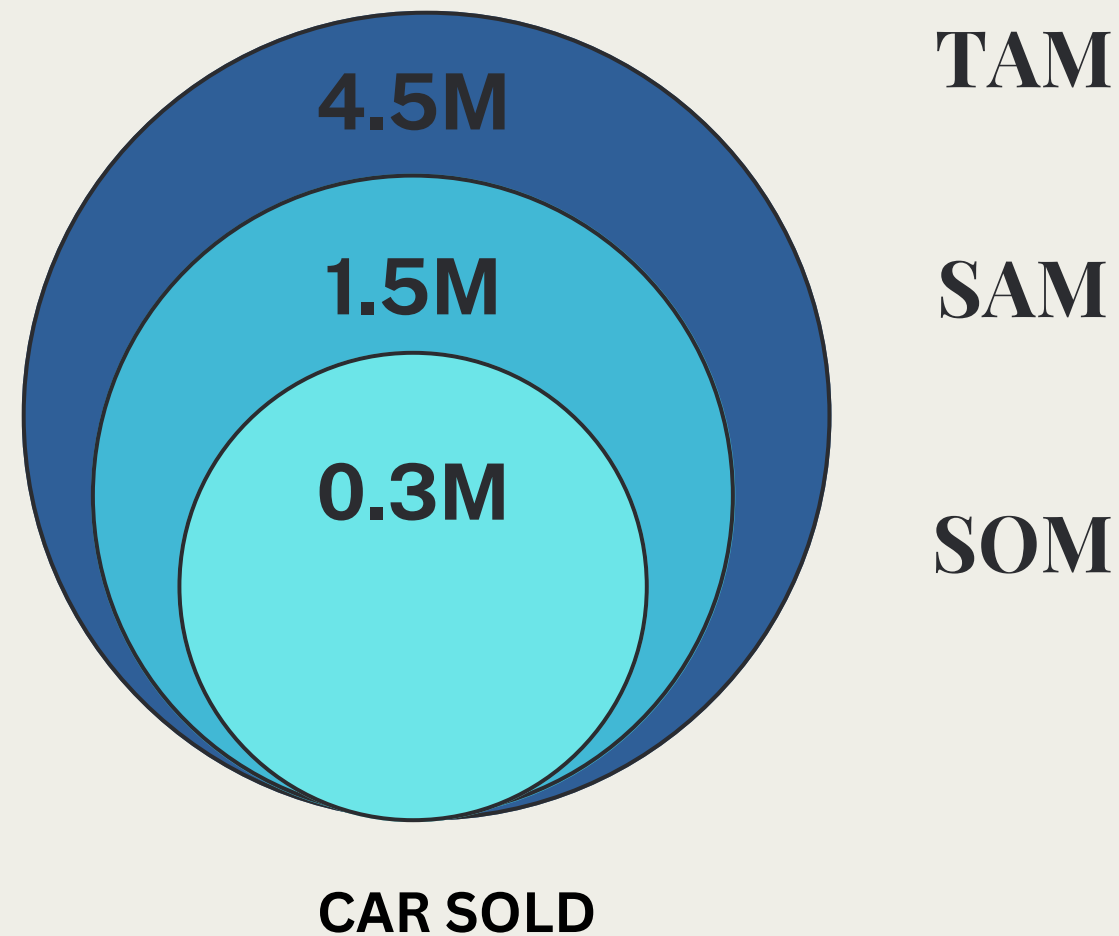


Data  
Wizards

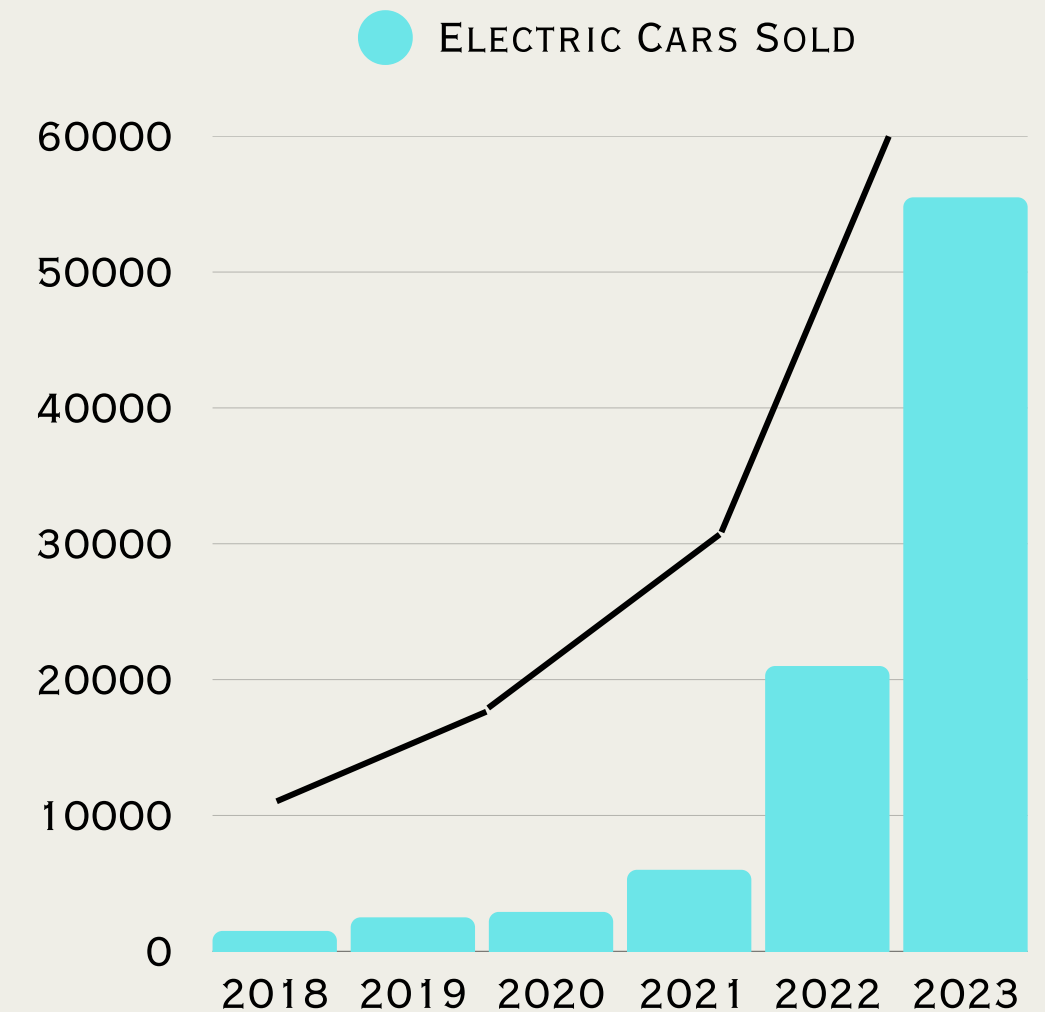
# MARKET RESEARCH



- The current market size for electric vehicles (EV) in India is approximately **35\$ B USD**, with projections to surpass **100\$ B USD** with **CAGR of 23.47%** by 2030.



- Car sold: **0.3M** units, representing **20%** of its serviceable market of **1.5 M** within a total addressable market of **4.5M**, indicating its market penetration and share.



- The **EV sector** is the fastest growing sector in the automobile industry.

# STRATEGY # 1

## Luxury Segment Car

- Our strategic focus is on dominating the **Indian luxury EV market**, which currently serves the affordable and mid-price segments.
- Our unique proposition centers around delivering **stylish and attractive designs**, all while maintaining a competitive price point. Leveraging the JSW Group's expertise in steel, we aim to lower costs significantly.



**Unique / Premium / Attractive/ Prestige/ New-Age Technology**



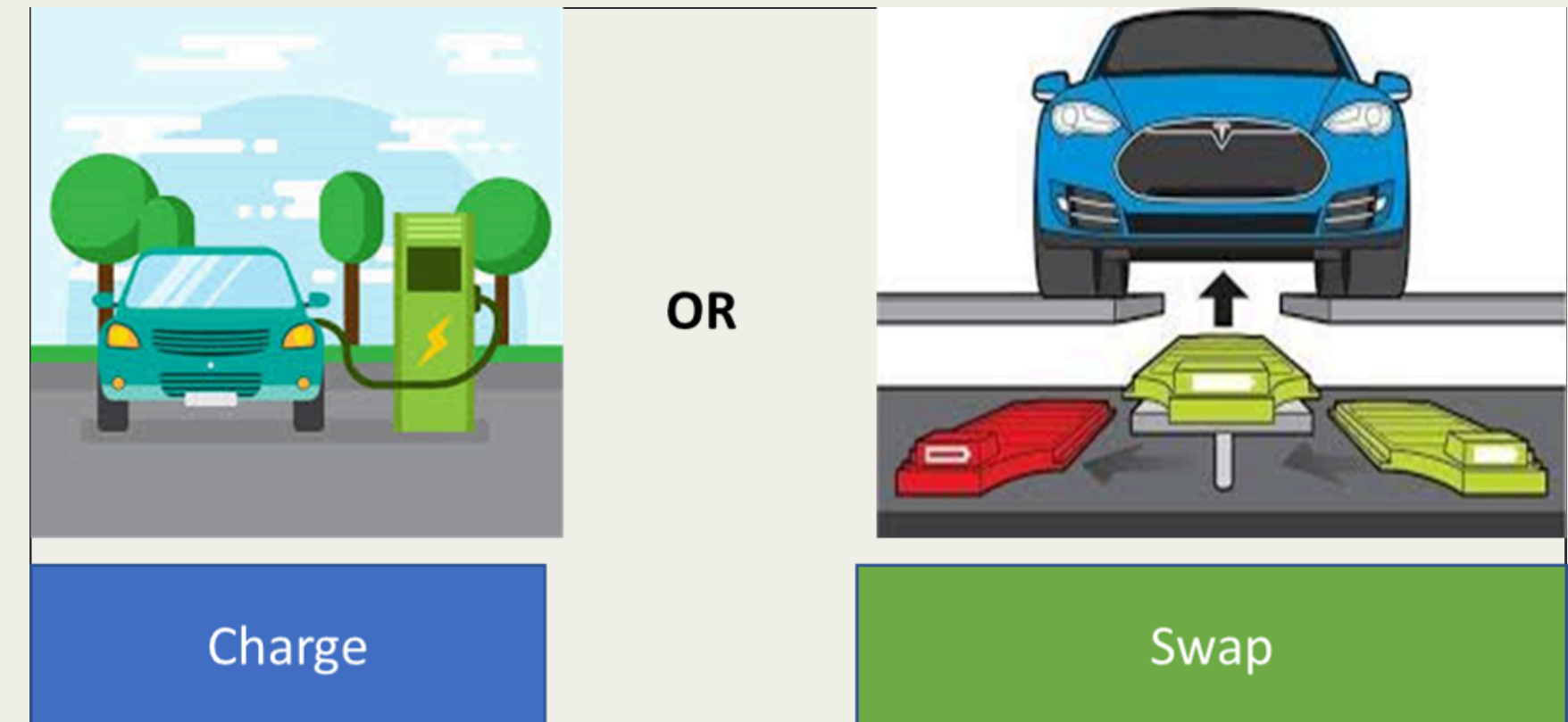
## STRATEGY # 2

### Replaceable Batteries for Luxury EVs

In our pursuit of excellence, we propose an innovative solution: *replaceable batteries*. Imagine a network of charging stations stocked with abundant batteries. Our busy customers can quickly exchange batteries, while the freshly charged ones wait their turn. It's all about convenience!!

This strategic move not only enhances convenience but also sets us apart in the competitive market.

**Fast / Dynamic / Secure / Connected/ Time-Saving**



*“The average waiting time for charging an EV car for 100 miles is 1-1.5 hours.”*



Data  
Wizards

# FACTORS

## MARKET:

- **Charging Infrastructure:** Charging station availability is crucial for EV adoption.
- **Battery Technology:** Battery technology advancements and cost reductions impact EV performance and affordability.
- **Market Landscape:** The competitive landscape in the Indian EV market affects market dynamics.
- **Metal and Battery Prices:** Fluctuations in metal prices and battery components impact overall EV costs.

## NON-MARKET:

- **Supply Chain Disruptions:** Global disruptions affect the availability of EV components and materials.
- **Government Policies:** Regulations and incentives set by governments significantly impact EV adoption rates.
- **Consumer Perception:** Public perception and willingness to adopt EVs influence market growth.



# MARKET SYNERGY

- This collaboration creates a *win-win* situation for both **JSW** and **MG Motors**.
- JSW gains entry into the Indian automobile market through a partnership with **MG Motor**, a leading player in the country's electric vehicle segment (ranked #2).
- MG Motor, in turn, benefits from access to JSW's expertise and resources in raw materials and supply chains. This collaboration is expected to help MG Motor increase its market share in India and improve profitability.



Data  
Wizards

# COMPETITIVE ANALYSIS

	JSW+MG	 Tata	 Mahindra
Design	New and Innovative Designs	Same old fashioned	Average Designs
Current market share	10%	80%	1%
Global Presesnce (No of Countries)	85	125	40
Charging Station	Over 12000	Around 7000	None
Goal	Luxury and Comfort	Affordability	Affordability



# TIMELINE / GTM

## *Market Research and Planning*

### **1-2 years prior to launch**

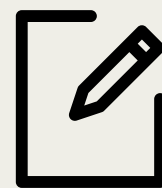
JSW and MG Group partner to research, plan, and invest in R&D for launching new models meeting target audience demands.



## *Design and Prototyping*

### **1-2 years prior to launch**

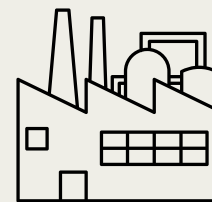
Design luxurious EVs and expand charging infrastructure to meet promising EV segment needs.



## *Manufacturing Infrastructure Setup*

### **6-12 months prior to launch**

Leverage JSW's expertise to expand manufacturing with advanced production. Form partnerships for sustainable materials, drawing on JSW's strengths in car parts and batteries.



## *Marketing and Branding*

### **3-6 months prior to launch**

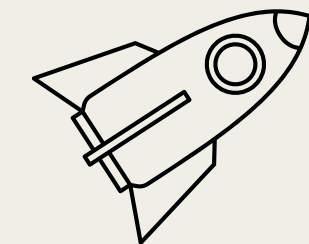
Craft a marketing strategy emphasizing innovation and sustainability, leveraging influencers for brand awareness, and ensuring Indian market suitability through feedback and testing.



## *Launch and Distribution*

### **Launch day and beyond**

Reveal EVs at exclusive events, establish dealer networks, use MG's brand for carbon footprint reduction campaigns, offer financing, and focus on continuous improvement.



Data  
Wizards



# Thank you!

---

## Team Members

Rupangkan Mazumdar

Samiksha Mitra

Om Prakash Gupta

## **References:**

Bain & Co Report

Annual EV Report FY2023



Data  
Wizards