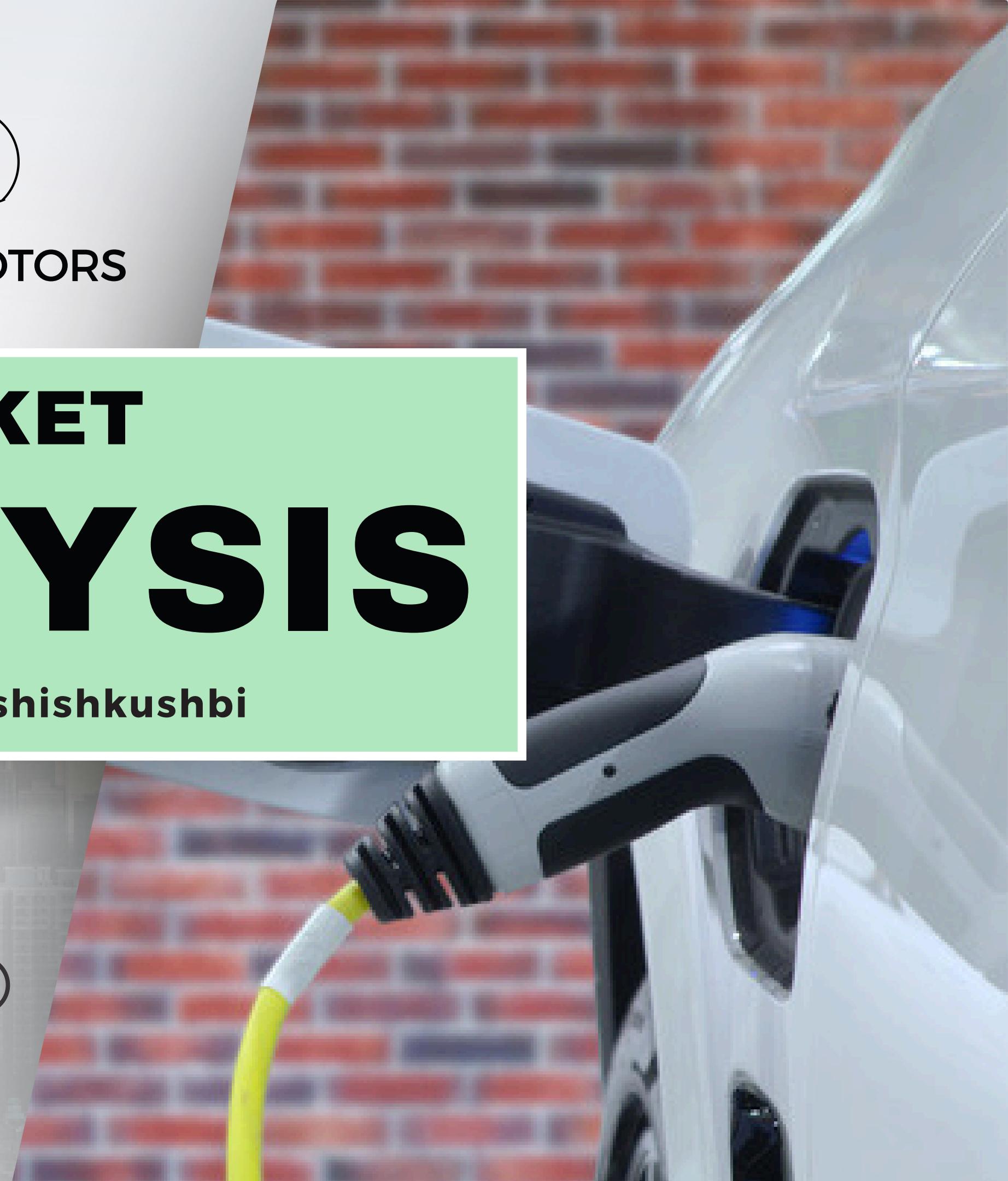
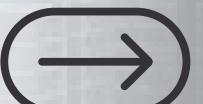




ATLIQ MOTORS

MARKET ANALYSIS

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WHO I AM !



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 Satna MP

By - Ashish Kushwaha

AGENDA

- 
- 01 - About Company**
 - 02 - Problem Statement**
 - 03 - Indian Market Scenario**
 - 04 - Dataset**
 - 05 - Preliminary Questions**
 - 06 - Secondary Questions**
 - 07 - Dashboard**
 - 08 - Insight and Recommendations**



ABOUT COMPANY

AtliQ Motors, a leading automotive company from the USA, has made a significant impact in the electric vehicle (EV) industry.

Over the past five years, they've captured an impressive 25% market share in the electric and hybrid vehicle segment across North America.

top 6 competitors of USA and their revenue in BN



- Tesla - \$89 billion.
- AtliQ - \$26.6 billion.
- Ford - \$7 billion.
- Rivian - \$1.7 billion.
- General Motors (GM) - \$5 billion.
- Hyundai Motor Group - \$4 billion.



PROBLEM STATEMENT

As **AtLiQ Motors** prepares for global expansion, one key market stands out—**India**. Despite being a dominant player in **North America** with a 25% market share in the EV and hybrid vehicle segment, **AtLiQ Motors** has yet to make a significant impact in **India**, where their market presence is currently under **2%**.

Before launching their **top-selling EV models** in India, several **critical challenges** need to be **addressed**.



INDIAN MARKET SCENARIO

- 1. Price Sensitivity**
- 2. Government Incentives**
- 3. Charging Infrastructure**
- 4. Consumer Preferences**
- 5. Range Anxiety**
- 6. Environmental Awareness**
- 7. Financing Options**
- 8. After-Sales Service & Maintenance**

Indian customers are highly price-sensitive. Affordability and low running costs drive EV adoption. Limited charging station holds the adoption of EV.

Indian prefer affordable & compact family car that is reliable, with long range battery due to less EV station.

Providing finance option to middle class will help in adoption of EV along with govt. subsidies.

India has also major concern of after sales services bcoz current market leaders lacks in this.



DATASET

Maker's Table

date	vehicle_category	maker	electric_vehicles_sold
1-Apr-21	4-Wheelers	Tata Motors	322
1-Apr-21	4-Wheelers	MG Motor	118
1-Apr-21	4-Wheelers	Mahindra & Mahindra	171
1-Apr-21	4-Wheelers	Hyundai Motor	12
1-Apr-22	4-Wheelers	Tata Motors	1409
1-Apr-22	4-Wheelers	MG Motor	177
1-Apr-22	4-Wheelers	Mahindra & Mahindra	611
1-Apr-22	4-Wheelers	BYD India	15
1-Apr-22	4-Wheelers	Hyundai Motor	17
1-Apr-22	4-Wheelers	BMW India	12
1-Apr-23	4-Wheelers	Tata Motors	364
1-Apr-23	4-Wheelers	MG Motor	265
1-Apr-23	4-Wheelers	Mahindra & Mahindra	4880
1-Apr-23	4-Wheelers	BYD India	156
1-Apr-23	4-Wheelers	Hyundai Motor	42
1-Apr-23	4-Wheelers	PCA Automobiles	181
1-Apr-23	4-Wheelers	BMW India	51
1-Apr-23	4-Wheelers	Volvo Auto India	27
1-Apr-23	4-Wheelers	KIA Motors	30
1-May-21	4-Wheelers	Tata Motors	137
1-May-21	4-Wheelers	MG Motor	39
1-May-21	4-Wheelers	Mahindra & Mahindra	78
1-May-22	4-Wheelers	Tata Motors	2097
1-May-22	4-Wheelers	MG Motor	181

Date Table

date	fiscal_year	quarter
1-Apr-21	2022	Q1
1-May-21	2022	Q1
1-Jun-21	2022	Q1
1-Jul-21	2022	Q2
1-Aug-21	2022	Q2
1-Sep-21	2022	Q2
1-Oct-21	2022	Q3
1-Nov-21	2022	Q3
1-Dec-21	2022	Q3
1-Jan-22	2022	Q4
1-Feb-22	2022	Q4
1-Mar-22	2022	Q4
1-Apr-22	2023	Q1
1-May-22	2023	Q1
1-Jun-22	2023	Q1
1-Jul-22	2023	Q2
1-Aug-22	2023	Q2
1-Sep-22	2023	Q2
1-Oct-22	2023	Q3
1-Nov-22	2023	Q3
1-Dec-22	2023	Q3
1-Jan-23	2023	Q4
1-Feb-23	2023	Q4
1-Mar-23	2023	Q4

State Table

date	state	vehicle_category	electric_vehicles_sold	total_vehicles_sold
1-Apr-21	Andaman & Nicobar	4-Wheelers	9	168
1-Apr-21	Andhra Pradesh	4-Wheelers	26	7837
1-Apr-21	Delhi	4-Wheelers	61	8076
1-Apr-21	Goa	4-Wheelers	8	1442
1-Apr-21	Gujarat	4-Wheelers	44	17386
1-Apr-21	Karnataka	4-Wheelers	90	16864
1-Apr-21	Kerala	4-Wheelers	132	23660
1-Apr-21	Maharashtra	4-Wheelers	96	16829
1-Apr-21	Rajasthan	4-Wheelers	22	10647
1-Apr-21	Tamil Nadu	4-Wheelers	75	18826
1-Apr-21	Uttarakhand	4-Wheelers	10	2728
1-Apr-21	West Bengal	4-Wheelers	24	7640
1-May-21	Andhra Pradesh	4-Wheelers	16	5831
1-May-21	Gujarat	4-Wheelers	29	15959
1-May-21	Kerala	4-Wheelers	48	5164
1-May-21	Maharashtra	4-Wheelers	121	13528
1-May-21	Tamil Nadu	4-Wheelers	14	3413
1-Jun-21	Andhra Pradesh	4-Wheelers	39	6098
1-Jun-21	Chandigarh	4-Wheelers	12	2050
1-Jun-21	Delhi	4-Wheelers	148	12914
1-Jun-21	Goa	4-Wheelers	14	749
1-Jun-21	Gujarat	4-Wheelers	61	19359
1-Jun-21	Karnataka	4-Wheelers	71	8030
1-Jun-21	Kerala	4-Wheelers	140	10018



PRELIMINARY RESEARCH QUESTIONS

1. List the **top 3** and **bottom 3** makers for the fiscal years **2023** and **2024** in terms of the number of **2-wheelers** sold.

Ola, Okinawa and Hero, are the top 3 (2W) manufacturing companies in 2023.

&

Jitendra, Being and Pure EV are the least EV companies in 2023.

2023



2024



Ola, TVS and Ather are the top 3 (2W) manufacturing companies in 2024.

&

Battre Electric, Revolt and Kinetic Green are the least EV companies in 2024.



PRELIMINARY RESEARCH QUESTIONS

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

Top states by PR in 2-wheeler segment for FY 2024 are -

Goa, Kerala, Karnataka, Maharashtra, Delhi and Chandigarh.

Projected EV Sales by 2030					
State	Pro Sales	AVG P. Sales	PR	Sales	EV Sold
Kerala	.63M	.21M	5.8	13.75bn	9.2K
Chandigarh	.55M	.18M	4.5	1.53bn	1.0K
Delhi	.47M	.16M	4.3	12.95bn	8.6K
Karnataka	4.47M	1.49M	4.3	19.32bn	12.9K
Goa	.03M	.01M	4.3	1.55bn	1.0K
Maharashtra	.15M	.05M	3.0	21.18bn	14.1K
West Bengal	.90M	.30M	2.7	4.27bn	2.8K
Tamil Nadu	1.37M	.46M	2.6	10.36bn	6.9K

Projected EV Sales by 2030					
State	Pro Sales	AVG P. Sales	PR	Sales	EV Sold
Goa	3.03M	1.01M	18.0	0.83bn	9.8K
Kerala	11.86M	3.95M	13.5	5.51bn	64.8K
Karnataka	6.84M	2.28M	11.6	12.59bn	148.1K
Maharashtra	15.26M	5.09M	10.1	15.56bn	183.1K
Delhi	.73M	.24M	9.4	3.24bn	38.1K
Chandigarh	.51M	.17M	8.3	0.16bn	1.9K
Odisha	2.44M	.81M	6.9	3.20bn	37.6K
Puducherry	.21M	.07M	6.5	0.25bn	3.0K

Top states by PR in 4-wheeler segment for FY 2024 are -

Kerala, Chandigarh, Delhi, Karnataka, Goa and Maharashtra.



PRELIMINARY RESEARCH QUESTIONS

3. List the states with **negative penetration** (decline) in **EV sales** from 2022 to 2024?

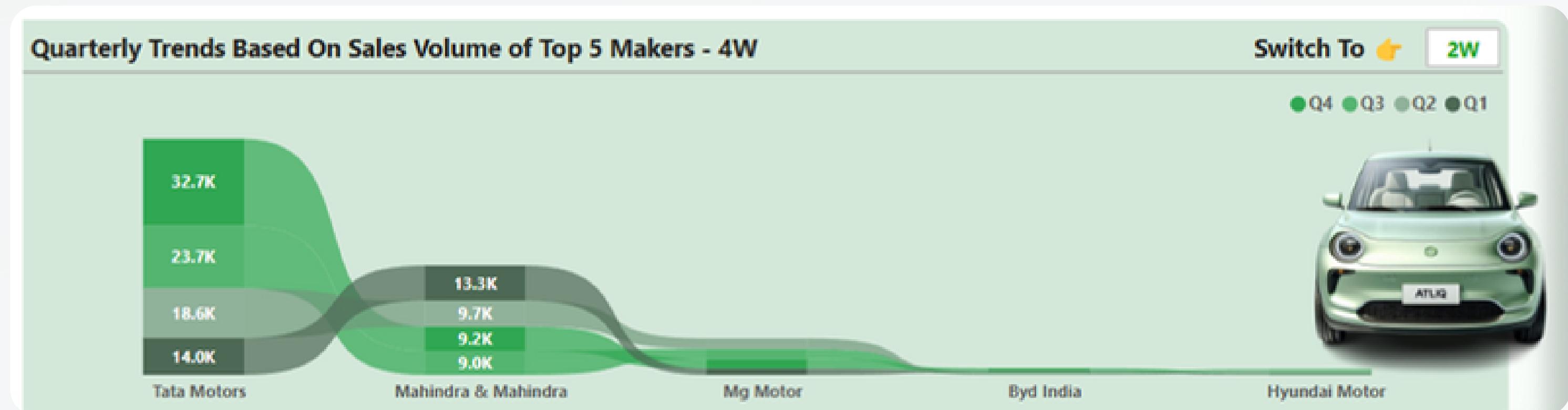
Declined PR State	PR
Andaman & Nicobar Island	-1.04
Ladakh	-0.41

- Andaman & Nicobar Island PR has been decreased from **1.88** to **0.77**, Roundly **-1.04** declined.
This decline captured in **4-W** vehicle category.
- Ladakh PR has been decreased from **4.48** to **4.06**, Roundly **-0.41** declined.
This decline captured in **2-W** vehicle category.



PRELIMINARY RESEARCH QUESTIONS

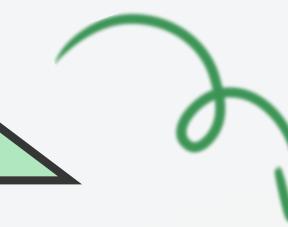
4. What are the **quarterly** trends based on **sales volume** for the **top 5 EV makers** (4-wheelers) from **2022 to 2024?**



- Tata Motors, Mahindra & Mahindra, MG Motors, BYD and lastly Hyundai Motors are the top 5 companies in terms of sales volume (unit sold) btw 2022-24.



PRELIMINARY RESEARCH QUESTIONS



4. What are the **quarterly** trends based on **sales volume** for the **top 5 EV makers** (4-wheelers) from **2022 to 2024?**

- **Tata motors** has shown highest sales of EV in **Q4** with **32.7K** unit sold followed by **Q3 - 23.7K**, **Q2 - 18.6K** lastly **Q1 - 14K**.

Mahindra & Mahindra

Q1 - 13.7K
Q2 - 9.7K
Q4 - 9.2K
Q3 - 9K

MG Motors

Q2 - 3.95K
Q3 - 3.76K
Q4 - 9.22K
Q1 - 2.30K

BYD India

Q4 - 1055
Q1 - 487
Q3 - 454
Q2 - 423

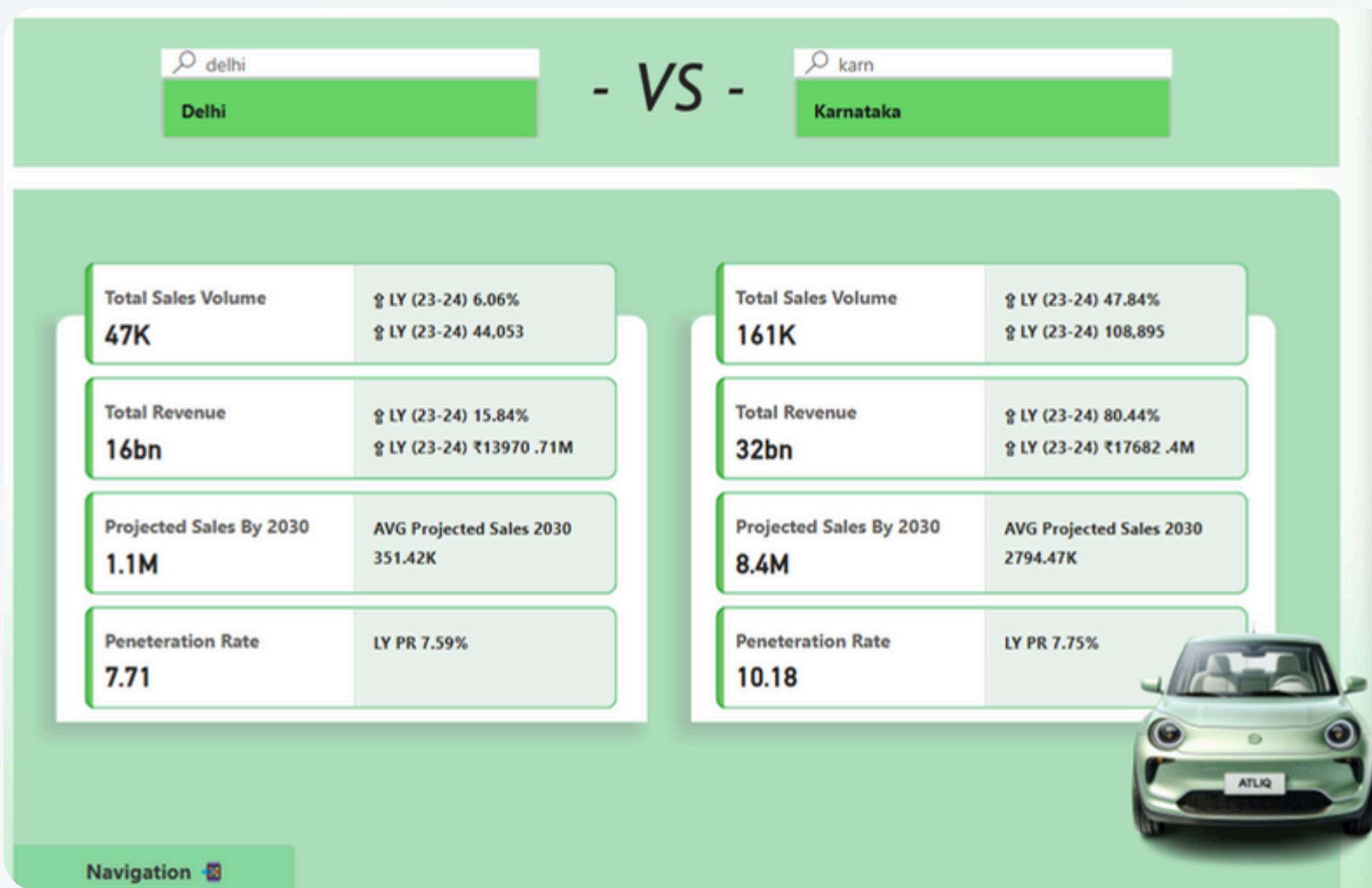
Hyundai Motors

Q3 - 586
Q2 - 579
Q4 - 519
Q1 - 392



PRELIMINARY RESEARCH QUESTIONS

5. How do the **EV sales and penetration rates** in **Delhi** compare to **Karnataka** for 2024?



Delhi sold 47k unit with 16bn revenue and the state penetration rate is 7.71% in 2024 for both vehicle category.

Karnataka sold 161k unit with 32bn revenue and the state penetration rate is 10.18% in 2024 for both vehicle category.

PRELIMINARY RESEARCH QUESTIONS

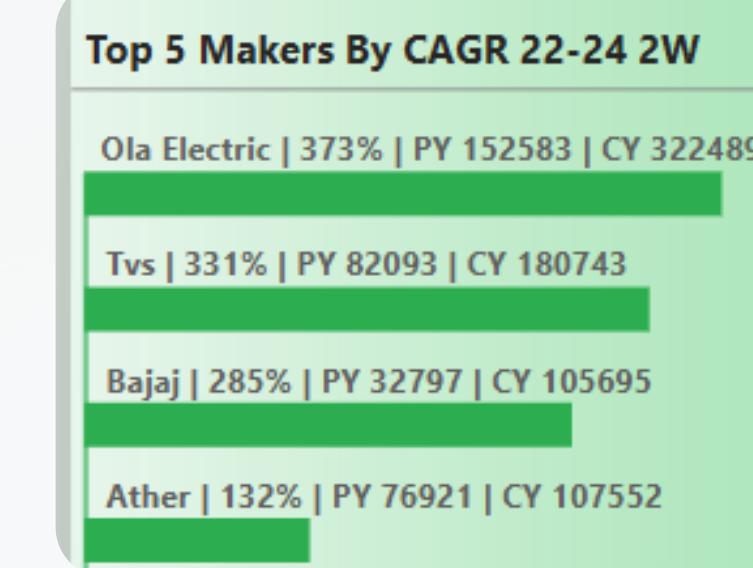
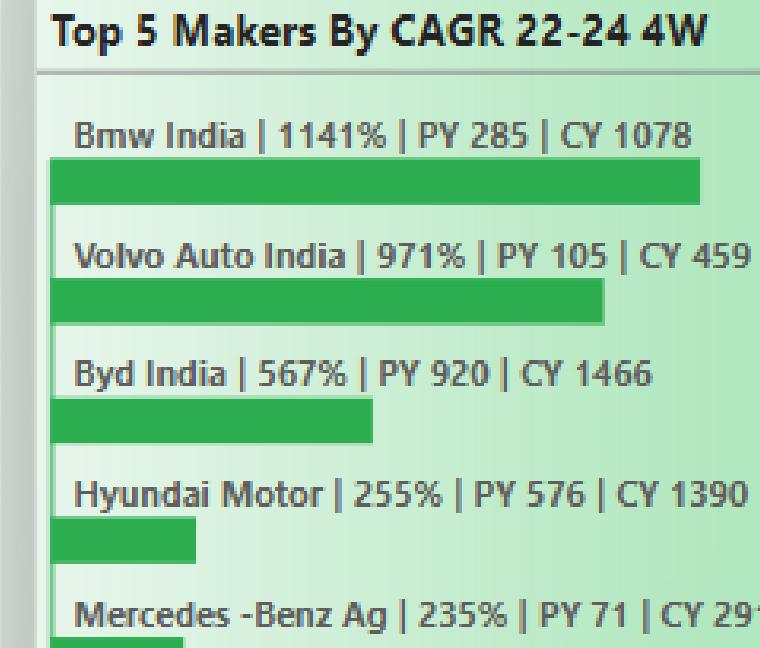
6. List down the compounded annual growth rate (**CAGR**) in **4-wheeler** units for the **top 5** makers from 2022 to 2024.

Percentage wise the least selling 4W companies (in term of unit sold) CAGR% are very high but the volume of sales is very low.

Top 5 Makers by CAGR 22-24 for 4W are BMW, VOLVO, BYD, HYUNDAI, MERCEDES.

Where as Tata Motors has less CAGR% compare to other but the volume of sold unit in numbers is far more then percentage.

Top 5 makers by CAGR% 22-24 for 2W category are Ola, TVS, Bajaj and Ather,



PRELIMINARY RESEARCH QUESTIONS

7. List down the **top 10** states that had the highest compounded annual growth rate (**CAGR**) from 2022 to 2024 in **total vehicles sold**.

Meghalaya, Goa, Karnataka, Delhi, Rajasthan, Gujarat etc states are comes in top those had highest TV CAGR 22-24.

Cause of Meghalaya's high TV CAGR & PR

Growth% -

Largely due to the state's underdeveloped vehicle infrastructure. The total vehicle (TV) count in the region is low, resulting in a relatively small gap between electric vehicles (EV) and traditional vehicles (TV). This narrow difference amplifies the PR growth rate for EVs.

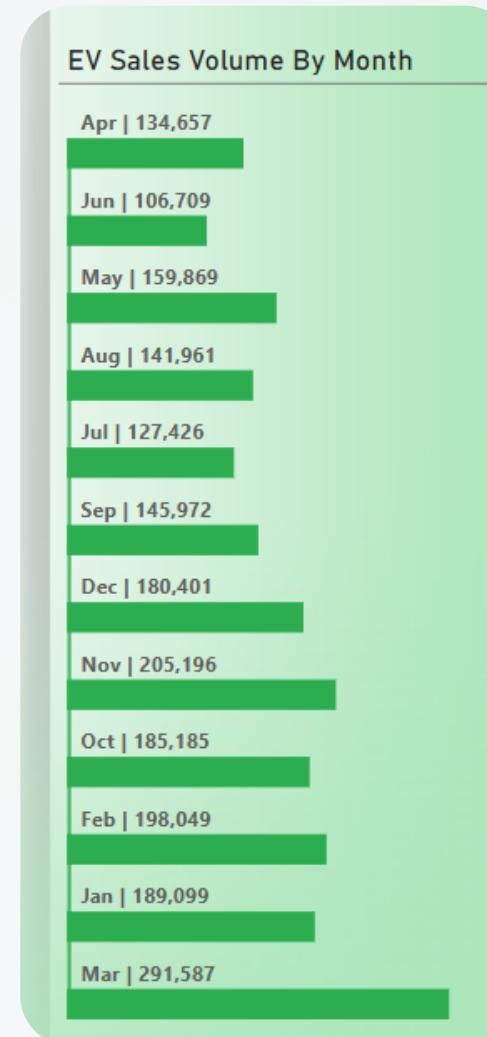
States	CAGR of TV and EV		
	TV CAGR 22-24	EV CAGR 22-24	PR Growth%
Meghalaya	28.47%	476.63%	1914.63%
Goa	27.41%	146.45%	274.15%
Karnataka	25.28%	93.24%	137.91%
Delhi	22.88%	68.10%	87.13%
Rajasthan	21.50%	81.87%	124.08%
Gujarat	20.55%	116.33%	222.05%
Assam	20.13%	118.87%	231.93%
Mizoram	18.77%		
Arunachal Pradesh	18.30%		
Andaman & Nicobar Island	18.29%	26.13%	13.70%
Haryana	17.68%	41.07%	43.70%
Maharashtra	17.31%	101.89%	196.19%
Uttarakhand	15.97%	74.57%	126.61%



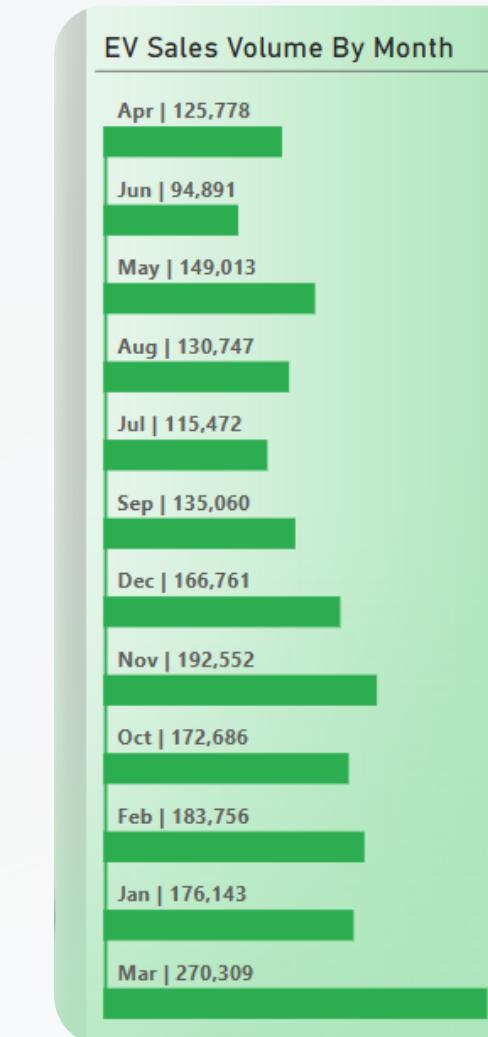
PRELIMINARY RESEARCH QUESTIONS

8. What are the **peak** and **low** season months for EV sales based on the data from 2022 to 2024?

Total EV sales in volume by fiscal month.



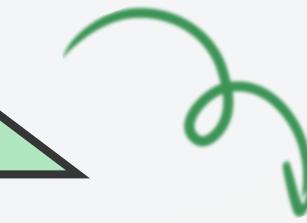
2W EV sales in volume by fiscal month.



4W EV sales in volume by fiscal month.



PRELIMINARY RESEARCH QUESTIONS



9. What is the **projected number of EV sales** (including 2-wheelers and 4 wheelers) for the **top 10 states** by **penetration rate** in 2030, based on the compounded annual growth rate (**CAGR**) from previous years?

Highest projected sales of states are -

Maharashtra - 13.35M

Kerala - 11.78M

Gujarat - 8.65M

Karnataka - 8.38M

Highest Avg. projected sales of states are -

Maharashtra - 8.94M

Kerala - 7.28M

Gujarat - 6.20M

Karnataka - 5.43M

[Back to report](#) | PROJECTED EV SALES BY 2030

State	Pro Sales	AVG P. Sales	PR	Sales	EV Sold
Goa	2.42M	1.47M	9.8	4.57bn	19.7K
Karnataka	8.38M	5.43M	7.8	55.85bn	313.0K
Delhi	1.05M	.81M	6.8	34.78bn	107.3K
Kerala	11.78M	7.28M	6.6	34.95bn	137.1K
Maharashtra	13.35M	8.94M	6.5	79.34bn	396.0K
Odisha	2.73M	1.82M	4.6	9.74bn	78.3K
Rajasthan	2.40M	1.81M	4.5	24.02bn	150.4K
Gujarat	8.65M	6.20M	4.4	32.16bn	181.4K
Tamil Nadu	1.58M	1.12M	4.3	32.86bn	200.1K
Chandigarh	.99M	.60M	4.0	2.75bn	5.3K



PRELIMINARY RESEARCH QUESTIONS

10. Estimate the **revenue growth rate** of **4-wheeler** and **2-wheelers EVs** in India for 2022 vs 2024 and 2023 vs 2024, assuming an average unit price.

Revenue Growth Rate - **2 Wheeler**

Revenue Growth Rate - 23vs24, 22vs24, 22vs23

28% 188% 269%

● RGR 23vs24 ● RGR 22vs24 ● RGR 22vs23

Vehicle_category	Average Price
2-Wheelers	₹ 85,000.00
4-Wheelers	₹ 15,00,000.00

Revenue Growth Rate - **4 Wheeler**

Revenue Growth Rate - 23vs24, 22vs24, 22vs23

83% 156% 368%

● RGR 23vs24 ● RGR 22vs24 ● RGR 22vs23



POWER BI DASHBOARD

CODE
BASICS

A

ATLIQ MOTOR's



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%.

EV MARKET ANALYSIS DASHBOARD

PR - Penetration Rate | LYG - Last Year Growth | CAGR - Compound Annual Growth Rate
EV - Electric Vehicles | TV - Total Vehicles | RGR - Revenue Growth Rate

STATE
ANALYSIS

35

MAKERS
ANALYSIS



STATE
COMPARISON





POWER BI DASHBOARD

MAKERS ANALYSIS

Total EV Sold
2M

↑ LYs (22-24) 276.03%
↑ LYs (22-24) 1,046,518

Total EV Revenue
392bn

↑ LYs (22-24) 324.92%
↑ LYs (22-24) ₹ 182.48

Proj. EV Sales 2030
54.21M

Avg Proj. Sales - 2030
36.62M

2022 2023 2024

2-Wheelers 4-Wheelers

Quarterly Trends Based On Sales Volume of Top 5 Makers - 4W

Maker	Q4	Q3	Q2	Q1
Tata Motors	32.7K	23.7K	18.6K	14.0K
Mahindra & Mahindra	19.3K	9.7K	9.2K	9.0K
Mg Motor				
Byd India				
Hyundai Motor				

Switch To 2W

Top 5 Makers By CAGR 22-24 2W

Ola Electric	373% PY 152583 CY 322489
Tvs	331% PY 82093 CY 180743
Bajaj	285% PY 32797 CY 105695
Ather	132% PY 76921 CY 107552
Others	78% PY 52953 CY 78660

Top 5 Makers Sold 63.1% of Total Manufacturing

Maker	Sold
Ola Electric	489K
Tvs	273K
Ather	204K
Hero Electric	170K
Ampere	167K
Others	762K

Selection

1
2
3
4
5

Bottom 5 EV Makers By Sales Volume

Pca Automobiles	1684
Bmw India	1370
Volvo Auto India	568
Kia Motors	557
Mercedes-Benz Ag	388

Switch To 4W

Navigation

POWER BI DASHBOARD

STATE ANALYSIS

Total EV Sold
2M

↑ LYs (22-24) 276.03%
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Total EV Revenue
392bn

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Proj. EV Sales 2030
54.21M

Avg Proj. Sales 2030
36.62M

2022 2023 2024

2-Wheelers 4-Wheelers

Declined PR State		PR
Andaman & Nicobar Island		-1.04
Ladakh		-0.41

Top 10 State By Sales

Maharashtra | 79.3B | LYG 25.22%

Karnataka | 55.8B | LYG 80.44%

Kerala | 35.0B | LYG 69.26%

Delhi | 34.8B | LYG 15.84%

Tamil Nadu | 32.9B | LYG 73.44%

Gujarat | 32.2B | LYG 52.55%

Rajasthan | 24.0B | LYG 55.08%

Uttar Pradesh | 16.6B | LYG 277.53%

Andhra Pradesh | 11.3B | LYG 34.11%

Madhya Pradesh | 10.4B | LYG 66.06%

EV Sales Revenue 2022-24

Vehicle Category

Vehicle Category	Revenue
4-Wheelers	229bn
2-Wheelers	163bn

Click To See Unit Sold 🔍

Unit Sold

Projected EV Sales by 2030

State	Proj Sales	Avg P. Sales	PR %	Sales	EV Sold
Goa	2.42M	1.47M	9.8	4.57bn	19.7K
Karnataka	8.38M	5.43M	7.8	55.85bn	313.0K
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Gujarat	8.65M	6.20M	4.4	32.16bn	181.4K

Revenue Growth Rate - 23vs24, 22vs24, 22vs23

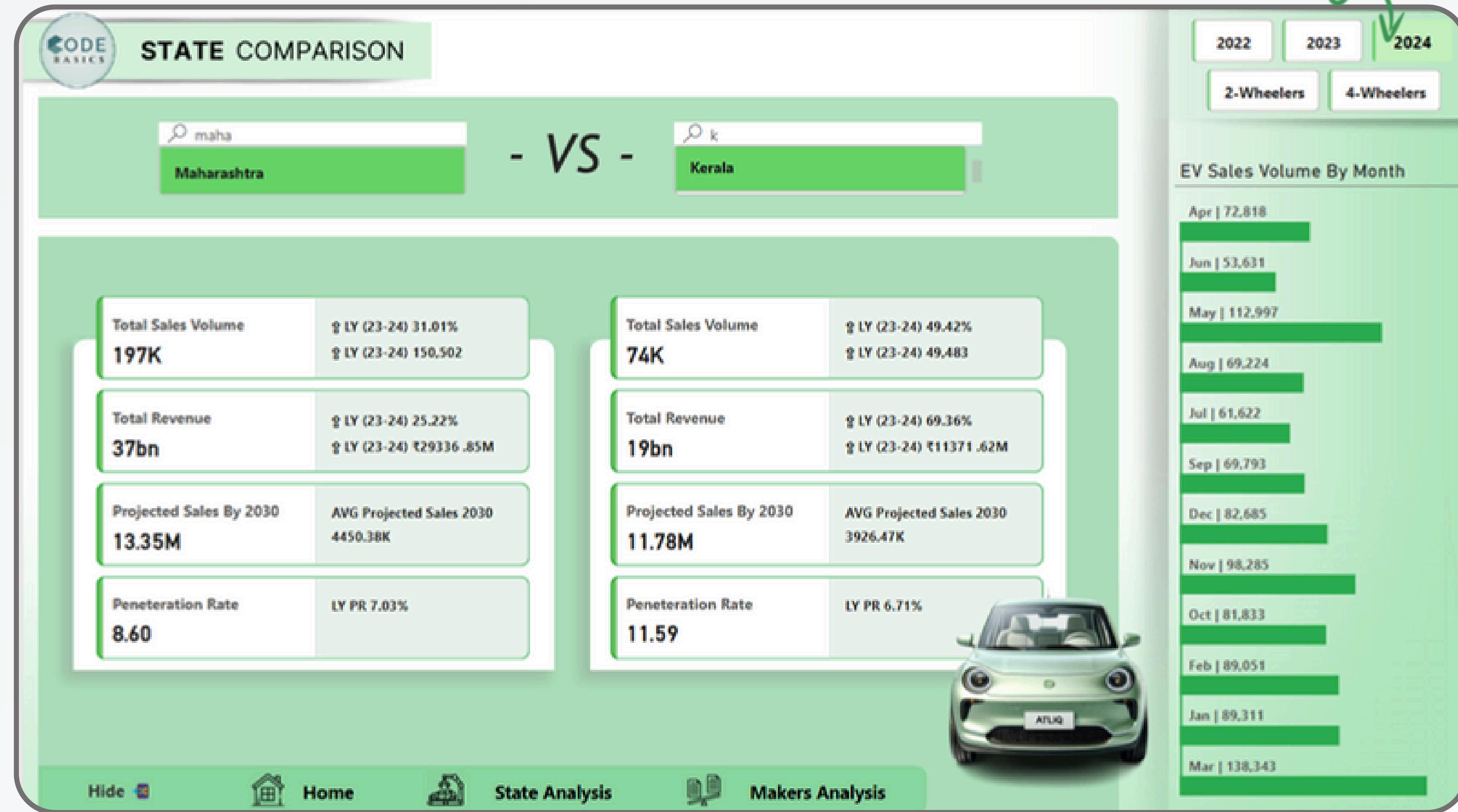
Period	Growth Rate
RGR 23vs24	58%
RGR 22vs24	170%
RGR 22vs23	325%

CAGR of TV and EV

States	TV CAGR 22-24	EV CAGR 22-24	PR Growth%
Meghalaya	28.47%	476.63%	1914.63%
Goa	27.41%	146.45%	274.15%
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Arunachal Pradesh	18.30%		
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Haryana	17.68%	41.07%	43.70%
Maharashtra	17.31%	101.89%	196.19%
Uttarakhand	15.97%	74.57%	126.61%

Navigation ➔

POWER BI DASHBOARD



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**) ?

- **Cost Savings**
- **Environmental Concerns**
- **Government Incentives**
- **Technology & Innovations**

- **Cost Savings -**

Lower Running Costs: Rise in fuel prices in 2023-2024, whereas EVs have significantly lower operational costs compared to traditional fuel vehicles made them more attractive for futuristic customers.

Reduction in Maintenance: EVs have fewer moving parts, leading to reduced maintenance costs over time, contributing to long-term savings.

Battery Technology Improvements: Advances in battery efficiency in 2023-2024 helped lower the overall costs for customers, with extended battery life and faster charging times.

- **Environmental Concerns -**

Awareness of Climate Change: Increasing global awareness and concern about reducing carbon footprints pushed more consumers towards eco-friendly vehicles.

Stricter Emission Norms: Governments across the world implemented stricter CO2 emission norms, especially in urban areas. This made EVs a more attractive option for environmentally conscious customers. Features like autonomous driving capabilities, enhanced connectivity options in 2023-2024 attracted tech-savvy customers towards EV 4-wheelers.



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**) ?

- **Cost Savings**
- **Environmental Concerns**
- **Government Incentives** -
- **Technology & Innovations**

Subsidies & Tax Benefits: Governments continued offering various incentives, including tax breaks, subsidies, and rebates on EV purchases in 2023 and 2024. These incentives lowered the effective cost of owning an EV.

Charging Infrastructure Expansion: Governments and private entities expanded the EV charging infrastructure, providing customers with better access and convenience in 2023-2024, making EVs a more practical choice.

- **Technology and Innovation** -

Improved Range: Customers opted for EVs with better driving ranges, reducing "range anxiety" and making EVs suitable for long-distance travel in 2023-2024.

Integration of Smart Features: The inclusion of AI-powered features, autonomous driving capabilities, and enhanced connectivity options in 2023-2024 attracted tech-savvy customers towards EV 4-wheelers.



SECONDARY RESEARCH QUESTIONS:

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

List of States and Govt. Provided Subsidies for 4 wheeler with Road Tax deduction, Scrapping Incentive and Registration Fee Charges in Adoption on EV vehicle.

Delhi, Maharashtra, and Gujarat are leading in offering attractive incentives to boost 4-wheeler EV adoption. These states provide full exemptions on registration fees and offer scrapping incentives, making EVs a more appealing choice for customers.



State Name	EV Subsidy for 4-Wheeler	Percentage of Road Tax Deduction	Scrapping Incentive	Registration Fee Discount/Free
Delhi	₹10,000 per kWh, up to ₹1.5 lakh	100%	Up to ₹7,500	Free
Maharashtra	₹5,000 per kWh, up to ₹1.5 lakh	100%	₹25,000	Free
Gujarat	₹10,000 per kWh, up to ₹1.5 lakh	100%	Up to ₹50,000	Free
Karnataka	No direct subsidies	100%	To be announced	Free
Tamil Nadu	Focus on tax exemptions	100%	To be announced	Free
Telangana	No direct subsidies	100%	Under consideration	Free
Rajasthan	₹5,000 per kWh	100%	To be announced	Free
Madhya Pradesh	No direct subsidies	100%	To be announced	Free
Uttar Pradesh	No direct subsidies	100%	To be announced	Free
Punjab	No direct subsidies	100%	Under planning	Free
Andhra Pradesh	No direct subsidies	100%	To be announced	Free
Haryana	No direct subsidies	100%	To be announced	Free
West Bengal	No direct subsidies	100%	To be announced	Free
Odisha	No direct subsidies	100%	To be announced	Free

SECONDARY RESEARCH QUESTIONS:

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

List of States and Govt. Provided Subsidies for 2 wheeler with Road Tax deduction, Scrapping Incentive and Registration Fee Charges in Adoption on EV vehicle.

Delhi, Maharashtra are Gujarat heading to provide best and helping incentive to customers that increase the adoption of 2W - EV.

Parks link no registration fee at all, with scrapping incentive that significantly increases the chance of EV preference.

State Name	EV Subsidy for 2-Wheeler	Percentage of Road Tax Deduction	Scrapping Incentive	Registration Fee Discount/Free
Delhi	₹5,000 per kWh, up to ₹30,000	100%	Up to ₹5,000	Free
Maharashtra	₹5,000 per kWh, up to ₹25,000	100%	₹7,000	Free
Gujarat	₹10,000 per kWh, up to ₹20,000	100%	Up to ₹10,000	Free
Karnataka	No direct subsidies	100%	To be announced	Free
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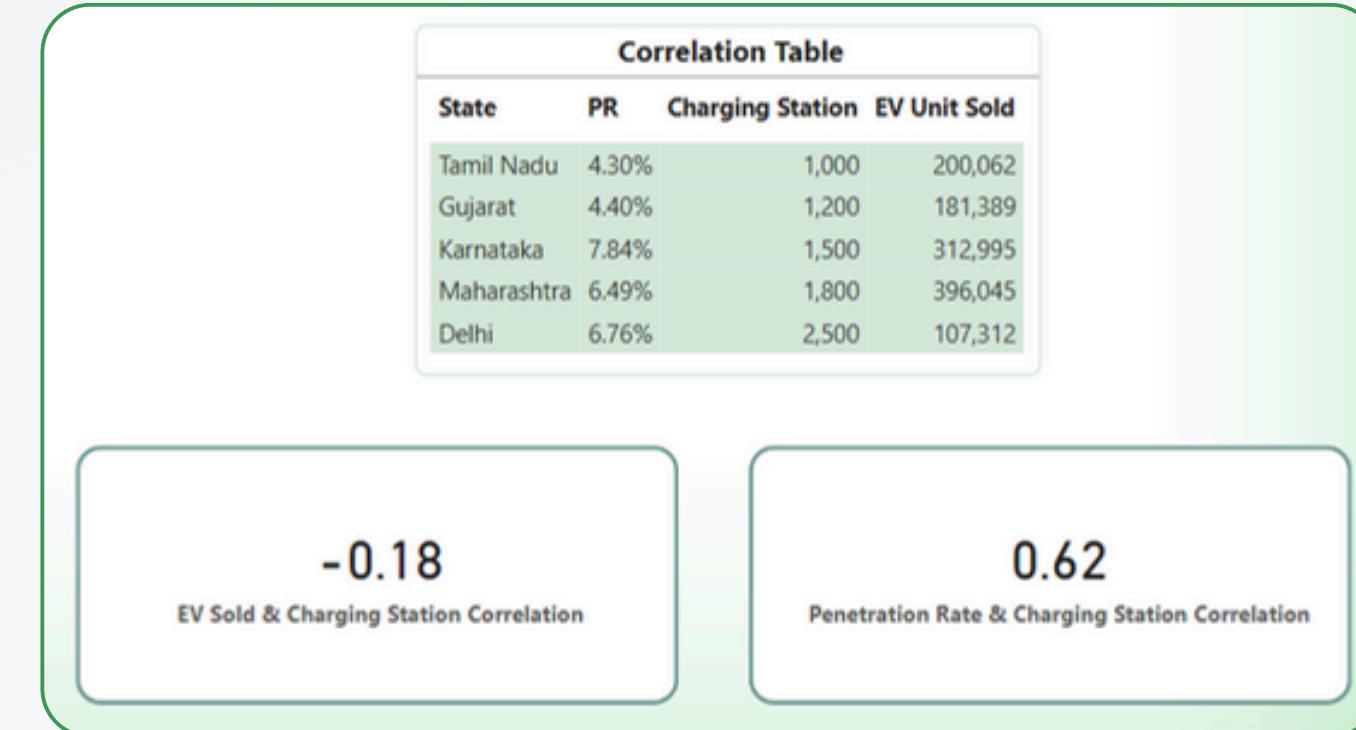
SECONDARY RESEARCH QUESTIONS:



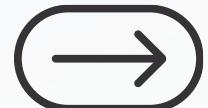
3. How does the availability of **charging stations** infrastructure correlate with the **EV sales** and **penetration rates** in the **top 5 states**?

Analysis done on the bases of available data on internet.

State	Major Companies Involved	Total Investment (₹ Crore)
Maharashtra	ABB Ltd., Charzer Tech Pvt Ltd., Fortum India Pvt. Ltd.	150
Karnataka	BrightBlu, Exicom Tele-Systems Ltd., Delta Electronics Inc.	200
Tamil Nadu	ABB Ltd., Ensto India Pvt. Ltd., Delta Electronics Inc.	175
Gujarat	BrightBlu, Exicom Tele-Systems Ltd., Charzer Tech Pvt Ltd.	120
Delhi	ABB Ltd., Fortum India Pvt. Ltd., Exicom Tele-Systems Ltd.	300
Telangana	Charzer Tech Pvt Ltd., BrightBlu, Delta Electronics Inc.	100
Rajasthan	ABB Ltd., Fortum India Pvt. Ltd., Ensto India Pvt. Ltd.	90
Uttar Pradesh	Exicom Tele-Systems Ltd., Delta Electronics Inc., BrightBlu	250



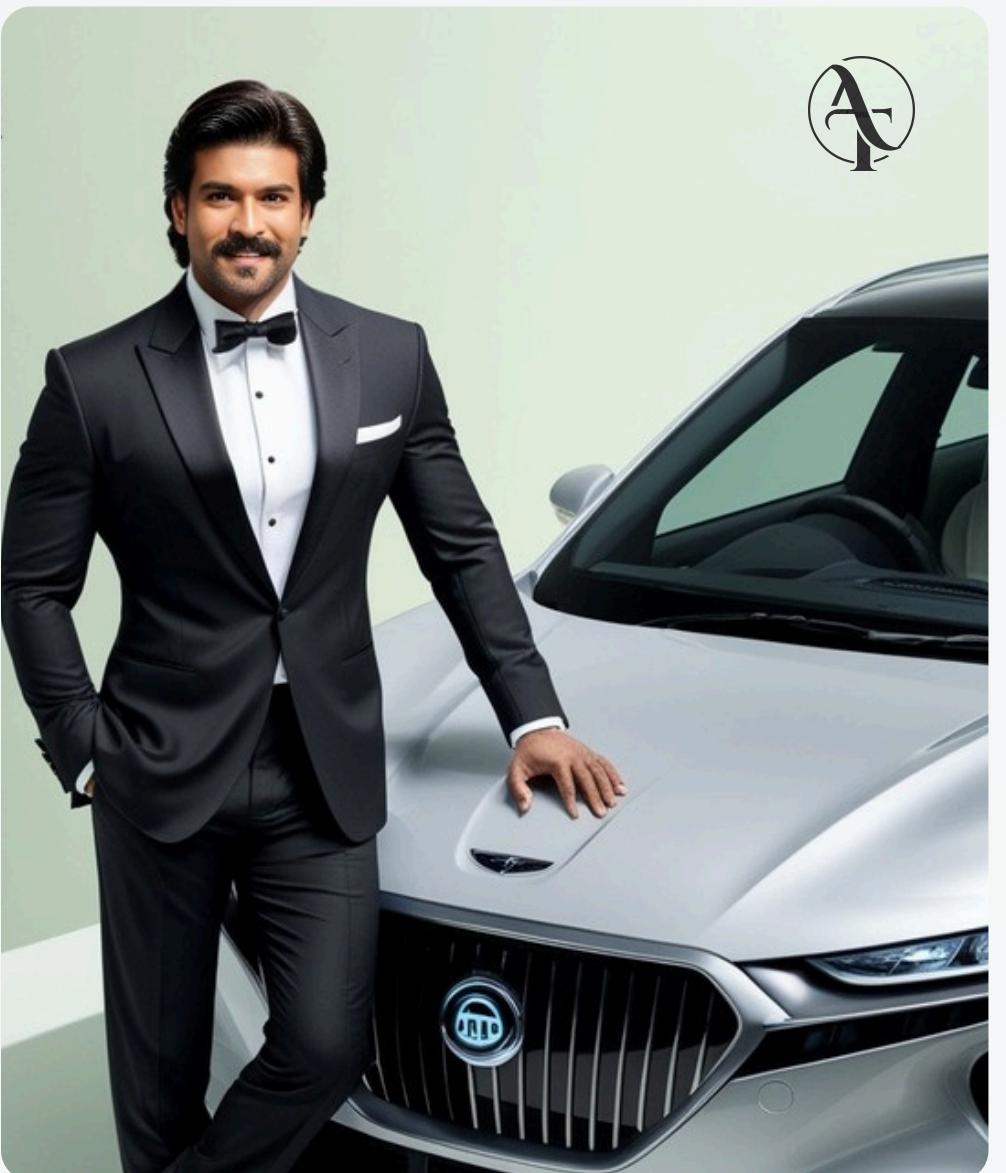
- The correlation coefficient of -0.18 indicates a weak negative relationship between the number of charging stations and the total EVs sold.
Since the value is close to 0, it means there's only a slight inverse relationship between EV Sold & CS.
- The correlation coefficient of +0.62 indicates a moderate positive relationship between the number of charging stations and the EV penetration rate.
Suggests that number of charging stations increases the penetration rate of EVs.
This indicates that better charging infrastructure is associated with higher EV adoption rates.



SECONDARY RESEARCH QUESTIONS:



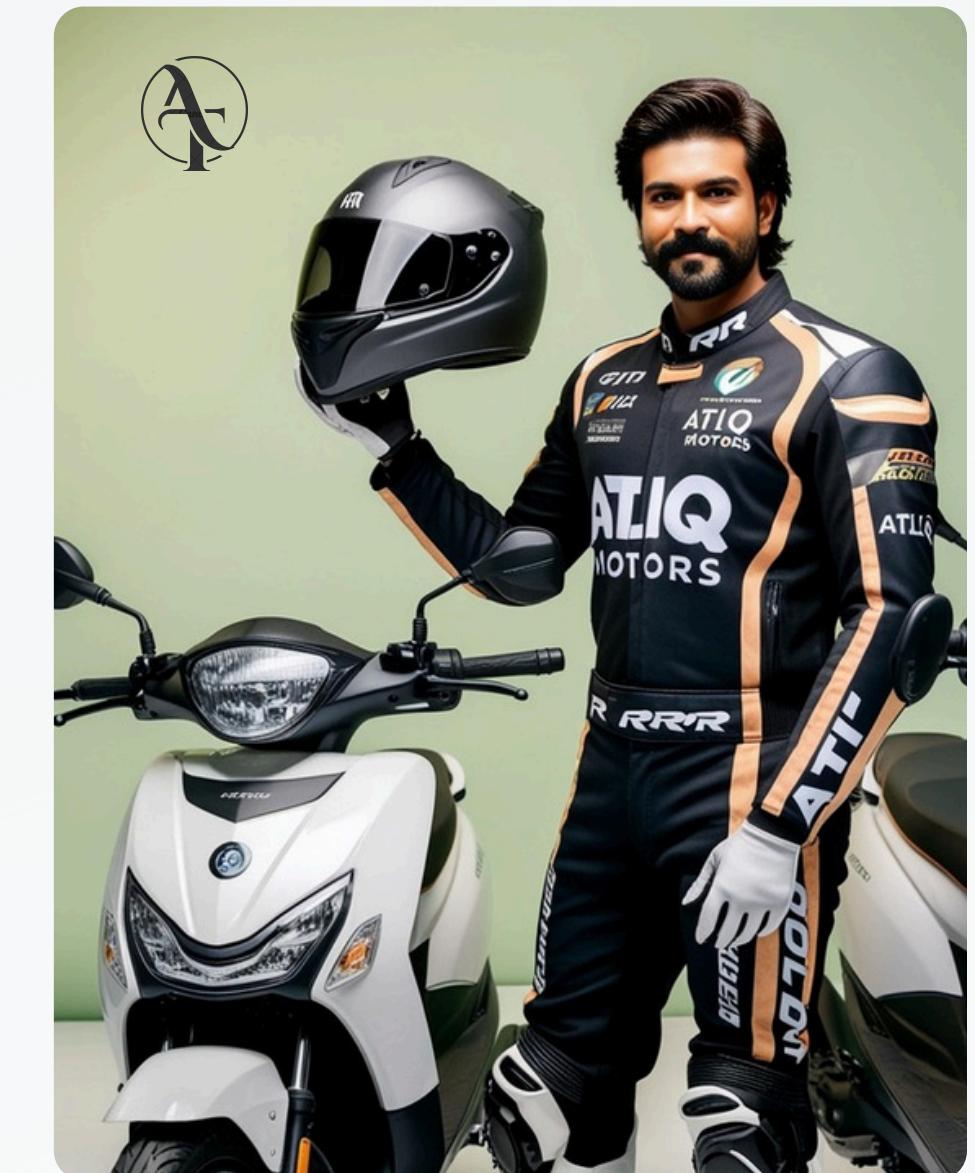
4. Who should be the brand **ambassador** if **AtliQ Motors** launches their **EV/Hybrid** vehicles in **India** and why?



RAM CHARAN

Ram Charan will be the Best Brand Ambassador for an EV Company.

1. Massive popularity & Fresh Appeal
2. Trustworthy and Clean Image
3. Pan-India Reach
4. Youth and Tech-Savvy Appeal
5. Untapped Potential



SECONDARY RESEARCH QUESTIONS:



Why is Ram Charan the Best Brand Ambassador for Your EV Company ?

1. Global Recognition and Fresh Appeal

Ram Charan has global stardom, offering both international visibility and a fresh face compared to Shah Rukh Khan and Virat Kohli. This novelty can boost EV interest among untapped markets.

2. Pan-India Reach

Ram Charan's appeal bridges both South Indian dominance and pan-Indian popularity, making him ideal for reaching urban and regional EV customers alike.

3. Youth and Tech-Savvy Appeal

His fanbase skews younger, making him ideal for the youthful, tech-savvy demographic most likely to adopt electric vehicles.

4. Trustworthy and Clean Image

With fewer brand associations, Ram Charan offers an exclusive, reliable partnership for building your EV brand's image as innovative and sustainable.

5. Untapped Potential

Ram Charan's limited brand endorsements give your EV company a unique position to establish a strong and clear connection, unlike Shah Rukh and Virat who are linked to many other brands.



SECONDARY RESEARCH QUESTIONS:



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 Name	EV Subsidy for 2-Wheeler	Percentage of Road Tax Deduction	Scrapping Incentive	Registration Fee Discount/Free
Delhi	₹5,000 per kWh, up to ₹30,000	100%	Up to ₹5,000	Free
Maharashtra	₹5,000 per kWh, up to ₹25,000	100%	₹7,000	Free
Gujarat	₹10,000 per kWh, up to ₹20,000	100%	Up to ₹10,000	Free
Karnataka	No direct subsidies	100%	To be announced	Free
Tamil Nadu	Focus on tax exemptions	100%	To be announced	Free
Telangana	No direct subsidies	100%	Under consideration	Free

State Name	EV Subsidy for 4-Wheeler	Percentage of Road Tax Deduction	Scrapping Incentive	Registration Fee Discount/Free
Delhi	₹10,000 per kWh, up to ₹1.5 lakh	100%	Up to ₹7,500	Free
Maharashtra	₹5,000 per kWh, up to ₹1.5 lakh	100%	₹25,000	Free
Gujarat	₹10,000 per kWh, up to ₹1.5 lakh	100%	Up to ₹50,000	Free
Karnataka	No direct subsidies	100%	To be announced	Free
Tamil Nadu	Focus on tax exemptions	100%	To be announced	Free
Telangana	No direct subsidies	100%	Under consideration	Free

Here **Delhi** provides more upfront subsidy on EV adoption but less incentive on scrapping. **Gujarat** showing absolute game changing possibility for middleclass on adopting EV vehicle by providing maximum incentive on scrapping the old vehicle with EV subsidy **10k - 20k** for **2w** and **10k - 1.5 lac** for **4w**, highest among the **top 5 states**.



SECONDARY RESEARCH QUESTIONS:

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

Top 4 states are showing best environment and concession & subsidies in govt. tax that supports to start the manufacturing base.

- Tamil Nadu
 - Gujarat
 - Maharashtra
 - Delhi
- Delhi has highest PR currently that reflects the adoption rate and support in state.
- Whereas Tamil Nadu provides better import & export connectivity for manufacturer to the components of EV vehicle but less PR compare to others.
- Maharashtra second high PR of 10% with up to 100% refund on SGST and No duty charges for 5 electricity.

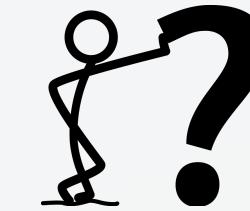
State	Support for Foreign EV Manufacturers	Tax Concessions/Discounts	Penetration Rate	Why It's Attractive for EV Manufacturing	Geographical Advantage
Tamil Nadu	Land allocation, industrial parks near Chennai, single-window clearance for approvals	Up to 100% tax exemption for 5 years, subsidies on land and power tariffs	~8%	Established automotive ecosystem, EV park in Chennai region, strong government support for manufacturing.	Proximity to Chennai Port (major seaport for export/import), well-connected roads for domestic transportation.
Gujarat	Dedicated EV manufacturing zones, fast-track approvals, infrastructure support	Up to 100% SGST reimbursement, subsidies on land purchase, exemption on stamp duty	~9%	Strong EV sales, access to ports for export, EV manufacturing incentives.	Near Mundra and Kandla Ports (largest private ports), excellent road network for nationwide distribution.
Maharashtra	EV park near Pune, incentives for infrastructure setup, simplified approval processes	Up to 100% SGST reimbursement, exemption on electricity duty, capital subsidies	~10%	High EV sales, skilled workforce, proximity to automotive hubs.	Close to Jawaharlal Nehru Port Trust (JNPT), India's largest container port, with good road and rail connectivity for domestic and international
Delhi	Strong incentives for EV manufacturing, focus on promoting clean energy vehicles, fast-track approvals	100% road tax exemption, no registration fees, subsidies for land and infrastructure	~12%	High EV adoption, attractive incentives for clean energy industries, close to major markets in North India.	Well-developed road network, excellent access to key markets, but lacks direct proximity to seaports.



SECONDARY RESEARCH QUESTIONS:



WHY ONLY GUJARAT



Gujarat is rapidly becoming a key hub for EV manufacturing, attracting major investments from both new and established carmakers. For instance, MG Motors has just started producing its latest electric vehicle at its plant in Halol and is already planning a second plant with a massive ₹5,000 crore investment.

Meanwhile, Maruti Suzuki, India's largest carmaker, is set to launch its first electric vehicle from its Gujarat plant this year.

Because of land relief Tata Motors has recently operationalized its newly acquired plant in Sanand, where production of the Nexon EV will soon begin. also committed to invest Rs. 13,000 crore to build an EV battery plant in Sanand with a capacity of 20GWh.

These developments highlight how Gujarat is positioning itself as a leader in India's EV revolution.

Summary of Tax Relief and Incentives:

- 100% SGST reimbursement for 10 years.
- Up to 50% land cost relief in dedicated EV zones.
- 25% capital subsidy for charging station infrastructure.
- 15-25% tax exemptions on battery and EV components.
- 20-25% relief on import/export and transportation costs.
- Highest incentive on scrapping old vehicle.



SECONDARY RESEARCH QUESTIONS:



6. Your **top 3** recommendations for **AtliQ Motors**. 

1. Marketing Strategy with a Unique Brand Ambassador for India

Partner with a celebrity or public figure who resonates with both urban youth and environmentally-conscious consumers. Choosing someone who symbolizes sustainability, innovation, and aspirational values.

Ideal is

RAM CHARAN - 



2. State Selection for Manufacturing Base

Choosing Gujarat as the base for manufacturing due to their strong government incentives, infrastructure, and proximity to ports.

3. "Start with 2-Wheelers, Expand to 4-Wheelers After Building Trust"

Launch with electric 2-wheelers first, to capture the mass market where EV penetration is already growing due to the lower cost and high demand for affordable urban mobility. After establishing a brand presence and gaining customer trust, expand into 4-wheelers.



SECONDARY RESEARCH QUESTIONS:



6. Your **top 3** recommendations for **AtliQ Motors**.



4. Additional Focus on Quality and After-Sales:

Product quality: Ensure robust battery performance and durability to avoid issues like frequent battery degradation or technical malfunctions. High product quality is essential to building a reliable brand image.

After-sales service: Establish quick service networks with specialized mechanics for EV maintenance. Offer warranty extensions and battery replacement plans to reassure customers about long-term serviceability.

5. AI technology Advancement

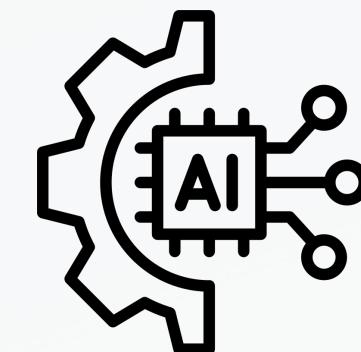
AUTONOMOUS DRIVING

BATTERY MANAGEMENT & ENERGY EFFICIENCY

PERSONALIZED USER EXPERIENCE

SUPPLY CHAIN & INVENTORY MANAGEMENT

CUSTOMER SUPPORT & AFTER-SALES SERVICES





SPECIAL THANKS



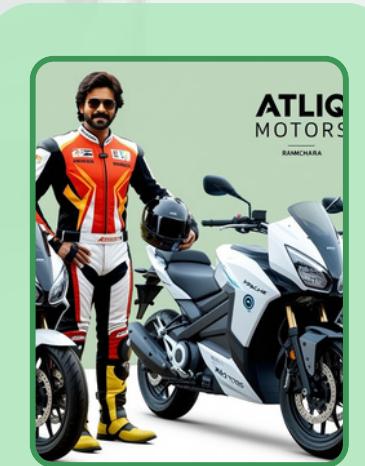
HEMANAND VADIVEL SIR



DHAVAL PATEL SIR

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- PROVIDING REAL-LIFE DATA ANALYSIS PROJECTS
- CONTINUOUS GUIDANCE AND SUPPORTIVE ENVIRONMENT





ATLIQ MOTORS



THANK'S FOR WATCHING