Q1: What are the primary reasons for customers choosing 4-wheeler EVs in 2023 and 2024 (cost savings, environmental concerns, government incentives)?

A:

1. rising consumer interest
2. government initiatives: FAME
3. infrastructure development: charging infra – both pvt and govt
4. concerns over climate change
5. Low operating/running cost

Q2: How do government incentives and subsidies impact the adoption rates of 2-wheelers and 4-wheelers? Which states in India provided most subsidies?

A:

1. They reduce the cost of the vehicle therefore attracting public to buy the electric vehicles
2. They reduce the various taxes that need to be paid on electric vehicles thus making it competitive enough to buy it.
3. They encourage manufacturers to produce more electric vehicles and also diversify production which will help the electric vehicle economy.
4. They can also use to set up charging infrastructure which will reduce the charging problems of electric vehicles
5. Incentives and subsidies for EVs and renewable energy combined will reduce the charging cost thus attracting even more people towards them

Q3: How does the availability of charging stations infrastructure correlate with the EV sales and penetration rates in the top 5 states?

A:

Top 5 states with highest electric vehicle- corresponding public charging stations

sales:

1. Maharashtra: 3079
2. Karnataka: 1041
3. Tamil Nadu: 643
4. Gujarat: 476
5. Rajasthan: 500

Top 5 states with highest penetration rate:

1. Goa: 113
2. Karnataka: 1041
3. Delhi: 1886
4. Kerala: 852
5. Maharashtra: 3079

Q4: Who should be the brand ambassador if AtliQ Motors launches their EV/Hybrid vehicles in India and why?

A: Amir Khan

Reasons:

1. He is a person who believes in sustainability and also keep contributing to this cause. For instance, the PAANI foundation
2. He is known for his good character thus many people will believe him.
3. His commitment towards anything he has passion makes him a gem hence as a brand ambassador also he will deliver his best.

Q5: Which state of India is ideal to start the manufacturing unit? (Based on subsidies provided, ease of doing business, stability in governance etc.)

A:

Considerations: (Source NITI Aayog)

1. Karnataka, Tamil Nadu, Andhra Pradesh, Haryana: most manufacturing incentives
2. Andhra Pradesh, Haryana: capital subsidies
3. AP has other incentives as well: water etc.
4. Haryana – R&D initiatives

After all considerations Andhra Pradesh and Haryana are the best places to start manufacturing, Andhra Pradesh is good to start manufacturing but in long term Haryana can do well because of its R&D initiatives

Q6: Your top 3 recommendations for AtliQ Motors.