

# Electric Vehicle Market Segmentation Report - India

## 1. Conclusion

The Electric Vehicle (EV) market in India shows strong demand, particularly in states like Uttar Pradesh, Maharashtra, and Karnataka. However, a significant gap exists between high EV sales and available charging infrastructure in certain states. This report identifies high-demand states, infrastructure gaps, and potential B2B opportunities.

## 2. Geographic Segmentation

High Sales but Low Infrastructure States (Market Gap):

- Bihar: 213,465 EV Sales, 9 Charging Stations
- Assam: 151,917 EV Sales, 10 Charging Stations
- Madhya Pradesh: 133,182 EV Sales, 20 Charging Stations
- Odisha: 86,823 EV Sales, 38 Charging Stations
- Andhra Pradesh: 77,356 EV Sales, 31 Charging Stations

Opportunity: Expand charging infrastructure rapidly in these states to unlock full market potential.

## 3. High Sales and High Infrastructure (Rapid Adoption)

- Uttar Pradesh: 732,074 EV Sales, 87 Charging Stations
- Maharashtra: 401,535 EV Sales, 259 Charging Stations
- Karnataka: 315,498 EV Sales, 134 Charging Stations
- Delhi: 268,538 EV Sales, 126 Charging Stations
- Tamil Nadu: 206,902 EV Sales, 155 Charging Stations

Opportunity: Scale marketing and sales in these states where infrastructure is growing.

## 4. B2B Opportunities

Potential Business Sectors for EV Adoption:

- Logistics & Delivery Services: Target large delivery fleet companies for EV conversion.
- Ride-Hailing Services: Collaborate with Ola, Uber, and fleet operators for EV adoption.

- Public Transport: Engage with government agencies to convert public transport fleets to EV.
- E-Commerce: Partner with e-commerce delivery chains like Amazon, Flipkart for sustainable logistics.

## **5. Recommended Market Entry Strategy**

Based on the segmentation analysis, the following strategy is recommended:

1. Expand Charging Infrastructure: Invest in rapid deployment of charging stations in high-demand but low-infrastructure states.
2. Focus on High Adoption States: Strengthen brand presence in states like Maharashtra and Karnataka.
3. Partner with B2B Clients: Establish partnerships with logistics, ride-hailing, and public transport services.
4. Leverage Government Initiatives: Collaborate with government subsidies for infrastructure development.
5. Implement Region-Based Pricing: Offer region-specific pricing to attract diverse consumer segments.