

Secondary Research Questions

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

The primary reasons for customers choosing 4-wheeler EVs in 2023 and 2024 are:-
Cost savings – Fuel prices are increasing day by day and electricity which is cheaper than fuel is one of the reason people buying EVs.

Environmental Concerns – EVs produce no tailpipe emissions, making them environmentally friendly. On the other hand, Petrol cars produce CO₂ emissions, contributing to air pollution and climate change.

Government Incentives – On EVs many governments offer incentives for purchasing EVs, such as tax credits and rebates. On petrol cars there are no incentives provided by government.

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

Government incentives and subsidies impact the adoption rates of 2-wheelers and 4-wheelers in India –

Cost Reduction – Incentives and subsidies significantly reduce the upfront cost of EVs, making them more affordable for consumers.

Environmental Benefits – Government incentives contribute to reducing carbon emissions and improving air quality.

Market Development – Subsidies help in developing the market for EVs by encouraging manufacturers to invest in EV technology and infrastructure.

State	Per KWH	Max Subsidy	Road Tax Exemption
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Delhi	Rs 5,000	Rs 30,000	100%
Maharashtra	Rs 5,000	Rs 25,000	100%
Meghalaya	Rs 10,000	Rs 20,000	100%

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

There is a clear correlation between the availability of charging stations and the rate of EV adoption. States with better charging infrastructure tend to have higher EV sales and penetration rates. This trend highlights the importance of investing in charging infrastructure to support the growth of the EV market.

<i>State</i>	<i>Electric Vehicles</i>	<i>Total Vehicles</i>	<i>Penetration Rate</i>
Goa	3875	20689	18.73
Kerala	22533	150080	15.01
Karnataka	51247	430905	11.89
Maharashtra	61823	596326	10.37
Chandigarh	763	8630	8.84

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

Ratan Tata:

Credibility: As a respected industrialist and philanthropist, Ratan Tata brings immense credibility and trust.

Innovation: His association with Tata Motors and their ventures into electric vehicles can reinforce AtliQ Motors' commitment to innovation and sustainability.

Legacy: His legacy in the automotive industry can attract a broad spectrum of consumers, from traditionalists to modernists.

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

Several states in India are attractive for setting up an EV manufacturing unit due to their favorable policies, subsidies, and business environments. Here are some top contenders:

Maharashtra: Known for its comprehensive “Package Scheme of Incentives” (PSI), Maharashtra offers substantial subsidies, including industrial promotion subsidies, stamp duty exemptions, and electricity duty exemptions¹. The state also has a robust industrial infrastructure and a large market.

Andhra Pradesh: Consistently ranked high in ease of doing business, Andhra Pradesh provides a conducive environment for manufacturing with streamlined processes and investor-friendly policies². The state also offers various incentives for EV manufacturers.

Gujarat: With a strong industrial base and proactive government policies, Gujarat is another excellent choice. The state offers various subsidies and incentives for manufacturing units and has a reputation for stable governance².

Your top 3 recommendations for AtliQ Motors.

1. Enter Indian market as soon as possible due to rising demand of EVs and emerging market.
2. Setup manufacturing plant in India and take advantage of government subsidies and outsourcing of work.
3. Scale Charging Infrastructure.