

EXECUTIVE SUMMARY

FOR ATLIQ MOTORS

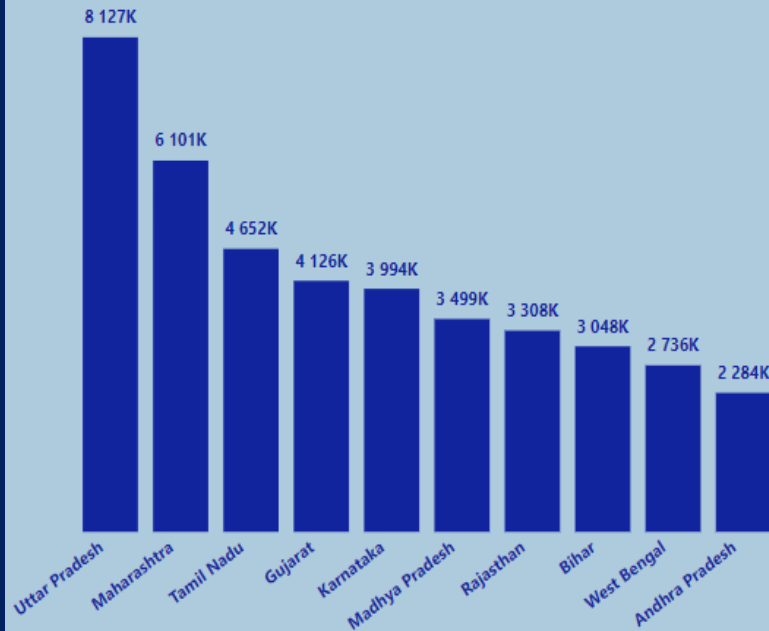
Introduction:

AtliQ Motors is an automotive giant from the USA specializing in electric vehicles (EV). In the last 5 years, their market share rose to 25% in electric and hybrid vehicles segment in North America. As a part of their expansion plans, they wanted to launch their bestselling models in India where their market share is less than 2%.

Created by
Vasily Mayba

The Facts:

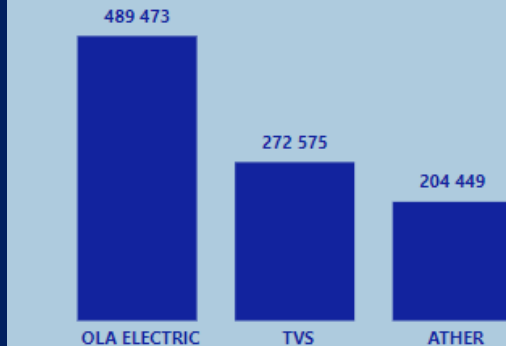
Top states with the highest overall sales 2022-2024



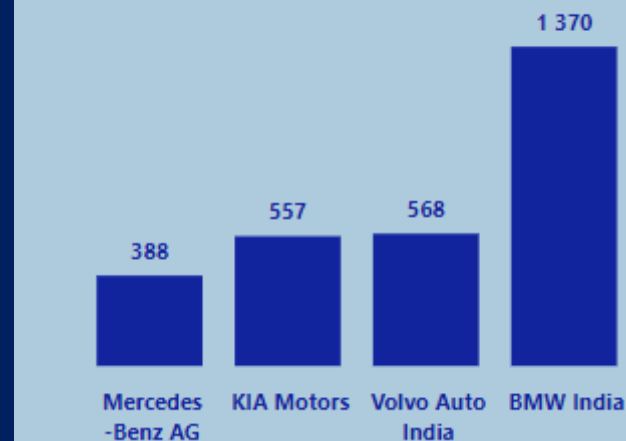
Top 10 states-salers EV with highest sales in 2022-2024

state	Share of state EV sales	Penetration rate
Maharashtra	19,17 %	6,49 %
Karnataka	15,15 %	7,84 %
Tamil Nadu	9,68 %	4,30 %
Gujarat	8,78 %	4,40 %
Rajasthan	7,28 %	4,55 %
Kerala	6,63 %	6,64 %
Delhi	5,19 %	6,76 %
Uttar Pradesh	4,61 %	1,17 %
Madhya Pradesh	3,82 %	2,26 %
Odisha	3,79 %	4,63 %

Top3 makers for 2022-2024 years



Bottom 3 EV makers 2022-2024



Market trends:



Findings:

- **EV sales demonstrate seasonality with pick in March for the period 2022-2024. It could be explained by the fact that March is the end of fiscal year**
- **There are top 10 states with the highest overall sales but lower EV sales: Uttar Pradesh, Madhya Pradesh, Bihar. Those states should be considered as potentially growth for EV market**
- **There are 5 states with zero penetration rate. The reason of such fact should be investigated.**

Recommendations:

- **Establish appropriate the sales strategy in India. It could be "B2B", "B2C" depending on wide range of circumstance.**
- **Focus on increasing EV sales in the states which are top 10 total sales 2022-2024 but those with low share of EV sales. Such states are Uttar Pradesh, Madhya Pradesh, Bihar. Those states have a high potential for growth EV sales in foreseeable future**
- **Recruite the brand ambassador with stornng sales skills and government relationship**