

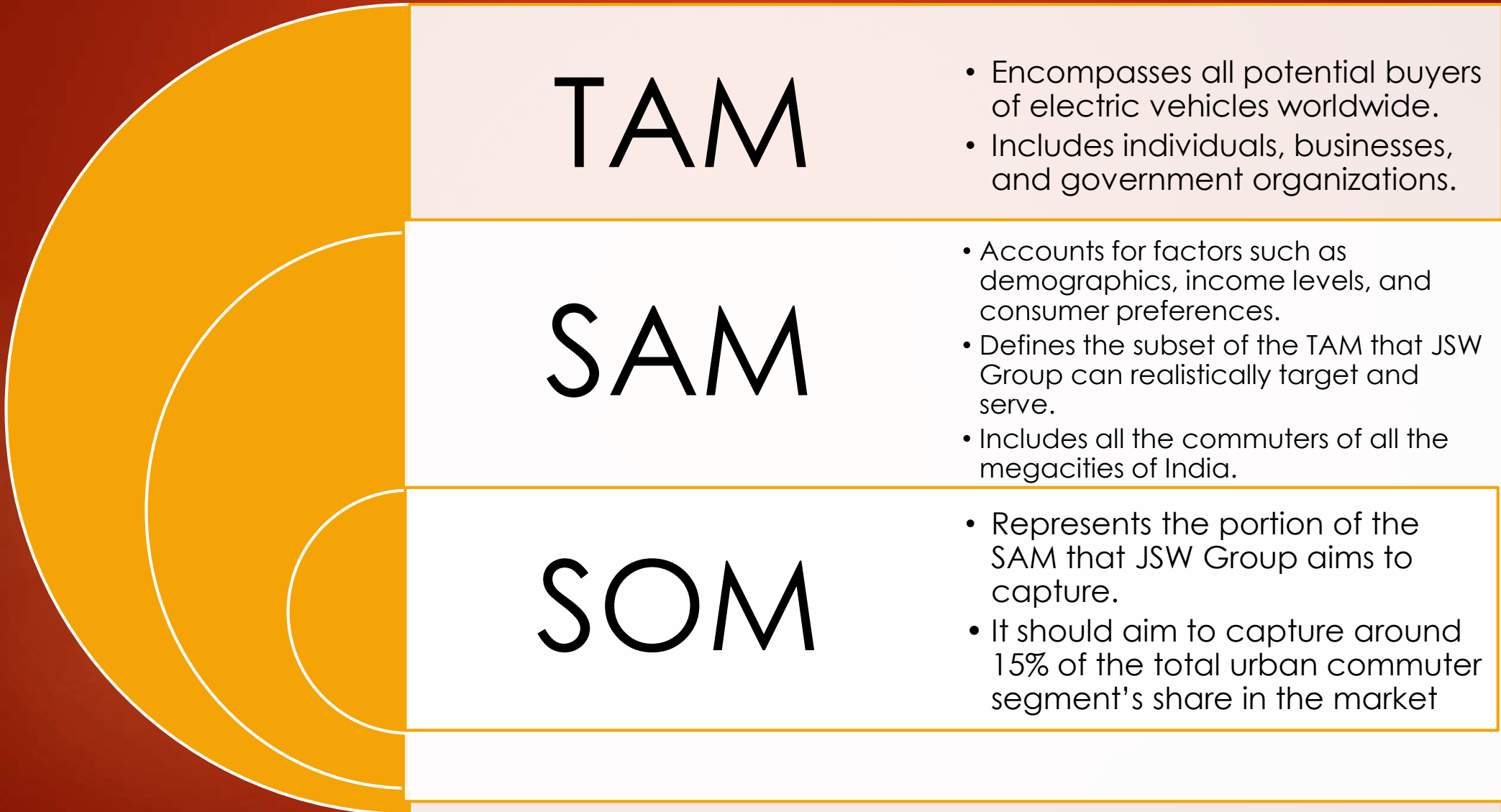
Market Entry of JSW Group into the EV sector

- A CASE STUDY BY TRI-HARDS

Introduction

- In the ever-evolving landscape of business, strategic decisions often mark defining moments for companies seeking to expand their horizons. This case study delves into one such pivotal juncture for JSW Group, a renowned leader in the manufacturing sector. With a legacy steeped in excellence and innovation, JSW Group embarks on a transformative journey into the Electric Vehicle (EV) market, signaling a strategic shift in its portfolio diversification strategy.
- This case study seeks to unravel the intricacies of JSW Group's strategic entry into the EV market, offering insights into the rationale behind this decision, the market dynamics at play, and the roadmap for success in this transformative journey. By examining key factors such as market viability, competitive positioning, and strategic alignment, we aim to provide a comprehensive analysis that underscores the viability and profitability of JSW Group's venture into the Electric Vehicle market.

Market Analysis



Market Analysis

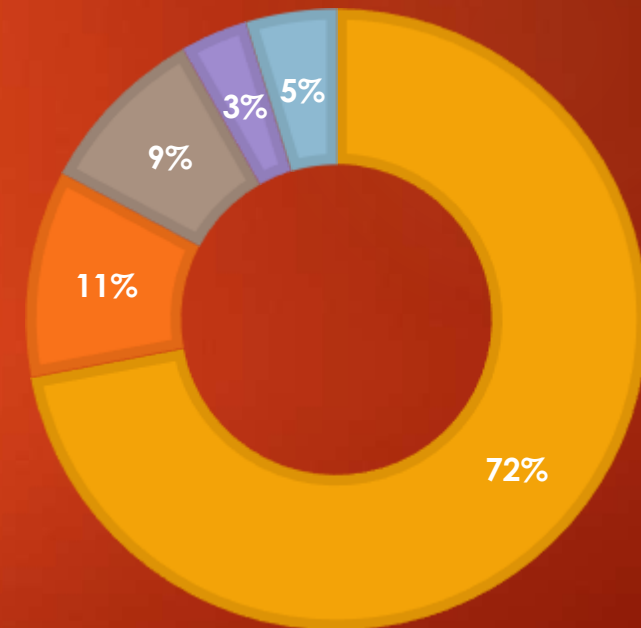
Many companies are already in the EV market in India, like Tata Motors and Mahindra & Mahindra.

To stand out, JSW Group needs to offer something special, like better technology or quality.

Also, they can use their reputation and partnerships to compete better.

MARKET SHARE

■ TATA Motors ■ MG Motors ■ Mahindra
■ Citroen's eC3 ■ Others



SWOT Analysis

Strengths: Strong reputation in the manufacturing sector. Strategic partnership with MG Motor India. Investments in charging infrastructure and technology.

Weaknesses: Limited experience in the automotive industry, Potential challenges in navigating regulatory landscape, Dependence on partnerships for expertise in EV manufacturing.

Opportunities: Growing demand for EVs in India, Government incentives for EV adoption, Expansion of charging infrastructure network.

Threats: Intense competition from established players, Regulatory uncertainties, Technological disruptions.

Entry Strategy



JSW Group's plan to enter the Electric Vehicle (EV) market is all about teamwork and smart investments.

- **Partnering with MG Motor India:** JSW Group is teaming up with MG Motor India, a company that knows a lot about making EVs. This partnership brings together their strengths to make great electric cars.
- **Launching New Energy Vehicles (NEVs):** JSW Group plans to introduce a new electric vehicle every few months. This steady stream of new cars keeps them competitive and shows customers they're serious about electric transportation.
- **Investing in Infrastructure:** To support their electric cars, JSW Group is investing in building charging stations. These stations make it easier for people to charge their electric cars, encouraging more people to switch to EVs.
- **Leveraging Existing Resources:** JSW Group will use its expertise and resources from other industries to make high-quality EV components and batteries. This helps them stay ahead in the EV market while building on their strengths.

Implementation

JSW Group's plan to enter the Electric Vehicle (EV) market involves taking practical steps to turn their strategy into reality.

- 1. Finalizing Partnerships: JSW Group will work closely with MG Motor India to finalize partnership agreements and establish clear roles and responsibilities. This ensures that both parties are aligned and ready to move forward together.
- 2. Developing Product Pipeline: JSW Group will focus on developing a diverse range of electric vehicles, ensuring that each model meets the needs and preferences of different customer segments. They will prioritize innovation and quality to stand out in the competitive EV market.
- 3. Building Charging Infrastructure: JSW Group will begin the construction of EV charging stations in strategic locations, such as urban centers and along major highways. These stations will be equipped with state-of-the-art technology to provide fast and convenient charging solutions to EV owners.
- 4. Scaling Up Manufacturing: JSW Group will invest in expanding its manufacturing facilities to meet the growing demand for electric vehicle components and batteries. This includes upgrading existing infrastructure and implementing efficient production processes to ensure timely delivery of high-quality products.

References:

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Thank You!!

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