

ELECTRIC VEHICLES ANALYSIS IN INDIA

Secondary Research Questions



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

Reason	Key Benefits	Description
Cost Savings	Cheaper to drive	Electricity costs less than petrol or diesel, saving money on fuel.
	Low maintenance	Fewer parts mean less money spent on repairs and maintenance.
Environmental Concerns	Reduces pollution	EVs don't produce harmful exhaust fumes, helping the environment.
	Cleaner Air	No tailpipe emissions mean healthier air in cities.
Government Incentives	Government discounts	Tax breaks and rebates make EVs more affordable.
	Lower Fees	Reduced registration costs and no road taxes in some areas.
	Special access	EVs can use special lanes or enter areas where other cars can't.
	More charging stations	Governments are building more charging stations, making EVs more convenient.

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

Impact of Government Incentives and Subsidies	
Lower Purchase Costs	Subsidies make EVs cheaper to buy, making them more affordable for more people.
Increased Adoption Rates	Lower costs lead to more people buying EVs, especially in areas with strong incentives.
Boost in Popularity	Financial support increases EV popularity as more people see the cost benefits.
Market Growth	More EV purchases encourage manufacturers to produce more, growing the market.
Promotion of Sustainability	Incentives promote environmentally friendly transportation, reducing pollution and fossil fuel use.

States in India Providing the Most Subsidies	
Delhi	Big discounts and no fees for registration or road taxes, leading in EV adoption.
Maharashtra	Strong financial support and direct discounts on EV purchases, promoting EV use.
Gujarat	Attractive deals for buying 2-wheelers and 4-wheelers, boosting EV numbers.
Tamil Nadu	Various discounts and deals making EVs more popular on the roads.
Karnataka	Multiple initiatives with financial help, making it a key player in the EV market.

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

- Goa:** Leads in 2-wheeler sales with a 12.57% penetration rate, indicating strong adoption due to possibly better charging infrastructure or state incentives.
- Karnataka:** High adoption rate for 2-wheelers (9.12%), showing a correlation between good infrastructure and increased EV use.
- Delhi:** Both 2-wheeler (8.43%) and 4-wheeler (3.42%) sales are strong, reflecting the impact of dense charging networks and strong government policies.
- Kerala:** Steady adoption in both categories, with 8.05% for 2-wheelers and 2.91% for 4-wheelers, likely supported by growing infrastructure.
- Maharashtra:** Balanced penetration in 2-wheelers (7.54%) and 4-wheelers (2.52%), suggesting that expanding infrastructure correlates with increased EV sales.

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

MS Dhoni would be an ideal brand ambassador for AtliQ Motors' EV/Hybrid vehicles in India.

Trustworthy	People trust Dhoni, and that trust can make them feel confident about AtliQ Motors' vehicles.
Popular Everywhere	Dhoni is loved by people all over India, so he can help the brand reach a lot of people.
Calm and Steady	Dhoni's cool and steady personality matches well with the idea of reliable and efficient vehicles.
Supports Green Living	Dhoni cares about the environment, which fits perfectly with the eco-friendly nature of EVs and hybrids.
Inspiring Role Model	Many people look up to Dhoni, so his support can encourage more people to choose AtliQ Motors' vehicles.



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

State	Key Factors	Detail
Maharashtra	Strong Subsidies	Offers substantial financial incentives and subsidies for EV manufacturing.
	Ease of Doing Business	Ranks high in ease of doing business with supportive infrastructure and policies.
	Stable Governance	Consistent and stable government policies encourage industrial growth.
Tamil Nadu	Attractive Incentives	Provides various subsidies and incentives specifically for EV manufacturing.
	Industrial Hub	Well-developed industrial ecosystem with good infrastructure and skilled labor.
	Business-Friendly Environment	Focuses on making it easy for businesses to set up and operate.
Gujarat	Generous Subsidies	Known for attractive financial incentives and supportive policies for EV manufacturing.
	Pro-Industry Governance	Reputation for being highly business-friendly with stable governance.
	Robust Infrastructure	Excellent infrastructure, including ports and transportation, ideal for manufacturing.
Karnataka	Government Support	Provides significant incentives and support for setting up EV manufacturing units.
	Tech-Savvy State	Known for its tech ecosystem, advantageous for modern manufacturing processes.
	Ease of Doing Business	Ranks well in ease of doing business with a supportive environment for new ventures.
Delhi NCR	High Demand and Incentives	Strong government support with incentives for EV manufacturing, plus high local demand.
	Strategic Location	Central location with easy access to key markets in North India.
	Government Stability	Stable policies and governance that favor industrial development.

6. Your top 3 recommendations for AtliQ Motors.

Top 3 recommendations for AtliQ Motors will help in the competitive EV market.

1. **Launch Affordable EV Models:** Introduce budget-friendly electric vehicles to capture a larger market, especially among first-time buyers.
2. **Expand Charging Infrastructure:** Form partnerships to increase the number of charging stations, making EV ownership more convenient and attractive.
3. **Boost digital presence:** Invest in digital marketing and collaborate with influencers to enhance brand visibility and appeal to younger audiences.



Thank You



[Visit Dashboard](#)