



# INGENIUM

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## Strategic Planning Competition

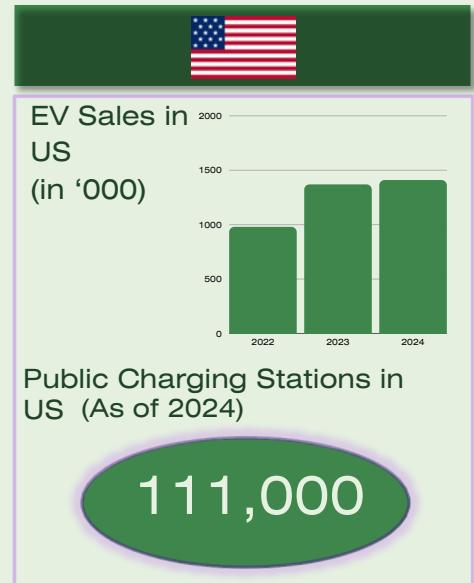
Team CASE CREW

| Mahi Shah

| Ansh Kyal

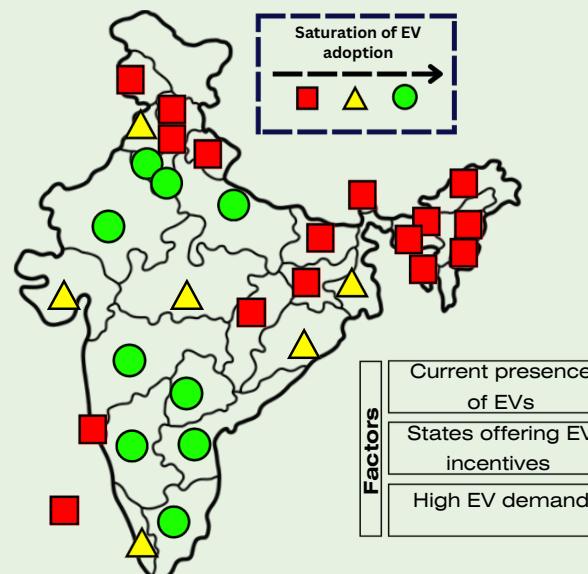
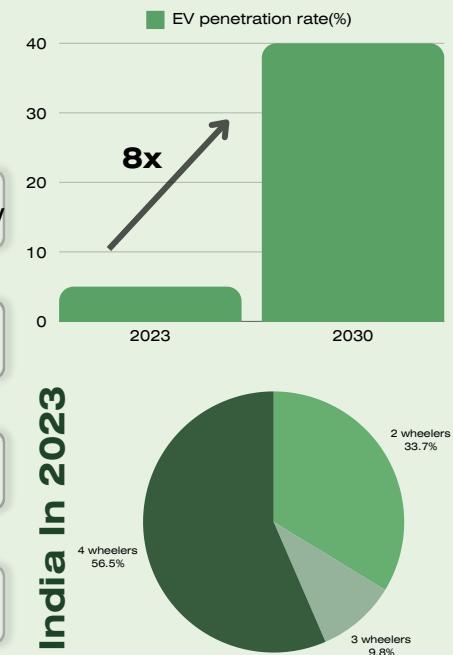
| Avni Katarey

Electric vehicles (EVs) could account for more than 40% of India's automotive market and generate over \$100 billion of revenue by 2030.



Around 16% of 4W vehicles sales in India will be EVs by FY30.

- 1 Aspiration for Clean Mobility
- 2 Affordable Personal Mobility
- 3 Growth of Online Delivery
- 4 Value Driven Purchase



## Government Incentives

FAME India Scheme Phase II

Import Duty Relaxations

Reduction on GST on EVs from 12% to 5%

Charging Infrastructure support and subsidies for setting up public charging stations

Various demand side incentives being offered by 15+ state governments such as exemption from registration fees, special parking zones, upfront incentives on purchase

## Target Market Analysis



### Primary Target Segments

- Urban Professionals (30-45 years)
- Affluent Families (35-55 years)
- Adventure Enthusiasts (25-50 years)
- Eco-conscious Businesses



### Behavioral Traits

- Seeking eco-friendly alternatives
- Willing to pay premium for quality
- Influenced by online reviews and social media
- Interested in advanced technologies



### Key Characteristics

- Upper-middle to high-income
- Environmentally conscious
- Tech-savvy early adopters
- Value luxury and innovation
- Located in major metropolitan areas



### Market Considerations

- Price sensitivity
- Charging infrastructure availability
- Need for localization
- Competition from established brands

Company's business model is expected to evolve in three phases to develop capacity in time to meet demand of the Indian Government's resolution of increasing the share of EVs to 30% by 2032

## HIGH INCOME CLASS

- Environmentally Conscious Individuals
- Luxury-Oriented Consumers Quiet and Smooth Rides Trendsetters

► Partnering and building integrated digital platform across companies to drive user experience and enable cross- selling of our EV products including the ones who are involved in the supply cycle.

► Create awareness about charging infrastructure and its benefits.

### USP

- Efficient battery with longer life. (300-600 miles)
- Feasible in cost terms.

### Using promotional contests:

- Run promotional campaigns such as FAME scheme.

### Investment in Infrastructure and Technology:

- Partner with local and international companies.

### Key Performance Indicator

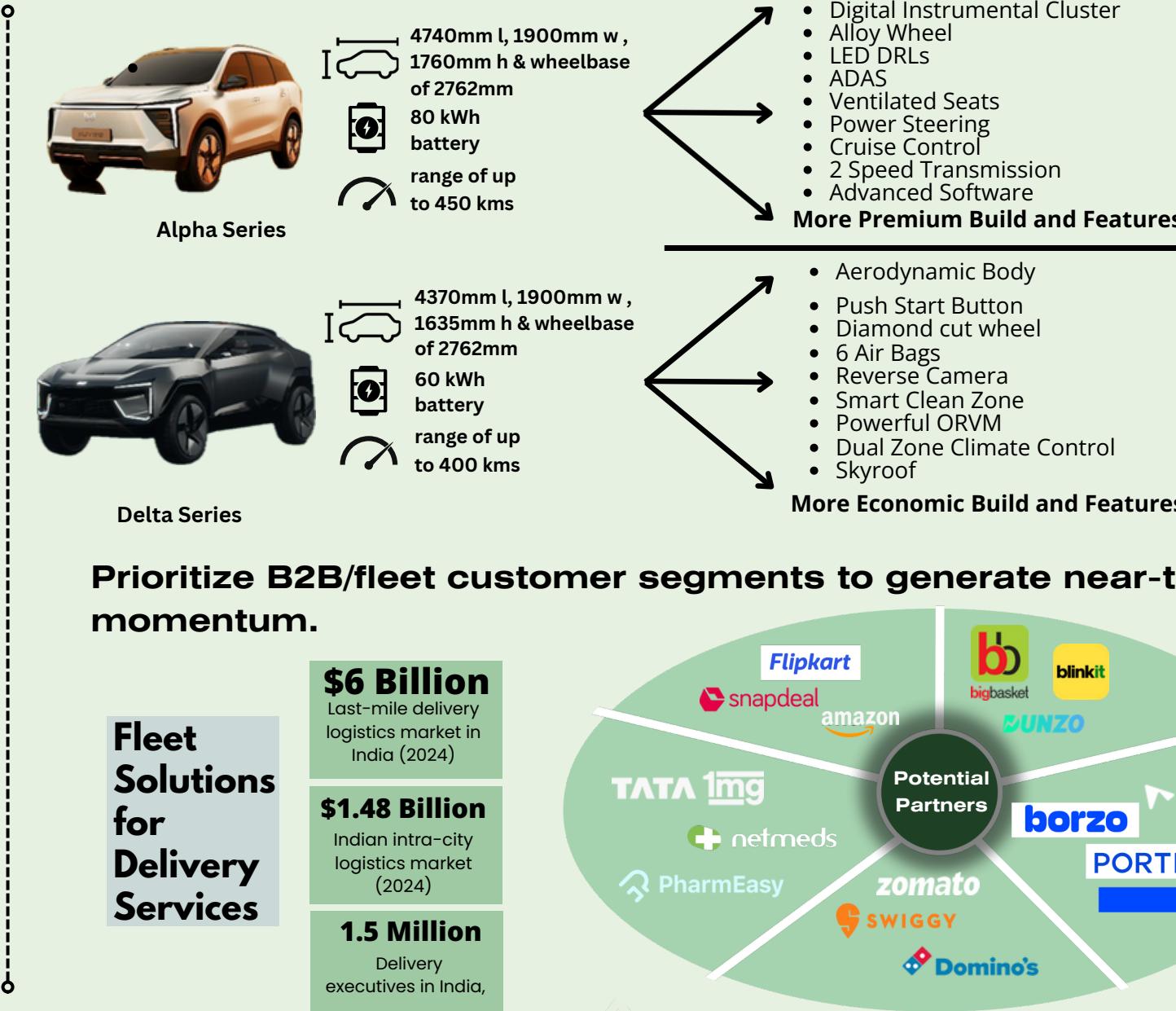
- Better performance with all the safety security check done.

### Developing brand partnerships (EV Power stations):

- Installing charging stations at partner locations.

### Public Advertisement

- Using Traditional as well as Digital media for promotional purposes.

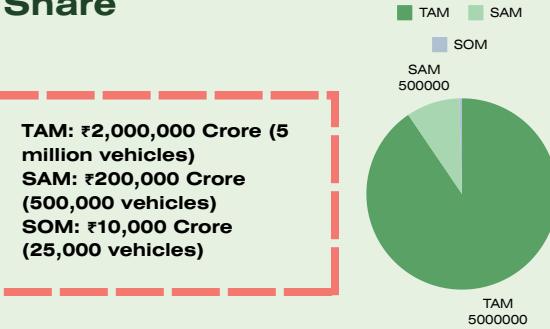


TOP PLAYERS V/S RIVIAN	KEY FEATURES	CHALLENGES
Rivian	<ul style="list-style-type: none"> <li>Advanced electric truck/SUV tech</li> <li>Strong brand presence in USA</li> </ul>	<ul style="list-style-type: none"> <li>No established presence in India</li> <li>Higher price point</li> <li>Lack of local manufacturing</li> </ul>
Tata Motors	<ul style="list-style-type: none"> <li>Affordable EV options</li> <li>Wide service network</li> <li>Strong local recognition</li> </ul>	<ul style="list-style-type: none"> <li>Limited premium EV offering</li> <li>Shorter range compared to global competitors</li> </ul>
Mahindra	<ul style="list-style-type: none"> <li>Rugged designs for Indian roads</li> <li>Strong presence in commercial vehicles</li> <li>Plans for electric SUVs</li> </ul>	<ul style="list-style-type: none"> <li>Limited current EV portfolio</li> <li>Playing catch-up in EV technology</li> </ul>
Hyundai	<ul style="list-style-type: none"> <li>Global EV expertise</li> <li>Established dealer network</li> <li>Mix of affordable and premium models</li> </ul>	<ul style="list-style-type: none"> <li>Limited local EV manufacturing</li> <li>Smaller EV-specific service network</li> </ul>
Tesla	<ul style="list-style-type: none"> <li>Premium brand image</li> <li>Advanced autonomous features</li> <li>Supercharger network (globally)</li> </ul>	<ul style="list-style-type: none"> <li>High import duties</li> <li>No local manufacturing plans yet</li> <li>Limited service infrastructure</li> </ul>

### Major Competitors in India



### Rivian's Potential Market Share



IMPORTANT



Mahindra and Mahindra manufactured a feasibility report of transitioning into an EV portfolio, which deemed the goal of complete transition largely **INFEASIBLE**. They are going to shift their focus completely to E2W and E3W because of more infra support and market presence.

### Porter's Five Forces



### Strengths

Advanced EV technology and expertise in electric trucks and SUVs

Strong brand image in the premium EV segment overseas

### Opportunities

Growing demand for premium EVs in India

Government incentives for EV adoption and manufacturing

### Weaknesses

Limited experience in the Indian market

Lack of established distribution and service network in India

### Threats

Intense competition from established brands

Underdeveloped charging infrastructure in many parts of India

**Universal Charging Adapters**

Our EVs will come with extensions to charge from most of the chargers

**End to end sustainability**

Our production process is sustainable which helps eco conscious people satisfy their apprehensions

**Utility Attachments**

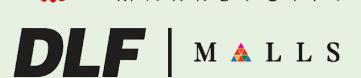
Our vehicles will come with multiple attachments to serve Indian customers for their storage and logistic needs

**Dual Battery**

Our Vehicles will come with Batteries that can be charged as well as replaced at swapping stations

**Battery Recycling**

Battery recycling at our facility will help us give a good resale value to our customers while getting resources for our production

**KEY PARTNERS****Charging Infrastructure****Commercial Partnerships**

ITC'S HOTEL GROUP

**Last-Mile Delivery Partners****PARTNERSHIP ROADMAP****Phase 1**

- Core infrastructure setup
- Key partnership activation
- Pilot programs launch

**Phase 2**

- Network expansion
- Technology integration
- Service optimization

**Phase 3**

- National coverage completion
- Advanced features rollout
- Full ecosystem integration

**Success Metrics**

- 95% coverage in target cities
- Max 100km between stations
- Wait time: <10 minutes
- Charging speed: 150kW minimum

**Phase 1**

- 4-6 charging stations
- Valet charging service
- Priority parking zones

**Phase 2**

- Dedicated Rivian experience zones
- Premium charging lounges
- Full loyalty program integration

**Phase 3**

- Personalized guest experiences
- Electric safari experiences
- Heritage tours
- Premium event services

**Success Metrics**

- Rivian charging stations in 75% of partner hotel properties
- 10 fully operational experience centres in premium malls
- 60% brand recognition among luxury hotel guests and high-end mall visitors

**Phase 1**

- Introduce 50 Rivian electric delivery vans in 2-3 major cities
- Conduct extensive driver training programs

**Phase 2**

- Fully integrate Rivian vehicles into the partner's logistics software
- Develop predictive maintenance systems
- Develop a carbon credit system

**Phase 3**

- Achieve 50% electrification of partner's fleet
- Launch vehicles for cold chain and fragile goods transport.
- Deploy vehicle-to-grid technology at major hubs.

**Success Metrics**

- Consistent, high-volume vehicle orders
- Establishment as a leader in sustainable logistics solutions
- First-mover advantage in the green logistics market
- Improved operational efficiency through advanced EV technologies

Marketing campaigns targeting different steps of user

## Funnel

### Pre-Trigger/Awareness

### Trigger

### Consideration & Research

### Buying

#### Rising Fuel Prices

The fluctuating and often increasing cost of fossil fuels has made EVs more economically attractive.

#### Infrastructure Support

Government policies promoting electric vehicle charging infrastructure have been instrumental.

#### Power Density

Increasing power output per unit volume.

#### Cyberattack Prevention

Developing robust security measures to protect against cyberattacks.

 Social media marketing campaign  
Instagram: Visual-focused platform for showcasing EV aesthetics, short videos, and user-generated content.  
Facebook: Build community, share long-form content, and target specific demographics.

#### Paid advertising campaigns

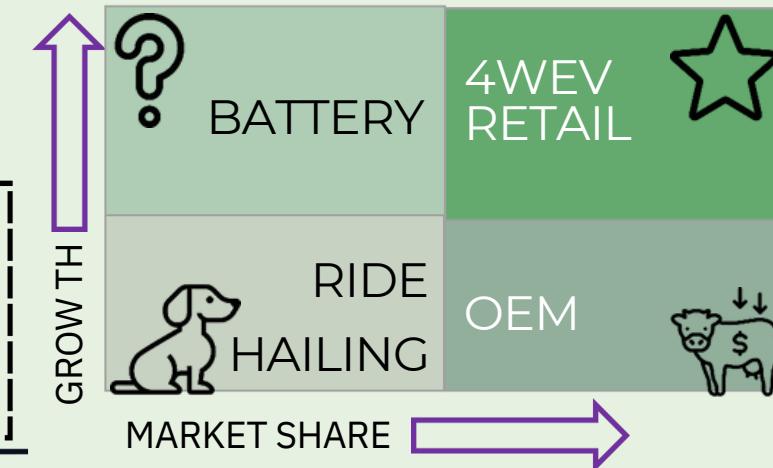
Paid advertising is an online advertising model where advertisers bid to participate in real-time auctions in order to show their ads within slots on a specific platform or network.

#### Affiliate/Influencer marketing campaign

A marketing model in which third-party publishers promote a merchant's goods or services and receive a percentage of the sales or web traffic made as a result. It includes collaboration with celebrities, social media influencers etc.

Healthy unit economics offers short path to breakeven equipment capex; subsidies critical overall project viability

## BCG MATRIX



### Creating Permanent Presence and Ensuring Customer Acquisition : CAMPAIGN PLAN

 **Test Drive Campaigns**

- Strategic Locations: Choose high-traffic areas, malls, and eco-friendly events for test drive booths.
- Incentives: Offer attractive incentives like discounts or merchandise for test drives.
- Expert Guidance: Ensure trained personnel are available to answer questions and address concerns.



#### Tie-ups with Government Institutions

- Identify Key Departments: Focus on departments with large vehicle fleets, such as transportation, police, and public utilities.
- Highlight Cost Savings: Emphasize the long-term financial benefits of switching to EVs.
- Environmental Impact: Showcase the positive environmental impact of adopting EVs.

## Breakeven Estimate

Investment in Plant	\$1.2 billion
Total investment	\$1.5 Billion
Incr. annual revenue	\$500 Million
Breakeven days	~3 years

## Project IRR1

With capital subsidies	~15.5%
Without capital subsidies	~(5%)

A light orange SUV is shown from a front three-quarter perspective, driving towards the left. The vehicle has a modern design with a large grille and LED headlights. The background features a blurred landscape of palm trees and a clear sky, suggesting motion.

**THANK YOU**