



AtliQ Motors

EV DOMAIN MARKET STUDY REPORT

Presented by Atharva Sutar





PROBLEM STATEMENT & MY ROLE



Problem Statement

A major automotive company from the USA, as a part of their expansion plans, they aim to introduce their best-selling models in India, where their current market share is less than 2%. Bruce Haryali, the chief of AtliQ Motors India, intends to conduct a comprehensive market study of the existing EV/hybrid market in India before moving forward with the expansion.

Who am I?

Bruce gave this task to the data analytics team of AtliQ motors and I am Peter Pandey, a data analyst working in this team.

Tasks assigned to me are as follows:

- Begin your analysis by referring to the primary and secondary research questions.
- Design a dashboard with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.



COMPANY'S BACKGROUND



AtliQ Motors

EV / Hybrid Automotive Company

AtliQ Motors is a major automotive company from the USA that specializes in electric vehicles (EVs). Over the past 5 years, their market share in the electric and hybrid vehicle segment in North America has increased to 25%.





TOOLS



Microsoft Excel

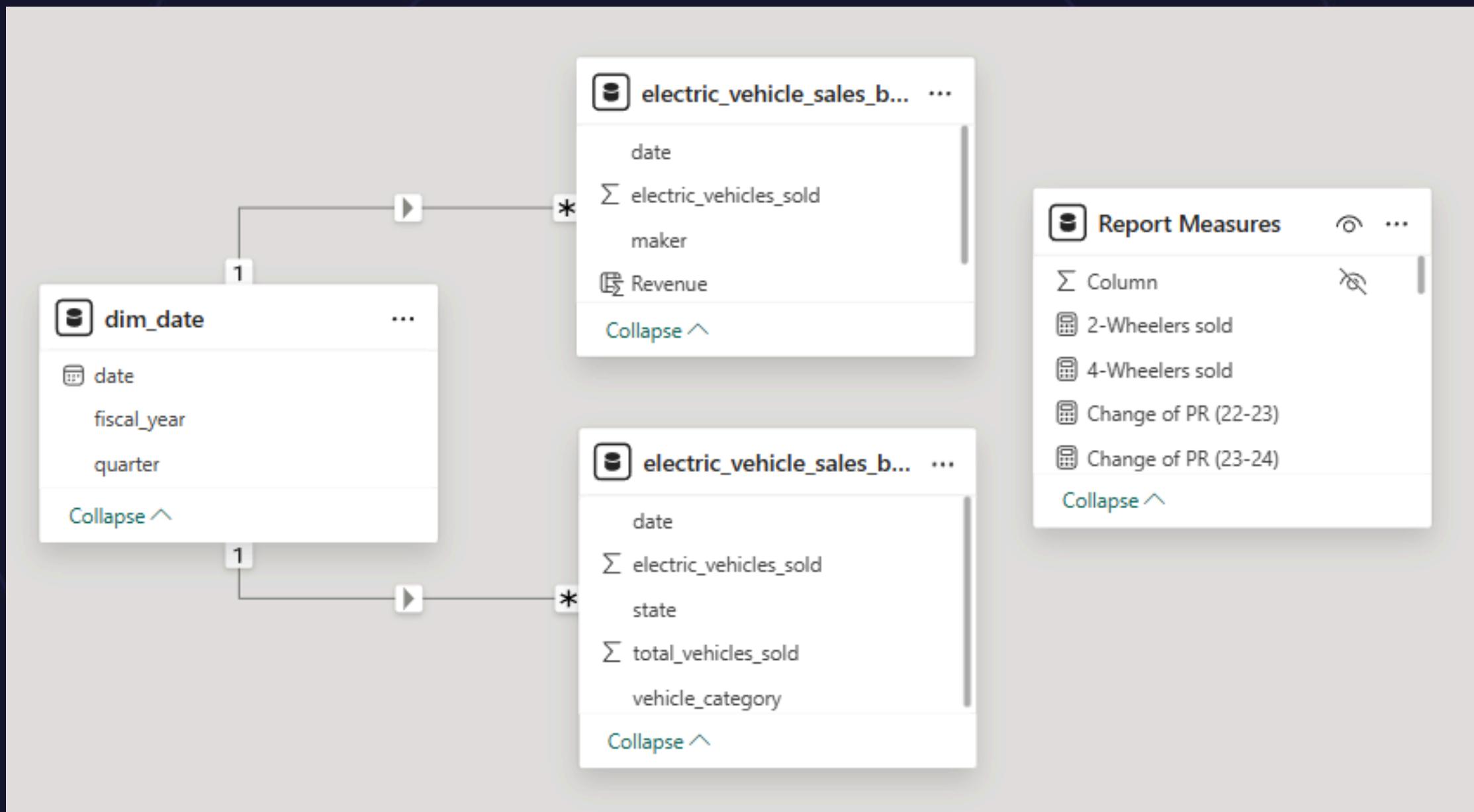
Importing Data &
Data Validation



Microsoft Power BI

Building Dashboard

DATABASE MODELING

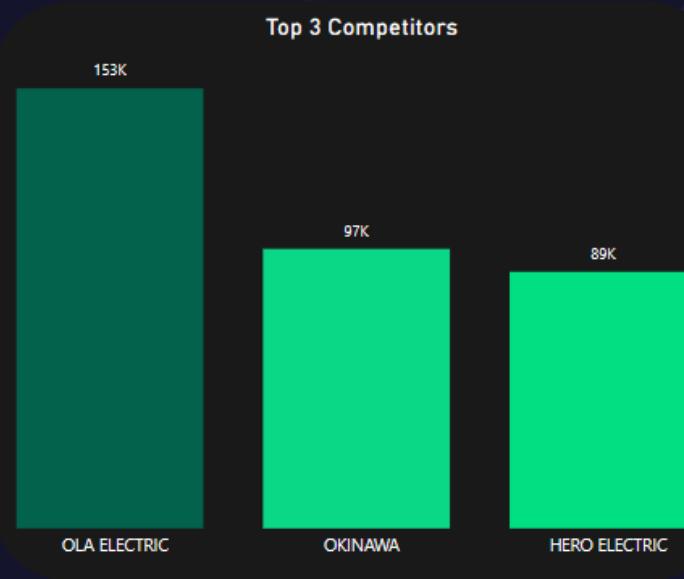




PRIMARY AND SECONDARY ANALYSIS RESEARCH QUESTIONS

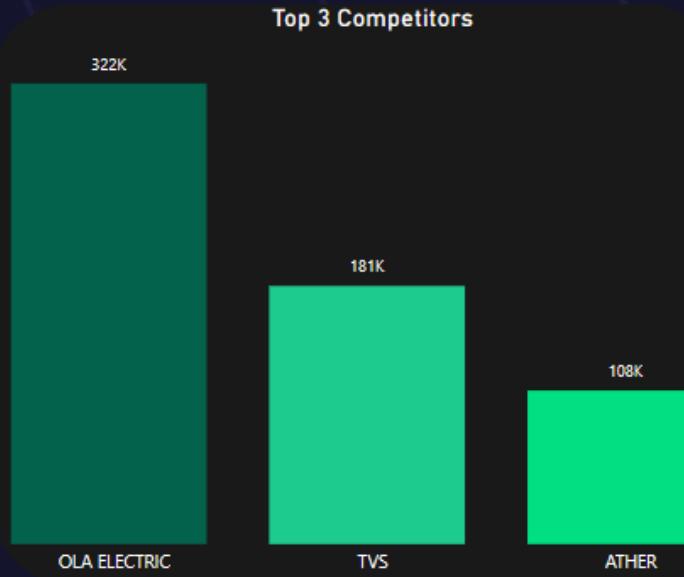
Q1. LIST THE TOP 3 AND BOTTOM 3 MAKERS FOR THE FISCAL YEARS 2023 AND 2024 IN TERMS OF THE NUMBER OF 2-WHEELERS SOLD.

Top 3 Makers by Highest EV Sales in FY 2023



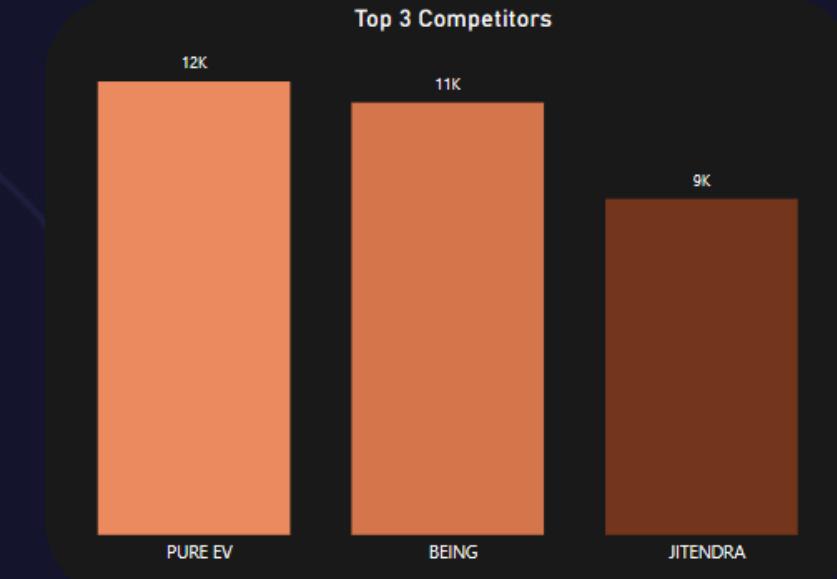
OLA Electric, Okinawa and Hero Electric

Top 3 Makers by Highest EV Sales in FY 2024



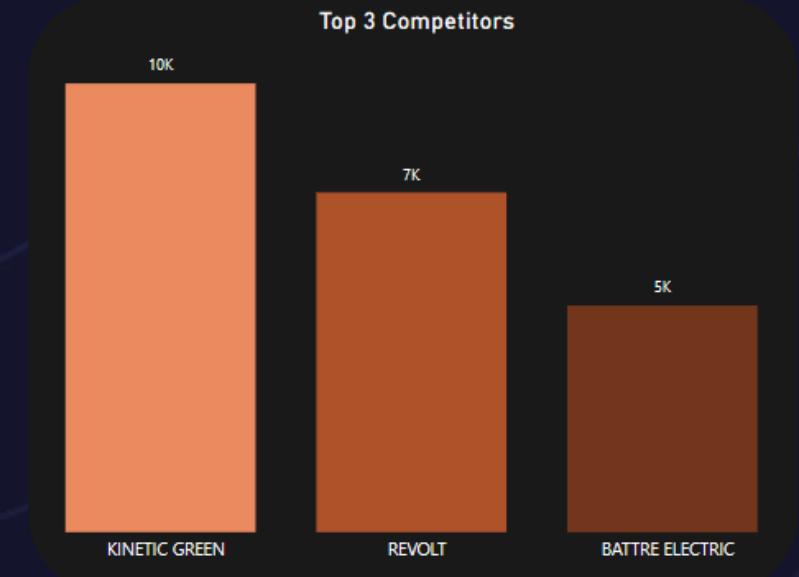
OLA Electric, TVS and Ather

Bottom 3 Makers by EV Sales in FY 2023



Pure EV, Being and Jitendra

Bottom 3 Makers by EV Sales in FY 2024

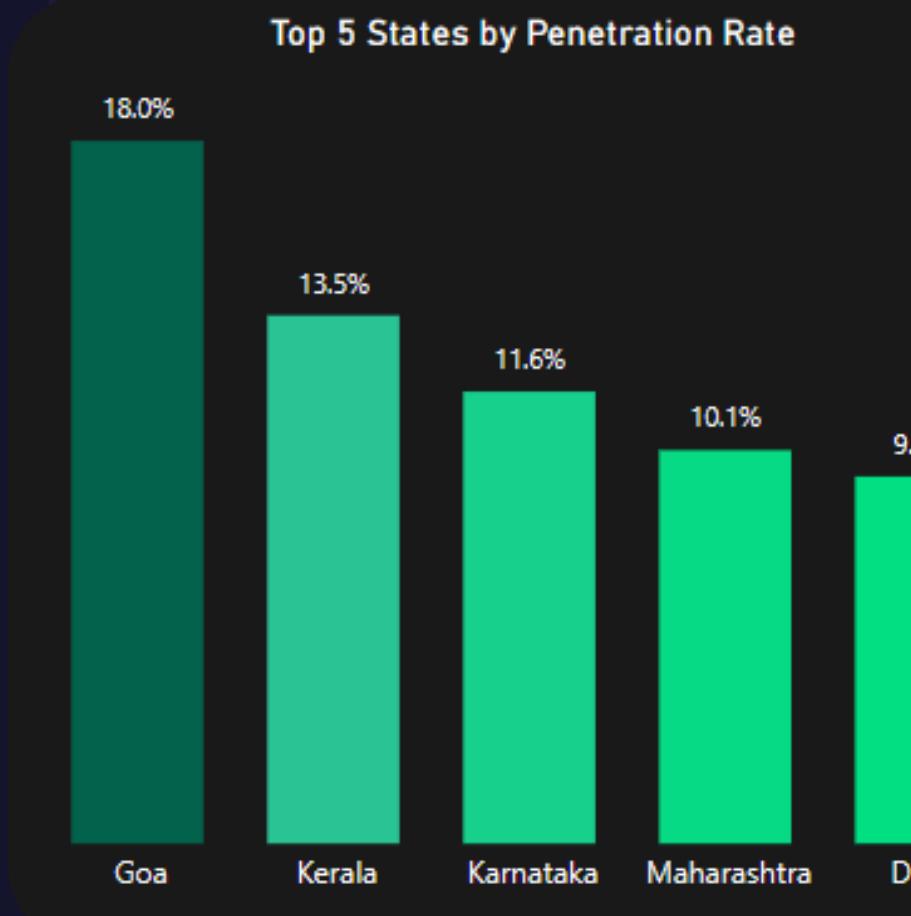


Kinetic Green, Revolt and Battre Electric



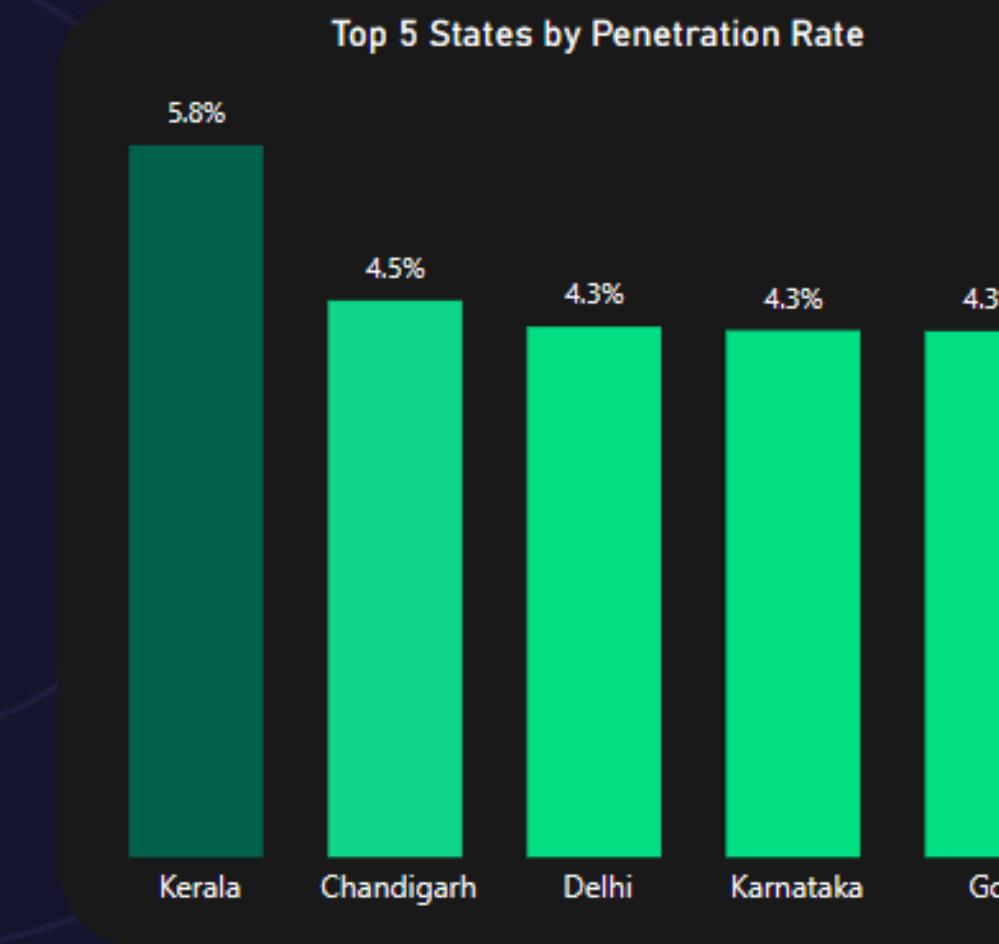
Q2. IDENTIFY THE TOP 5 STATES WITH THE HIGHEST PENETRATION RATE IN 2-WHEELER AND 4-WHEELER EV SALES IN FY 2024.

Top 5 States by Highest Penetration Rate of 2-Wheelers in FY 2024



Goa, Kerala, Karnataka, Maharashtra and Delhi

Top 5 States by Highest Penetration Rate of 4-Wheelers in FY 2024



Kerala, Chandigarh, Delhi, Karnataka and Goa



Q3. LIST THE STATES WITH NEGATIVE PENETRATION (DECLINE) IN EV SALES FROM 2022 TO 2024?

No Overall Penetration Rate Decline was seen in any state from FY 2022 to FY 2024.

Decline was observed in Ladakh's 2-Wheelers Penetration Rate from FY 2022 to FY 2024.

State	Penetration Rate %	PR Change % (22-24)	Overall PR Change
Ladakh	4.06%	-0.41%	Declined

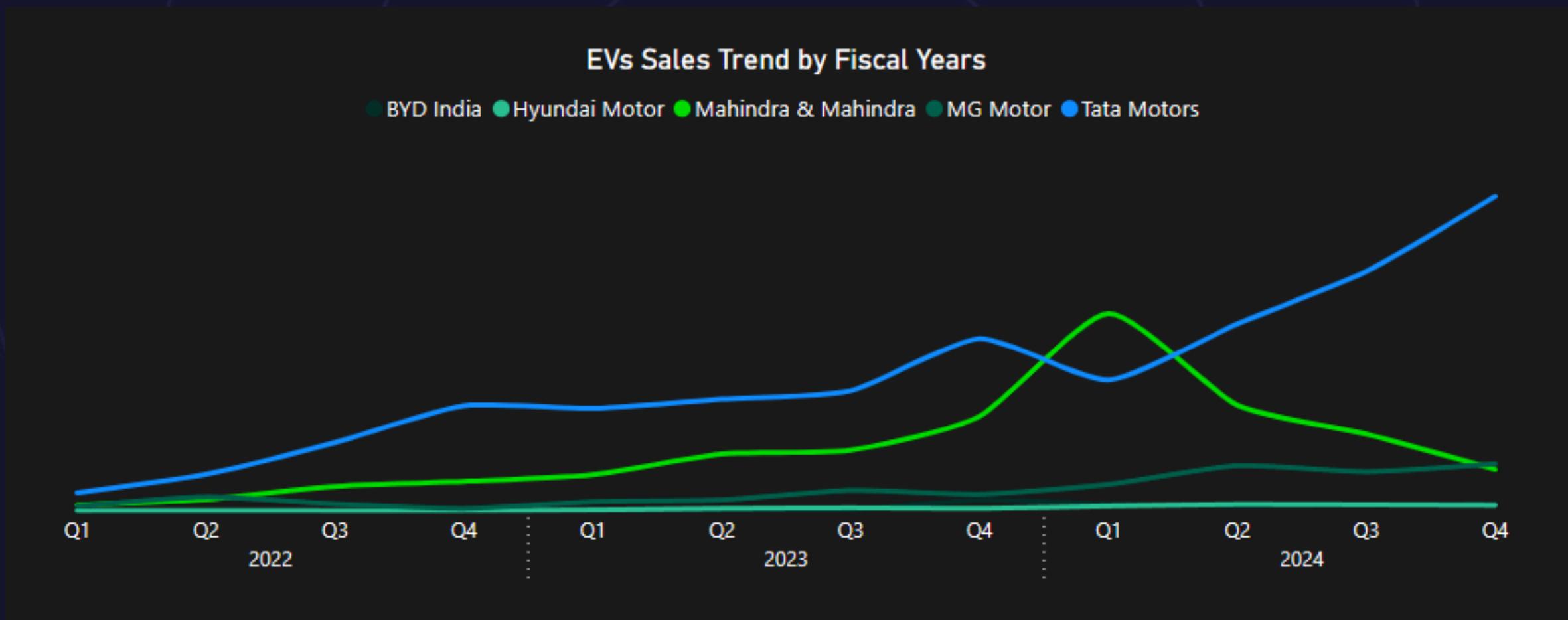
&

in Andaman & Nicobar's 4-Wheelers Penetration Rate from FY 2022 to FY 2024.

State	Penetration Rate %	PR Change % (22-24)	Overall PR Change
Andaman & Nicobar	0.88%	-1.11%	Declined

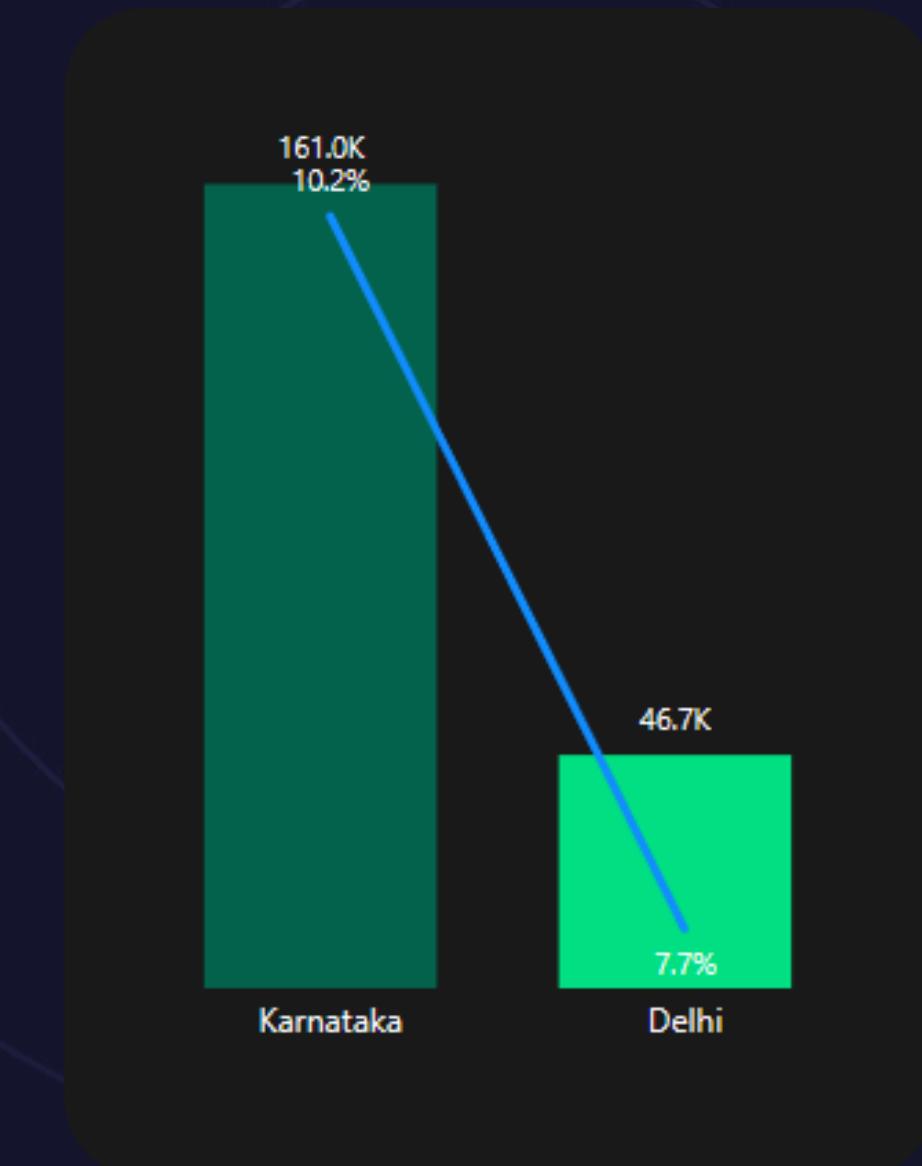
Q4. WHAT ARE THE QUARTERLY TRENDS BASED ON SALES VOLUME FOR THE TOP 5 EV MAKERS (4-WHEELERS) FROM 2022 TO 2024?

Top 5 EV Makers (4-Wheelers) Quarterly Trends from FY 2022 to FY 2024



Q5. HOW DO THE EV SALES AND PENETRATION RATES IN DELHI COMPARE TO KARNATAKA FOR 2024?

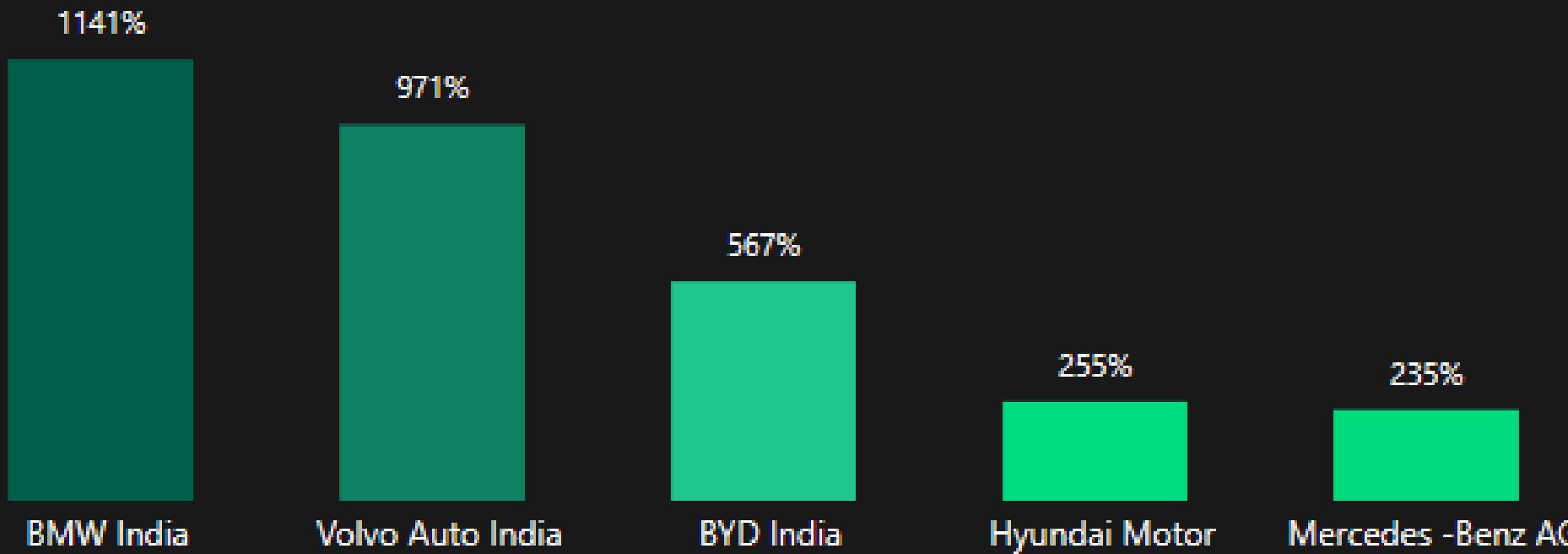
EV Sales and Penetration Rate of Karnataka and Delhi in FY 2024





Q6. LIST DOWN THE COMPOUNDED ANNUAL GROWTH RATE (CAGR) IN 4-WHEELER UNITS FOR THE TOP 5 MAKERS FROM 2022 TO 2024.

Top 5 Makers by Highest CAGR in 4-Wheelers units from FY 2022 to FY 2024

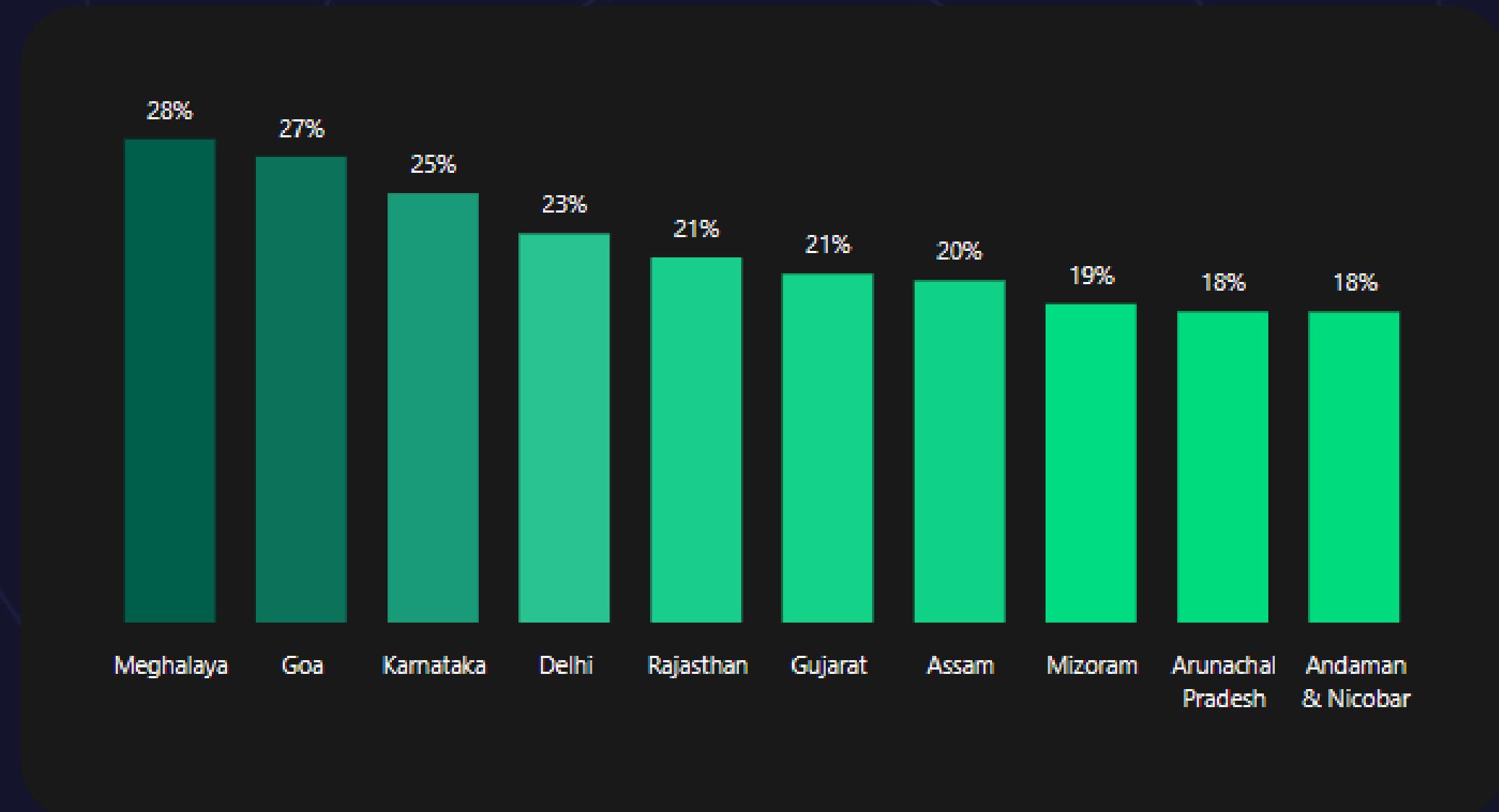




Q7. LIST DOWN THE TOP 10 STATES THAT HAD THE HIGHEST COMPOUNDED ANNUAL GROWTH RATE (CAGR) FROM 2022 TO 2024 IN TOTAL VEHICLES SOLD.

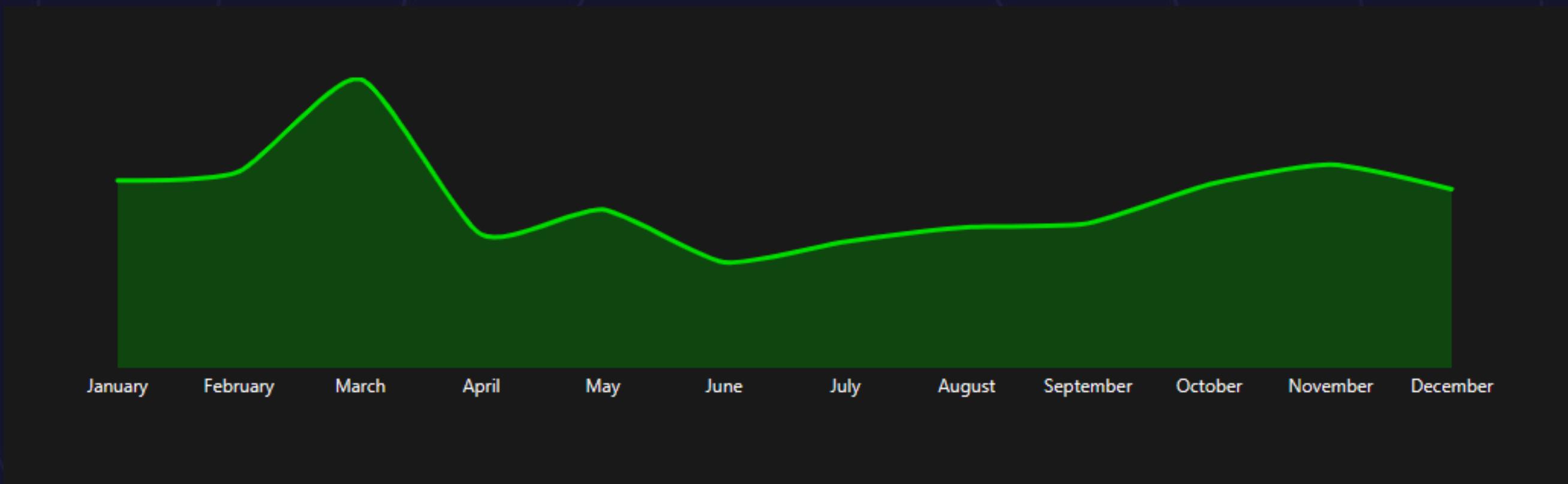


Top 10 States by Highest CAGR in Total Vehicles Sold from FY 2022 to FY 2024



Q8. WHAT ARE THE PEAK AND LOW SEASON MONTHS FOR EV SALES BASED ON THE DATA FROM 2022 TO 2024?

Peak and Low Season Months of EV Sales from FY 2022, FY 2023 and FY 2024 combined

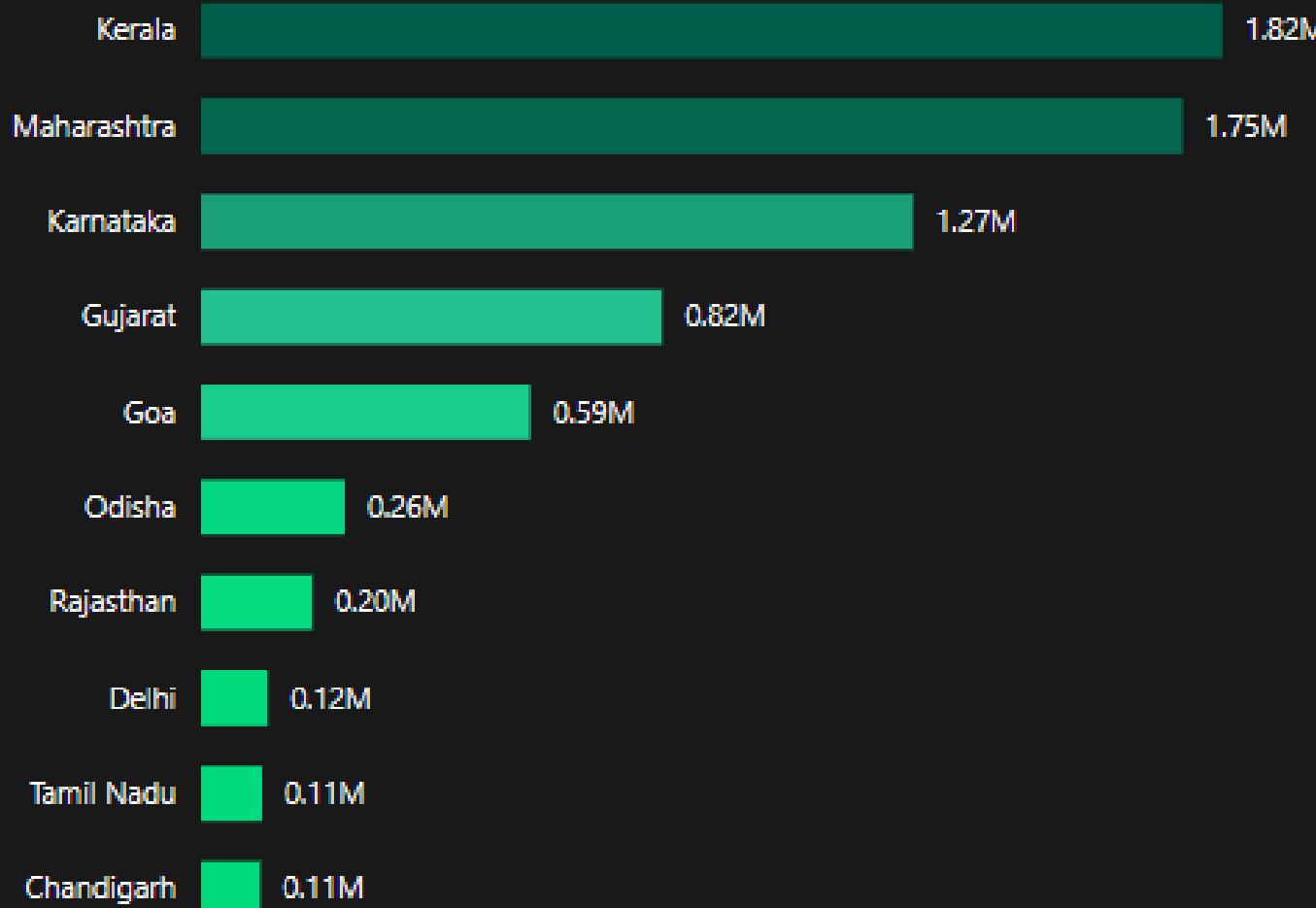




Q9. WHAT IS THE PROJECTED NUMBER OF EV SALES (INCLUDING 2-WHEELERS AND 4-WHEELERS) FOR THE TOP 10 STATES BY PENETRATION RATE IN 2030, BASED ON THE COMPOUNDED ANNUAL GROWTH RATE (CAGR) FROM PREVIOUS YEARS?



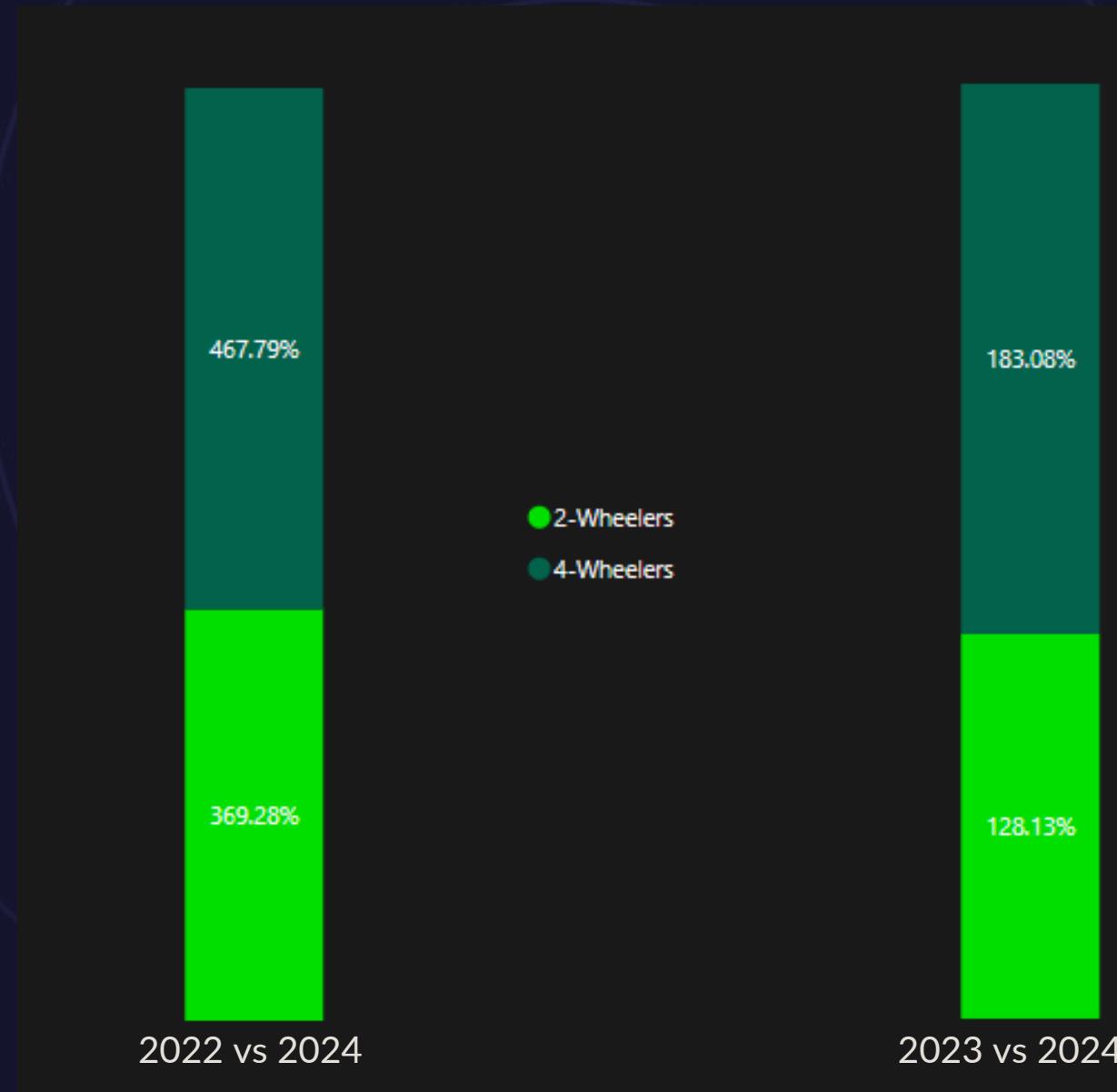
Projected EV Sales by FY 2030 based on CAGR of Top 10 States by Highest Penetration States



Q10. 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.

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

Revenue Growth Rate of 4-wheeler and 2-wheelers EVs in India for 2022 vs 2024 and 2023 vs 2024





Q11. WHAT ARE THE PRIMARY REASONS FOR CUSTOMERS CHOOSING 4-WHEELER EVS IN 2023 AND 2024 (COST SAVINGS, ENVIRONMENTAL CONCERNs, GOVERNMENT INCENTIVES)?

Reasons for choosing 4-wheeler EVs in 2023 and 2024:

- Environmental Concerns
- Cost Savings
- Government Incentives
- Improved Charging Infrastructure
- Advancements in Technology
- Enhanced Product Features





Q12. HOW DO GOVERNMENT INCENTIVES AND SUBSIDIES IMPACT THE ADOPTION RATES OF 2-WHEELERS AND 4-WHEELERS? WHICH STATES IN INDIA PROVIDED THE MOST SUBSIDIES?

- The FAME-II Scheme was a blockbuster in promoting electric vehicles.
- Government incentives indirectly influence EV adoption intention.
- Moody's predicts increased EV penetration due to government incentives.
- States that offer most subsidies for EVs are as follows:
 - Delhi
 - Maharashtra
 - Meghalaya
 - Karnataka
 - Andhra Pradesh
 - Gujarat



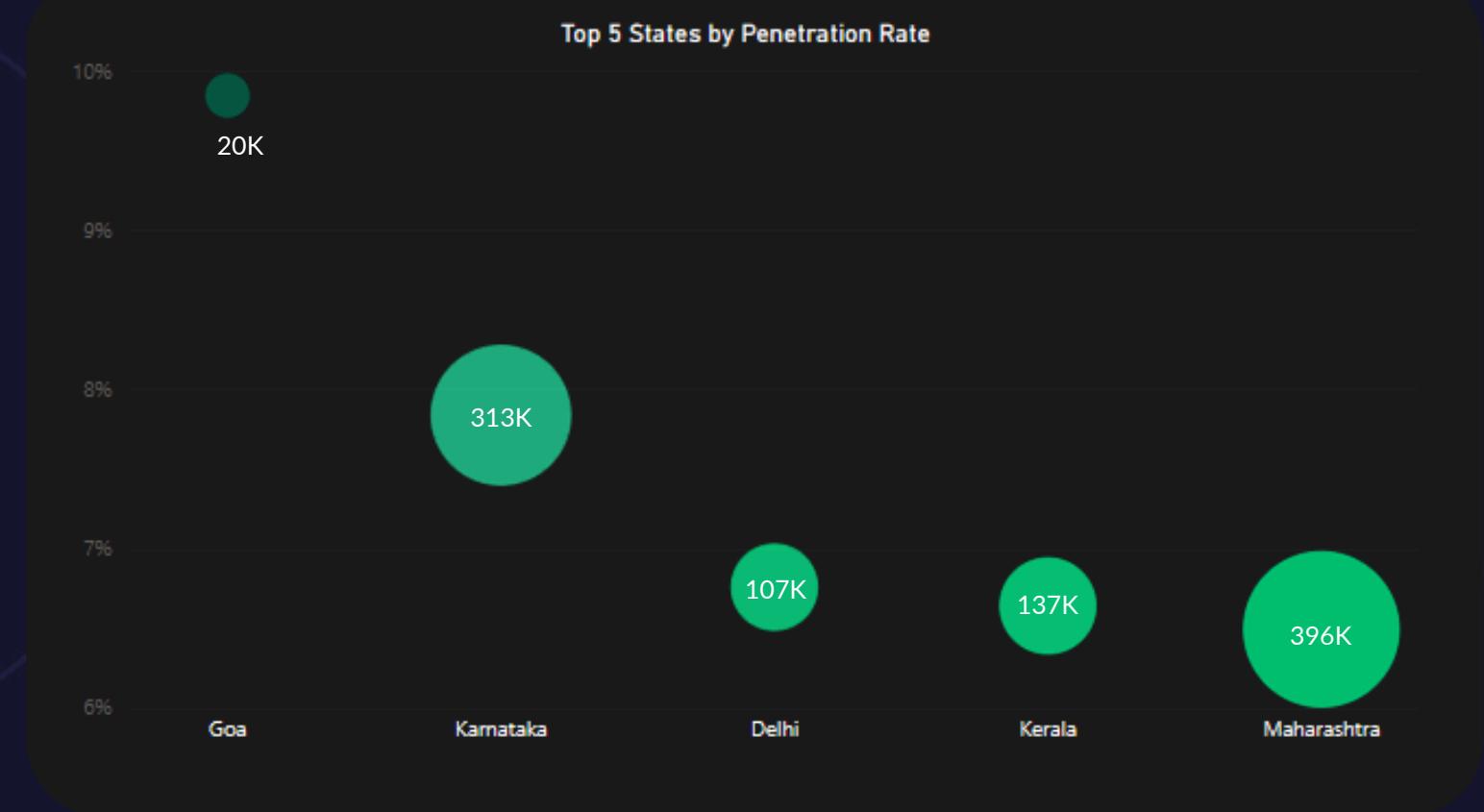
Q13. HOW DOES THE AVAILABILITY OF CHARGING STATIONS INFRASTRUCTURE CORRELATE WITH THE EV SALES AND PENETRATION RATES IN THE TOP 5 STATES?

Here, the X-axis shows States, Y-axis shows Penetration Rate and Size of Bubbles shows the EV Sales.

According to EVreporter, the charging stations in these states are as follows:

- Karnataka: 5,765
- Maharashtra: 3,728
- Delhi: 1,941
- Kerala: 1,212
- Goa: 137

As, we can see Maharashtra and Karnataka have the highest number of charging stations among the following states, as a result, these states maintain decent EV sales and penetration rates. In conclusion, we can say, the availability of charging stations does correlate with EV sales and penetration rate.





Q14. WHO SHOULD BE THE BRAND AMBASSADOR IF ATLIQ MOTORS LAUNCHES THEIR EV/HYBRID VEHICLES IN INDIA AND WHY?

Let's consider a few potential options for brand ambassador of AtliQ:

1. Mahendra Singh Dhoni (MS Dhoni):

- His passion for automobiles and his status as a cricketing legend makes him an ideal choice. His collection includes some of the best vehicles and shows his enthusiasm for automobiles.

2. Virat Kohli:

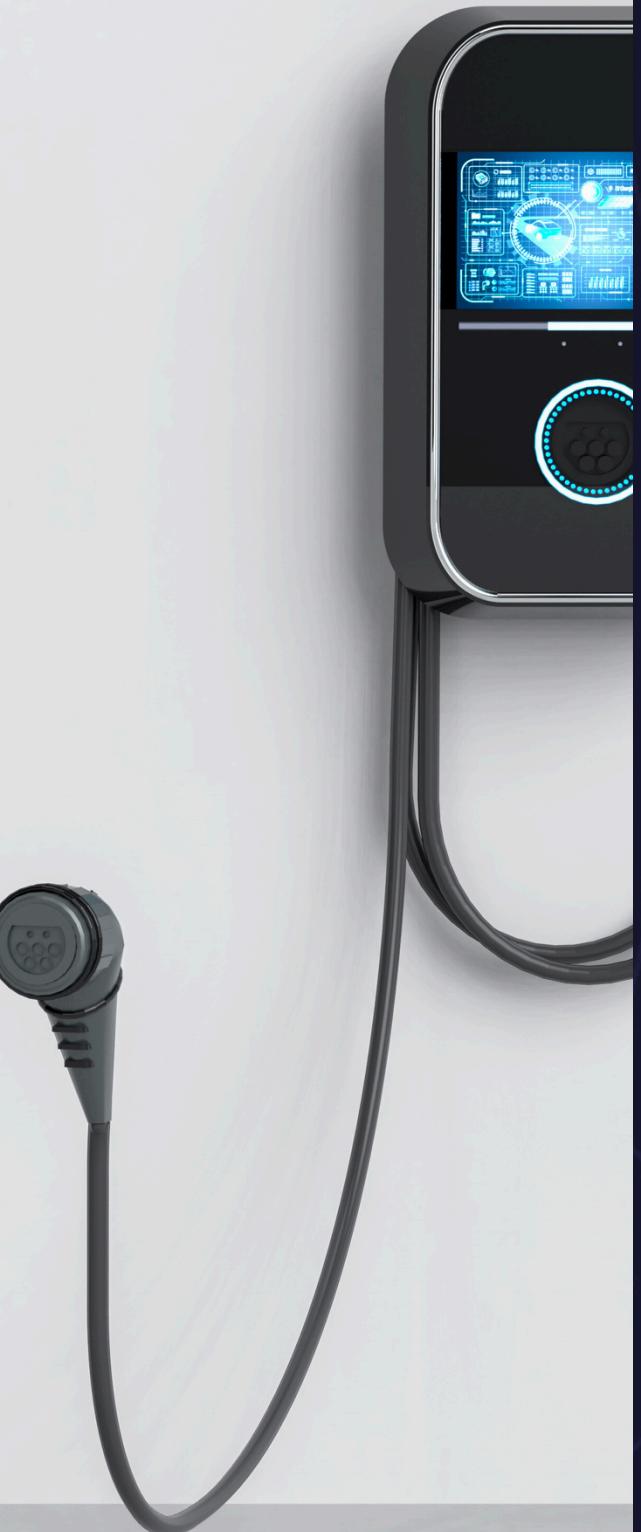
- Virat Kohli serves as the brand ambassador for Audi India. He has actively highlighted the electric vehicle movement in India and worldwide. Kohli welcomed Audi's e-tron and e-tron Sportback—the company's first electric vehicles in India. His endorsement extends beyond the cricket field, reaching a wider luxury car-buying audience.



MY RECOMMENDATIONS TO ATLIQ MOTORS

As the AtliQ Motors is planning to launch their products in India, my top recommendations are as follows:

- As we know Indian Market is a price-sensitive market where an electric two-wheeler is priced averagely between ₹80,000 to ₹1,20,000 and an electric four-wheeler is priced averagely between ₹6.99 lakh to ₹15 lakh. So, AtliQ need to launch their vehicles between these price segments.
- To significantly increase the market share of two-wheelers in India, AtliQ must draw inspiration from industry leaders such as OLA Electric, TVS, and Ather. Additionally, to make a substantial impact in the four-wheeler market, AtliQ should emulate the strategies of Tata Motors and Mahindra & Mahindra.
- AtliQ should carefully consider launching their vehicles in the tier-1 cities of Karnataka, Maharashtra, Delhi, Kerala, Gujarat, and Goa. These states exhibit favorable attributes such as high electric vehicle (EV) adoption rates among consumers, well-established EV infrastructure, conducive business environments, and other compelling factors.





AtliQ Motors

THANK YOU

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