

Electric scooter Competitive segmentation in India:

Competitive segmentation in the electric scooter market involves dividing the market into distinct segments based on the characteristics and strategies of electric scooter manufacturers and brands. Here is a potential approach to competitive segmentation in the electric scooter industry:

Identify competitors: Begin by identifying the major players in the electric scooter market. This can include companies like Xiaomi, Segway, Lime, Bird, Razor, GoTrax, Ninebot, and others. Consider both global and regional/local players.

Gather information: Collect relevant information about each competitor. This includes their market presence, product portfolio, pricing strategy, target customers, distribution channels, marketing campaigns, technology advancements, partnerships, and any other significant data.

Analyze competitors: Analyze the gathered information to understand the strengths and weaknesses of each competitor. Look at factors such as brand reputation, product quality, innovation capabilities, market share, customer base, pricing competitiveness, and sustainability initiatives.

Segment competitors: Group competitors into segments based on their market positioning and strategies. Some potential segments could include:

- a. **Premium Segments:** Companies focusing on high-end electric scooters with advanced features, superior performance, and higher price points.
- b. **Affordable Segments:** Brands targeting cost-conscious consumers with budget-friendly electric scooters without compromising on quality and basic features.
- c. **Ride- Sharing Segments:** Companies primarily providing electric scooters for ride-sharing services, often characterized by robust and durable models designed for shared use.
- d. **Urban Mobility Segments:** Brands emphasizing lightweight, compact, and portable electric scooters suitable for short commutes and navigating congested urban areas.
- e. **Customization Segments:** Companies offering customization options, allowing customers to personalize their electric scooters with various accessories, colours, and features.
- f. **Sustainable Segments:** Brands focusing on eco-friendly electric scooters with features like regenerative braking, recyclable materials, or carbon-neutral operations.

Evaluate market attractiveness: Assess the attractiveness and potential of each competitor segment. Consider factors such as market size, growth rate, target customer demand, competitive intensity, regulatory environment, and emerging trends. This evaluation will help prioritize segments for strategic focus.

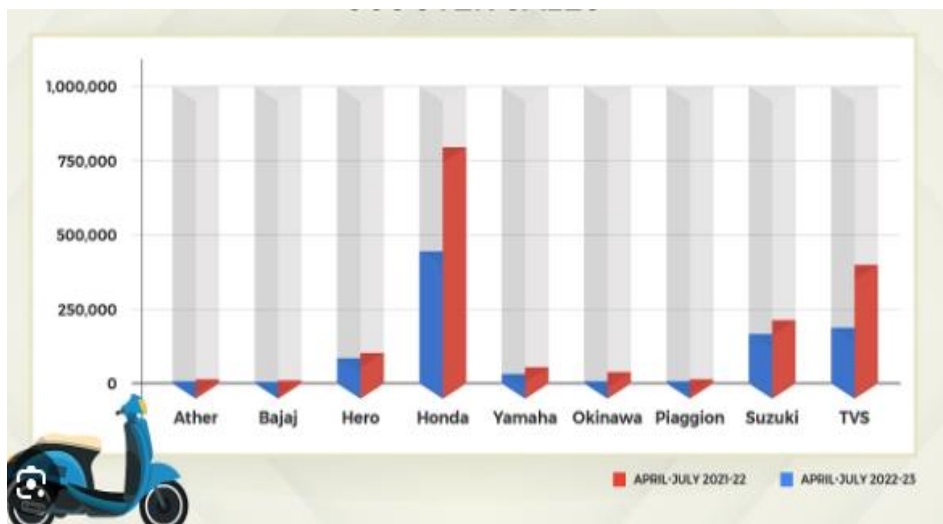
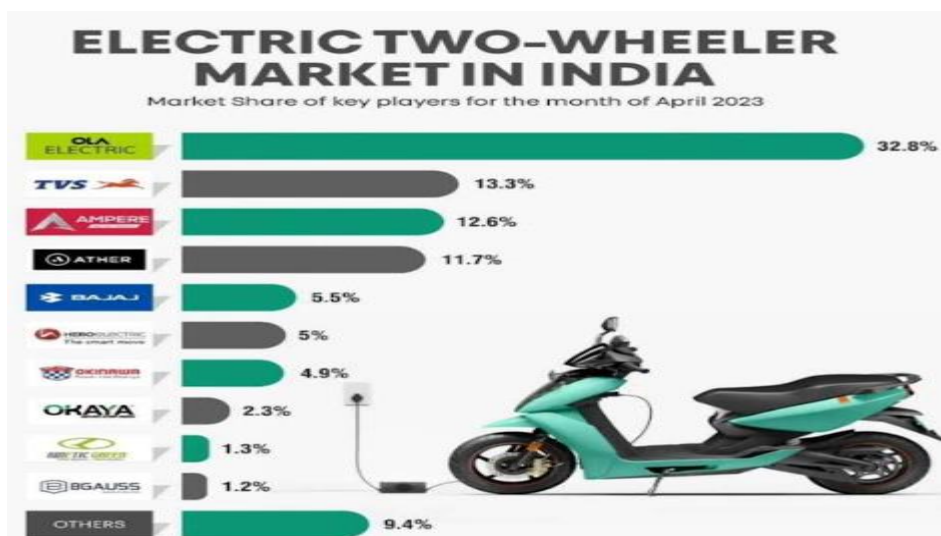
Develop strategies: Develop tailored strategies for each competitor segment based on their characteristics and market attractiveness. This may involve product differentiation, pricing adjustments, marketing tactics, distribution channel optimization, technology advancements, or partnerships with complementary businesses.

Monitor and adapt: Continuously monitor the market, competitor activities, and customer preferences. Stay updated on new product launches, technological advancements, pricing changes,

marketing campaigns, and any shifts in consumer behaviour. Regularly reassess and adapt your competitive segmentation and strategies accordingly.

Competitive segmentation in the electric scooter market helps companies gain a deeper understanding of their rivals' strategies and positioning. It enables businesses to identify opportunities for differentiation, target specific customer segments effectively, capitalize on emerging trends, and maintain a competitive advantage in the rapidly evolving electric scooter industry.

2) Who are the main competitors in the EV Scooter Segment in India?



In the electric scooter (EV scooter) segment in India, there are several key competitors who are actively involved in the market. Here are some of the main competitors in the EV scooter segment in India:

1. Ather Energy: Ather Energy is an Indian electric vehicle manufacturer that specializes in electric scooters. They offer models like Ather 450X and Ather 450 Plus, known for their advanced features, performance, and innovative design.

2. Hero Electric: Hero Electric is one of the leading electric scooter manufacturers in India. They offer a wide range of electric scooters, including models like Optima, Photon, and Flash, catering to various customer preferences and price points.
3. Bajaj Auto: Bajaj Auto, a well-known Indian two-wheeler manufacturer, has entered the electric scooter market with its brand Bajaj Chetak. The Bajaj Chetak electric scooter is known for its retro styling, premium features, and performance.
4. TVS iQube Electric: TVS Motors, a renowned Indian automobile manufacturer, offers the TVS iQube Electric scooter. It is a smart and connected electric scooter with features like Bluetooth connectivity and geofencing capabilities.
5. Ola Electric: Ola Electric, a subsidiary of Ola, one of India's largest ride-hailing companies, has entered the EV market with the Ola S1 and S1 Pro electric scooters. These scooters come with features like high-speed performance, long-range, and connected technology.
6. Okinawa Autotech: Okinawa Autotech is an Indian electric two-wheeler manufacturer that focuses on electric scooters. They offer a range of models like Okinawa Praise, Okinawa Ridge, and Okinawa iPraise, known for their affordability and practicality.
7. Ampere Electric: Ampere Electric, a subsidiary of Greaves Cotton, specializes in electric scooters and has a strong presence in the Indian market. They offer models like Ampere Zeal, Ampere Magnus, and Ampere Reo, targeting urban mobility and affordable transportation.
8. Revolt Motors: Revolt Motors is an Indian electric motorcycle manufacturer that has recently entered the electric scooter segment with the Revolt RV400. The RV400 is known for its unique design, AI-enabled features, and swappable battery technology.

It's important to note that the EV scooter market in India is rapidly growing and evolving, with new players entering the market and existing competitors expanding their offerings. Thus, the competitive landscape can change over time. It's advisable to stay updated on the latest developments and offerings in the Indian EV scooter segment.

These are some of the major players in the Indian electric scooter market, and each brand competes with its respective models in terms of features, pricing, performance, and market positioning. It's important to note that the competitive landscape is dynamic, and new entrants or other brands may emerge over time.

Additionally, there are regional and local manufacturers who compete in specific markets within India. The competition within the electric scooter segment continues to grow as the market expands and evolves.

3) How do different EV scooter brands position themselves in terms of feature, pricing and target market?

Different EV scooter brands position themselves in terms of features, pricing, and target market based on their unique value propositions and market strategies. Here's a general overview of how EV scooter brands may position themselves:

Premium Positioning:

Features: Brands with a premium positioning focus on offering advanced features and cutting-edge technology. These may include features like smart connectivity, touchscreen displays, GPS navigation, regenerative braking, and high-performance motors.

Pricing: Premium-positioned brands typically command higher prices due to their advanced features and superior build quality. They target customers who prioritize the latest technology and are willing to pay a premium for a premium riding experience.

Target Market: Their target market includes tech-savvy and early adopters who seek premium electric scooters, often urban commuters or enthusiasts who appreciate the performance and advanced features.

Affordable Positioning:

Features: Brands with an affordable positioning focus on providing essential features and functionality without excessive frills. They may prioritize practicality, efficiency, and ease of use. Common features include decent range, basic connectivity, and reliable performance.

Pricing: Affordable-positioned brands strive to offer competitive pricing to attract cost-conscious customers. They target those seeking an economical and eco-friendly alternative to traditional petrol-powered scooters.

Target Market: Their target market includes budget-conscious consumers, students, urban dwellers, and those looking for affordable commuting options without compromising on quality or reliability.

Urban Mobility and Compact Positioning:

Features: Brands with an urban mobility positioning emphasize lightweight and compact designs, making them easy to maneuver in crowded urban areas. They may focus on features like foldability, portability, and quick acceleration.

Pricing: Urban mobility-positioned brands typically offer competitive pricing, targeting individuals looking for convenient and agile transportation solutions in congested cities.

Target Market: Their target market comprises urban commuters, students, and individuals seeking efficient and nimble transportation options for short distances or last-mile connectivity.

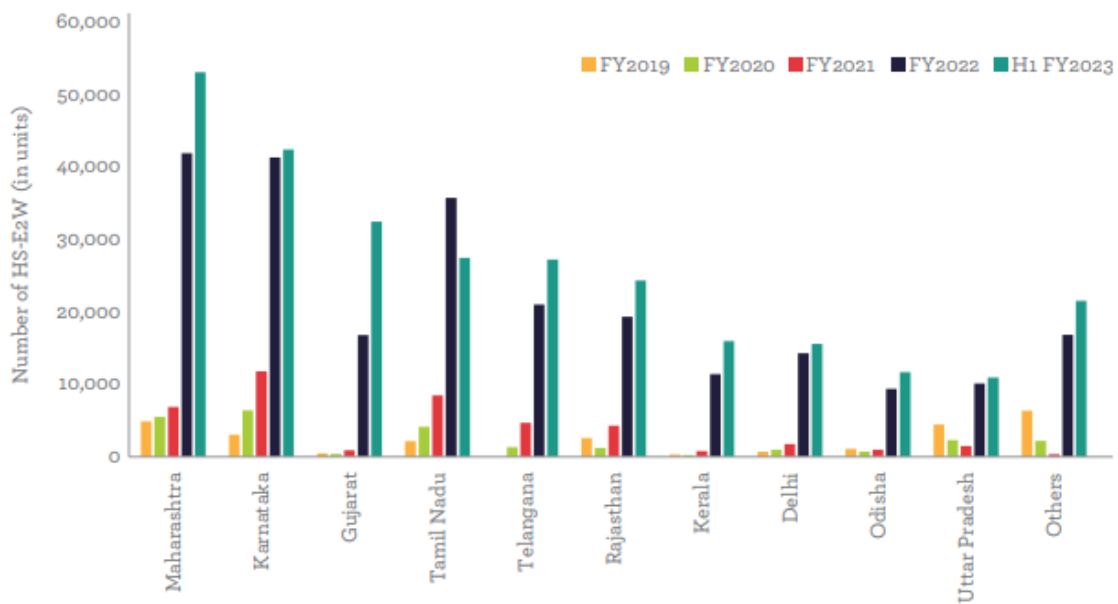
Ride-Sharing and Commercial Positioning:

Features: Brands focusing on ride-sharing and commercial applications prioritize durability, longevity, and ease of maintenance. They may offer robust build quality, extended battery life, enhanced security features, and seamless integration with fleet management systems.

Pricing: Ride-sharing and commercial-positioned brands often offer attractive pricing or leasing options to fleet operators. They aim to provide affordable solutions for shared mobility services.

Target Market: Their target market primarily includes ride-sharing companies, delivery services, and businesses seeking electric scooters for fleet operations.

It's important to note that these positioning strategies may overlap, and brands often target multiple segments with different models and price points. Additionally, the specific features, pricing, and target market positioning of each brand can vary based on regional preferences, regulations, and market dynamics.



Different EV scooter brands position themselves based on various factors, including features, pricing, and target market. Here's a general overview of how different EV scooter brands may position themselves:

1. Ather Energy:

Feature Positioning: Ather Energy positions itself as a brand offering technologically advanced electric scooters. Their models feature smart connectivity, touchscreen displays, OTA updates, and innovative features like onboard navigation and regenerative braking.

Pricing Positioning: Ather Energy's models are positioned in the premium segment, with higher pricing compared to some competitors. The brand justifies the pricing through the advanced features, performance, and overall user experience it offers.

Target Market: Ather Energy primarily targets urban, tech-savvy customers who value advanced technology, connectivity, and premium riding experience.

2. Hero Electric:

Feature Positioning: Hero Electric focuses on offering reliable and practical electric scooters with essential features for daily commuting. Their models prioritize factors like range, affordability, and ease of use, while providing decent performance.

Pricing Positioning: Hero Electric positions its scooters competitively in the mid-range and value-for-money segments. The brand aims to offer affordable electric scooters with good value and low operating costs.

Target Market: Hero Electric targets a wide range of customers, including budget-conscious commuters, individuals seeking an eco-friendly alternative, and those looking for affordable mobility solutions.

3. Bajaj Auto (Chetak):

Feature Positioning: Bajaj Chetak positions itself as a premium electric scooter brand with a focus on style, design, and retro-modern aesthetics. The model offers a blend of classic appeal and modern technology, including features like LED lighting and a digital instrument cluster.

Pricing Positioning: Bajaj Chetak is positioned in the premium segment, with pricing higher than some competitors. The brand justifies the pricing through the premium design, build quality, and brand reputation.

Target Market: Bajaj Chetak targets customers who value style, elegance, and a premium riding experience. The brand appeals to urban riders seeking an electric scooter with a classic and iconic design.

4. TVS Motor Company (iQube Electric):

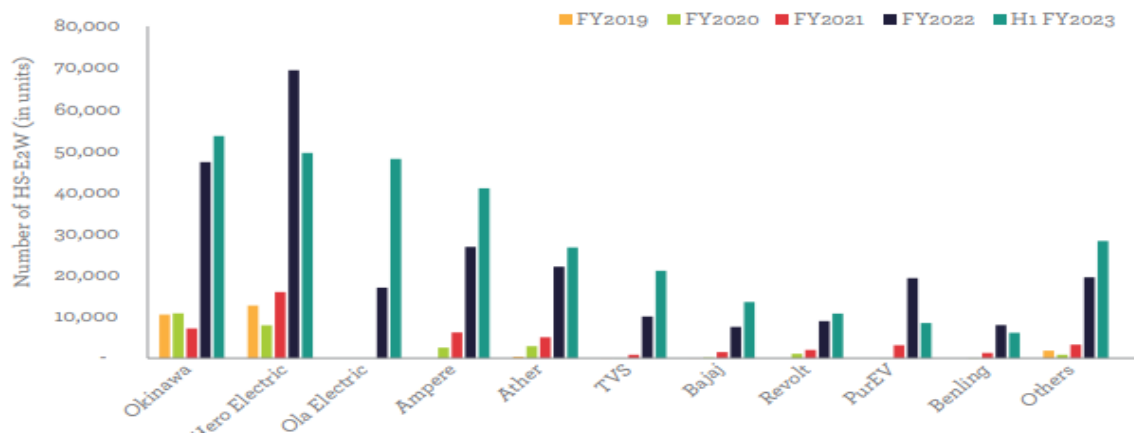
Feature Positioning: TVS iQube Electric positions itself as a smart and connected electric scooter brand. The model features smartphone connectivity, geo-fencing, and remote diagnostics, offering riders a connected and convenient experience.

Pricing Positioning: TVS iQube Electric is positioned in the premium segment, offering advanced features and a competitive price point compared to some other premium brands. The pricing reflects the technological features and brand value.

Target Market: TVS iQube Electric targets urban customers, especially tech-savvy riders who seek a connected and smart electric scooter with good performance.

These are just a few examples of how different EV scooter brands position themselves based on features, pricing, and target market. It's important to note that these strategies can evolve over time, and brands may adjust their positioning based on market dynamics and customer preferences.

4) What are the unique selling propositions of different EV Scooter models?



Different EV scooter models in India have their own unique selling propositions (USPs) that set them apart from competitors. Here are some examples of the USPs of popular EV scooter models in India:

Ather 450X (Ather Energy):

USPs: Advanced technology and connectivity features, including a touchscreen dashboard with navigation, OTA updates, smartphone integration, and ride statistics tracking. Long-range capabilities, fast charging, and a sporty riding experience.

Hero Electric Optima:

USPs: Affordability and cost-effectiveness, making it an accessible option for urban commuting. Practical features like comfortable seating, decent range, lightweight design, and low maintenance.

Bajaj Chetak (Bajaj Auto):

USPs: Iconic and retro-modern design, combining classic appeal with modern electric technology. Premium build quality, high-quality materials, and attention to detail. Regenerative braking system and IP67-rated lithium-ion battery for enhanced performance and durability.

TVS iQube Electric (TVS Motor Company):

USPs: Smart and connected features, including smartphone connectivity, geo-fencing, remote diagnostics, and navigation assistance. Good performance, comfortable ride quality, and competitive pricing in the premium segment.

Ola S1 (Ola Electric):

USPs: Strong focus on affordability, competitive pricing, and low operating costs. Advanced features such as smartphone connectivity, cloud-based computing, and futuristic design. Dedicated Ola Hypercharger network for faster charging.

Okinawa iPraise+ (Okinawa Autotech):

USPs: Long range on a single charge, advanced features like LED lighting, digital instrument cluster, and anti-theft alarm system. Eco-friendly operations and commitment to sustainability.

mpere Zeal (Ampere Electric):

USPs: Affordable pricing, making it an accessible option for urban commuting. Good range, comfortable seating, and practical features like LED lighting and digital instrument cluster.

These are just a few examples, and each EV scooter model in India may have its own unique combination of features, performance, pricing, and target market. The USPs can vary depending on the brand's positioning and the specific needs and preferences they aim to cater to. It's important to research and compare different models to find the one that aligns with your requirements and priorities.

5) Are there any untapped market segmentation or niche markets within the EV Scooter industry?

Yes, there are potential untapped market segments and niche markets within the EV scooter industry in India. Here are a few examples:

Rural and Semi-Urban Areas: While the EV scooter market has primarily focused on urban areas, there is a potential market in rural and semi-urban areas. Developing EV scooters that are suitable for rough terrains, offer longer range, and have robust build quality could cater to the specific needs of customers in these areas.

Last-Mile Delivery: With the growth of e-commerce and delivery services, there is a growing need for electric scooters designed specifically for last-mile delivery. These scooters could offer features like larger cargo capacity, improved suspension for carrying heavier loads, and efficient battery management systems.

Senior Citizens and Persons with Disabilities: Designing electric scooters with features catering to the needs of senior citizens and persons with disabilities can open up a niche market. These scooters could have lower seat heights, easy accessibility features, and enhanced stability and balance for a safe and comfortable riding experience.

Performance Enthusiasts: While most EV scooters are designed for commuting, there is a potential market for performance-oriented electric scooters targeting enthusiasts. These scooters could offer higher top speeds, sporty designs, and advanced battery and motor technology to provide a thrilling riding experience.

Customization and Personalization: Offering customizable options and personalization features for electric scooters could attract customers who want a unique and personalized ride. This could include options for colour choices, accessories, and customizable design elements to create a tailored scooter that reflects the owner's style and preferences.

Electric Scooter Fleet Solutions: As ride-sharing and rental services continue to grow, there is an opportunity to provide electric scooter fleet solutions to businesses. Offering customizable fleet management systems, robust charging infrastructure, and dedicated maintenance and support services can cater to the specific needs of businesses looking to incorporate electric scooters into their operations.

These are just a few examples of potential untapped market segments and niche markets within the EV scooter industry in India. As the industry continues to evolve and customer preferences shift, there may be further opportunities for innovation and targeting specific customer segments. Conducting market research and understanding emerging mobility trends can help identify and capitalize on these untapped market opportunities.

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