

EV Sales Analysis

AtliQ Motors' Roadmap to Electric Vehicles Launch Success



Project Overview

AtliQ Motors' Strategic Expansion Plan

AtliQ Motors, a North American leader with a **25% market share**, aims to conduct a **comprehensive study** of the Indian EV market, addressing both 2-wheelers and 4-wheelers.



Objectives

MARKET ANALYSIS

Evaluate growth trends and market leaders effectively.

GEOGRAPHIC TARGETING

Identify key states for high EV penetration growth.

REVENUE & SALES PROJECTIONS

Forecast sales growth through 2030 using historical data.



Report- Maker Insights

Total EV Sold

2M

Total Makers

26

EV CAGR

93.91%

Market Share Leader

OLA ELECTRIC
489473

2-Wheelers

4-Wheelers

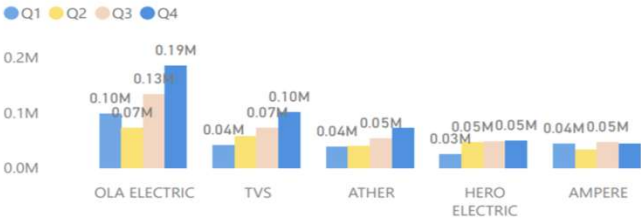
Select Year

2022

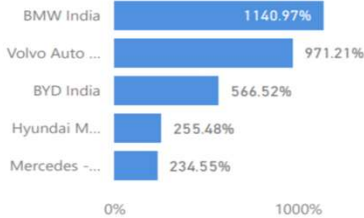
2023

2024

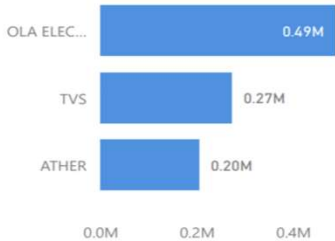
Quarterly trends based on sales volume for the top 5 EV makers (4-wheelers) from 2022 to 2024



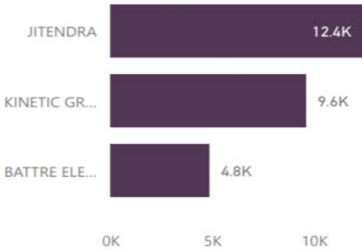
Top 5 Makers CAGR In 4-Wheelers Units



Top & Bottom 3 Makers In 2-Wheeler Units



Peak and Low Season Months For EV Sales



Key Performance Indicators

Tracking EV Market Health and Trends

Market Expansion: The industry is achieving an extraordinary **93.91% CAGR**, signaling a rapid transition away from internal combustion engines.

Leadership Gap: **Ola Electric** has secured a dominant **24.5% market share**. The remaining 75% is shared among 25 other manufacturers, suggesting a highly fragmented "long tail" of competitors.

Volume Milestone: Crossing the **2 million unit** mark confirms that infrastructure (charging stations, service centers) is now a primary requirement for continued scale.



4-WHEELER INSIGHTS

- **BMW India:** 1140.97% CAGR, strong growth in luxury EV segment
- **Volvo Auto:** 971.21% CAGR, focus on sustainability and safety
- Competitive landscape driven by innovative technology and premium features

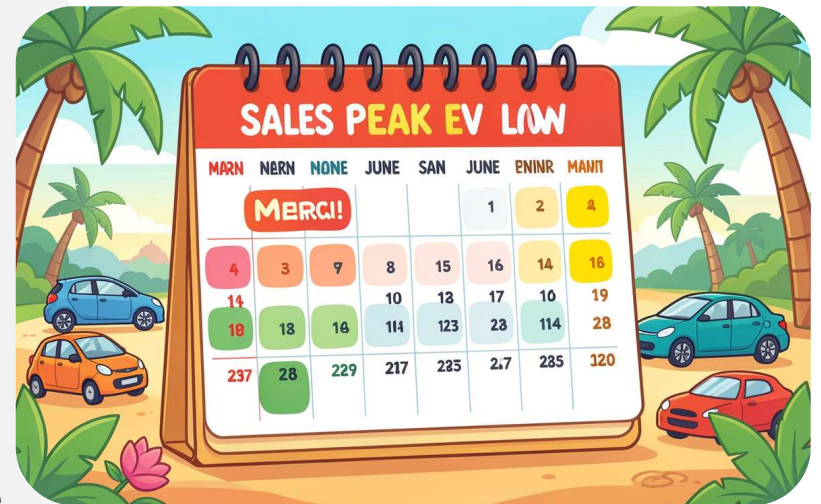
2-WHEELER INSIGHTS

- **OLA Electric:** Market leader with 489,473 units sold
- Expanding product range to dominate urban mobility
- High consumer demand for efficient and affordable electric two-wheelers

Seasonality and Sales Trends

Understanding the peaks and lows

The Indian EV market experiences significant **seasonal fluctuations**. March and November see peak sales, while June is typically a low month for sales.



Report- State Insights

Total Vehicles Sold

57M

Total EV Sold

2M

Penetration Rate

3.61%

Top Performer State

Maharashtra
396045

2-Wheelers

4-Wheelers

Select Year

2022

2023

2024

Projected number of EV sales (including 2-wheelers and 4-wheelers) for the top 10 states in 2030



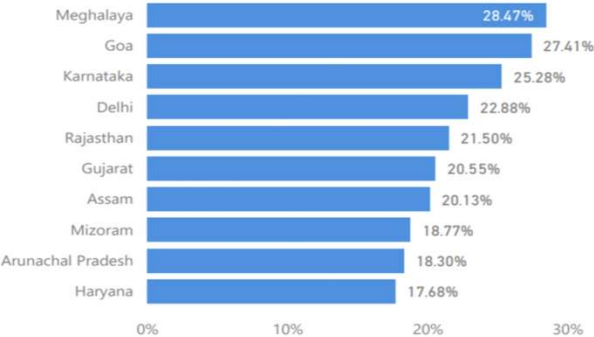
Revenue growth rate of EVs for 2022 vs 2024

Year	Revenue	Prev Revenue	Growth %
2022	49334205000		
2023	133069255000		
2024	209630320000	49334205000	324.92%

Revenue growth rate of EVs for 2022 vs 2024

Year	Revenue	Prev Revenue	Growth %
2022	49334205000		
2023	133069255000	49334205000	169.73%
2024	209630320000	133069255000	57.53%

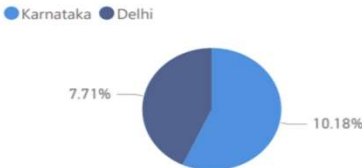
Top 10 states that had the highest compounded annual growth rate (CAGR) from 2022 to 2024



Top 5 states with the highest penetration rate in 2-wheeler and 4-wheeler EV sales in FY 2024.



Penetration Rates In Delhi & Karnataka In 2024



State with declining penetration rate in terms of 2-Wheelers

Ladakh
-0.41%

State with declining penetration rate in terms of 4-Wheelers

Andaman & Nico...
-1.04%

State-Level Analysis

Key Insights on EV Penetration

Goa, Kerala, and Karnataka show **high penetration** rates, while Meghalaya and Goa emerge as **growth hotspots**. However, declining trends are observed in Ladakh and the Andaman & Nicobar Islands.

Future Projections

Projected EV sales in Karnataka and Maharashtra



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2026



Initial market analysis
and growth plans

2028



Increased EV
infrastructure and
consumer interest

2030



Target of 0.62M units
in Karnataka

Competitive Landscape

Insights on top EV manufacturers

PRODUCT DIFFERENTIATION

Each manufacturer emphasizes **unique features** to attract consumers, such as advanced technology or sustainability practices.

PRICING STRATEGIES

Competitive pricing is essential to **gain market share**, with companies offering incentives and financing options to consumers.

MARKET POSITIONING

Companies position themselves based on **brand reputation** and targeted advertising, aiming to resonate with specific consumer segments.

Market Challenges & Opportunities

BARRIERS

Geographical challenges in regions like Ladakh and Andaman & Nicobar hinder EV adoption due to limited infrastructure and harsh environments affecting vehicle accessibility and maintenance.

GROWTH ENABLERS

Government incentives and increasing consumer awareness create favorable conditions for EV adoption, coupled with advancements in charging infrastructure facilitating easier access to electric vehicles.

Marketing & Inventory Strategies

SEASONALITY

Understanding sales patterns can help optimize inventory levels to prevent excess stock during low-demand months.

REGIONAL DEMAND

Tailoring marketing campaigns to local preferences ensures higher engagement and conversion rates in targeted regions.

STRATEGIC PARTNERSHIPS

Collaborating with local businesses can enhance brand visibility and support community-based marketing efforts for AtliQ Motors.

Risk Factors

Identifying and Mitigating Potential Threats

Addressing key market risks, such as supply chain disruptions and regulatory changes, is essential. Implementing contingency plans ensures business continuity and resilience in the evolving EV landscape.





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