

MARKET ANALYSIS AND STRATEGY FOR ATLIQ MOTORS IN INDIA

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AGENDA

- 1. Problem Statement**
- 2. Primary Questions**
- 4. Secondary Questions**
- 5. Recommendations**

PROBLEM STATEMENT

AtliQ Motors is an automotive giant from the USA specializing in electric vehicles (EV). In the last 5 years, their market share rose to 25% in electric and hybrid vehicles segment in North America. As a part of their expansion plans, they wanted to launch their bestselling models in India where their market share is less than 2%. Bruce Haryali, the chief of AtliQ Motors India wanted to do a detailed market study of existing EV/Hybrid market in India before proceeding further.

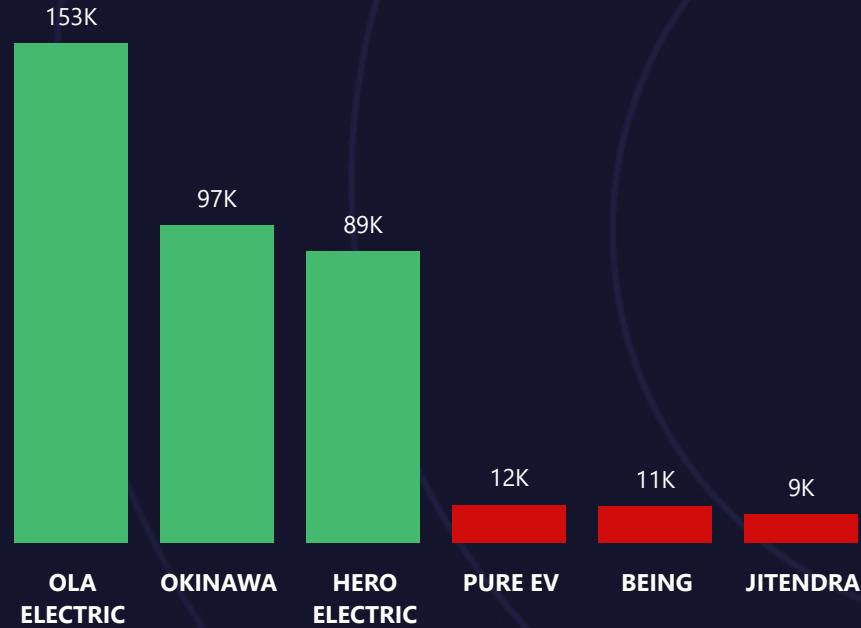


INDIAN MARKET OVERVIEW

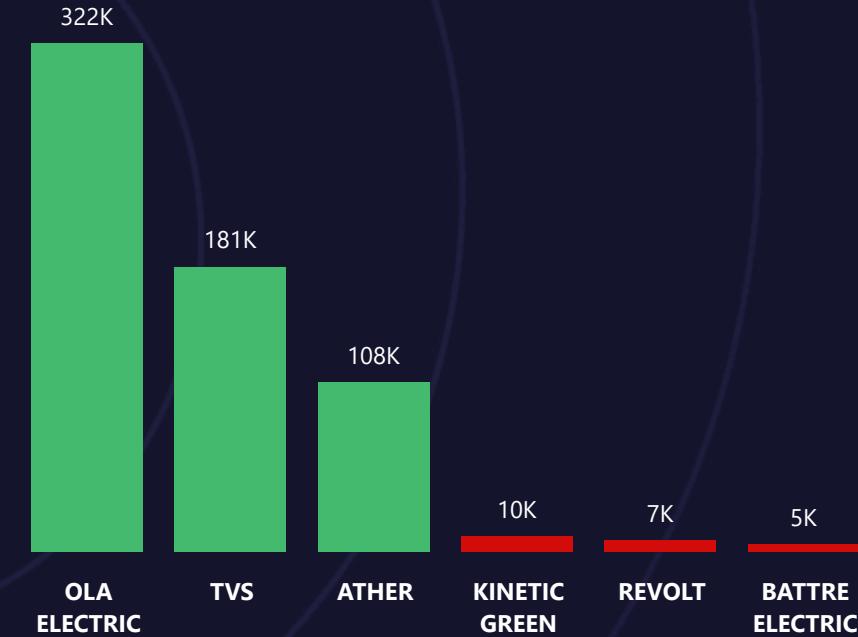
- Market Growth:** India's EV market is experiencing rapid growth, driven by government incentives and increasing consumer awareness. According to various estimates, the market is expected to grow at a **CAGR of 20-25%** over the next decade.
- Market Segmentation:** 2-wheelers dominate with nearly 80% of total EV sales, 4-wheelers are rapidly growing in urban areas, and commercial vehicles, including electric buses, are expanding significantly, driven by government initiatives.
- Key Players:** Tata Motors, Hero Electric, Ather Energy, and Ola Electric lead with over 60% market share, while international giants like Tesla and AtliQ Motors are planning to enter the Indian market.
- Charging Infrastructure:** Charging stations have grown by 250% from 2021 to 2024, with over 5,000 stations now operational, driven by government and private sector partnerships.
- Policy Support:** The Indian government has implemented policies like the FAME II scheme and state-level subsidies to boost EV adoption, while the PLI scheme encourages local manufacturing of EV components to reduce import dependency.
- Challenges:** Despite growth, rural areas lack charging stations and service centers, and India's heavy reliance on imported lithium-ion batteries challenges the scaling of EV production.

**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 & BOTTOM 3 MAKERS IN 2023



TOP & BOTTOM 3 MAKERS IN 2024



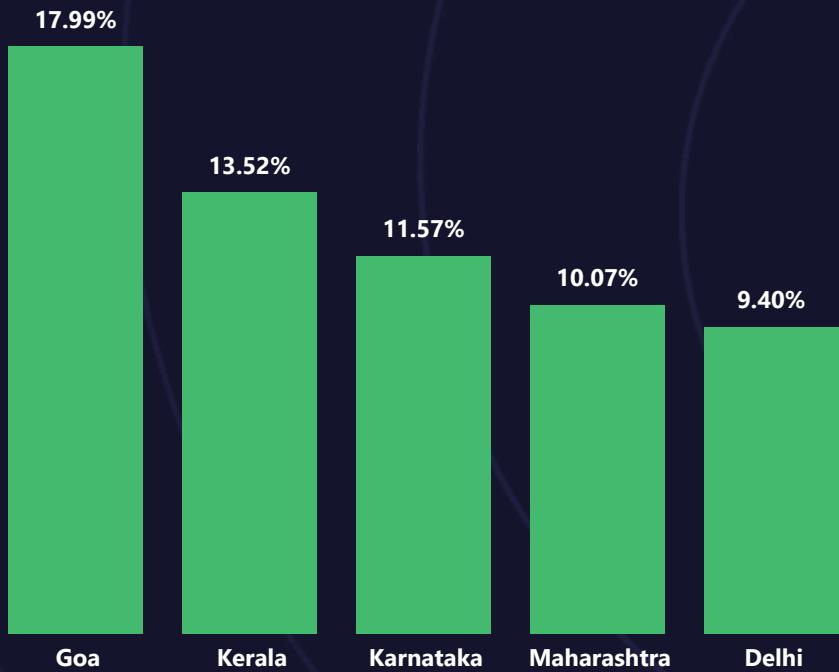
TOP



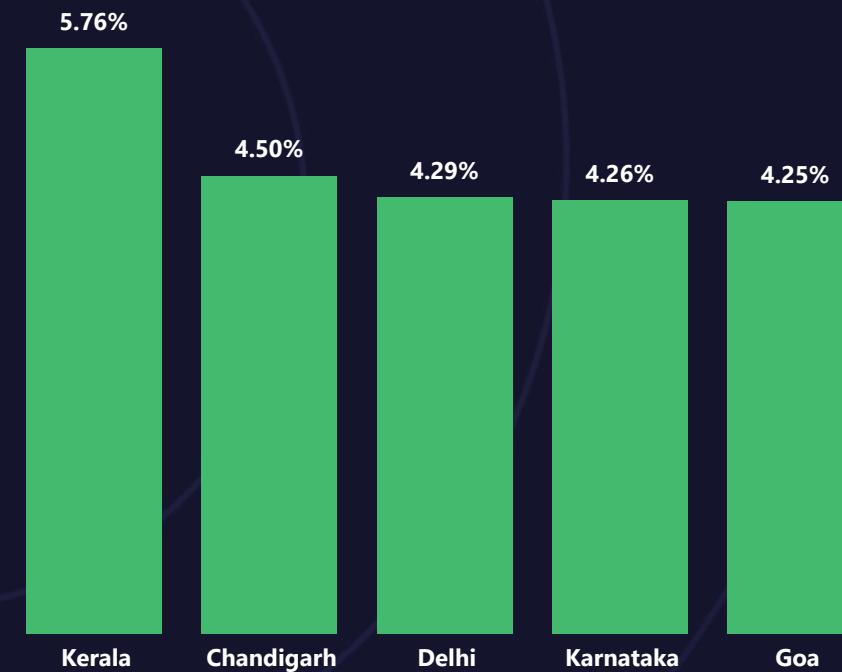
BOTTOM

**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 WITH HIGHEST PENETRATION
RATE IN 2 WHEELER CATEGORY IN 2024**



**TOP 5 STATES WITH HIGHEST PENETRATION RATE
IN 4 WHEELER CATEGORY IN 2024**



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



LADAH FOR 2 WHEELER CATEGORY



DECLINE

-0.41%



ANDAMAN & NICOBAR FOR 4 WHEELER CATEGORY

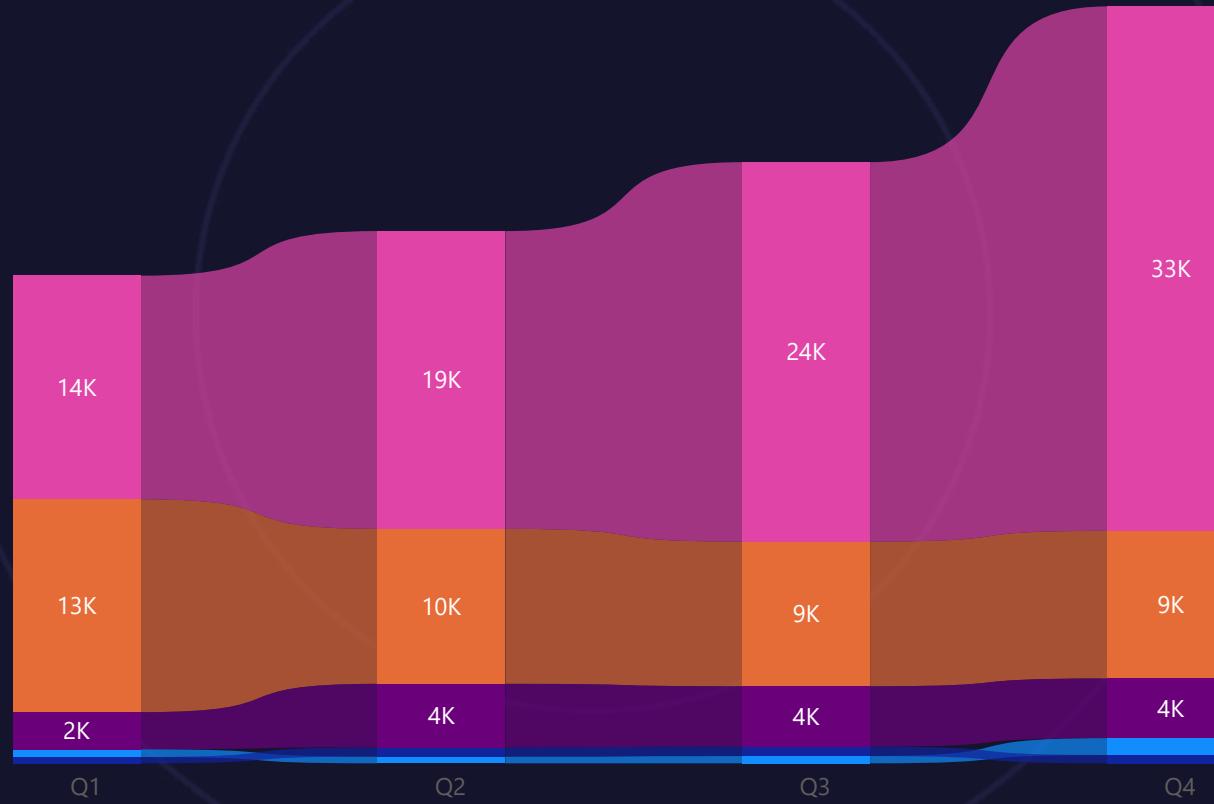


DECLINE

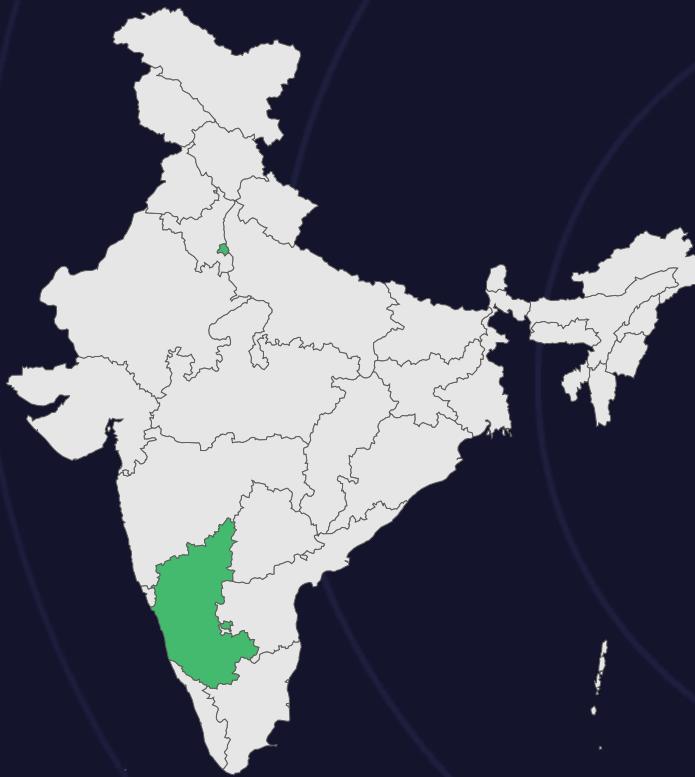
-1.11%

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

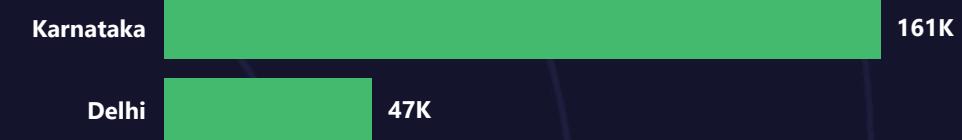
● BYD India ● Hyundai Motor ● Mahindra & Mahindra ● MG Motor ● Tata Motors



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



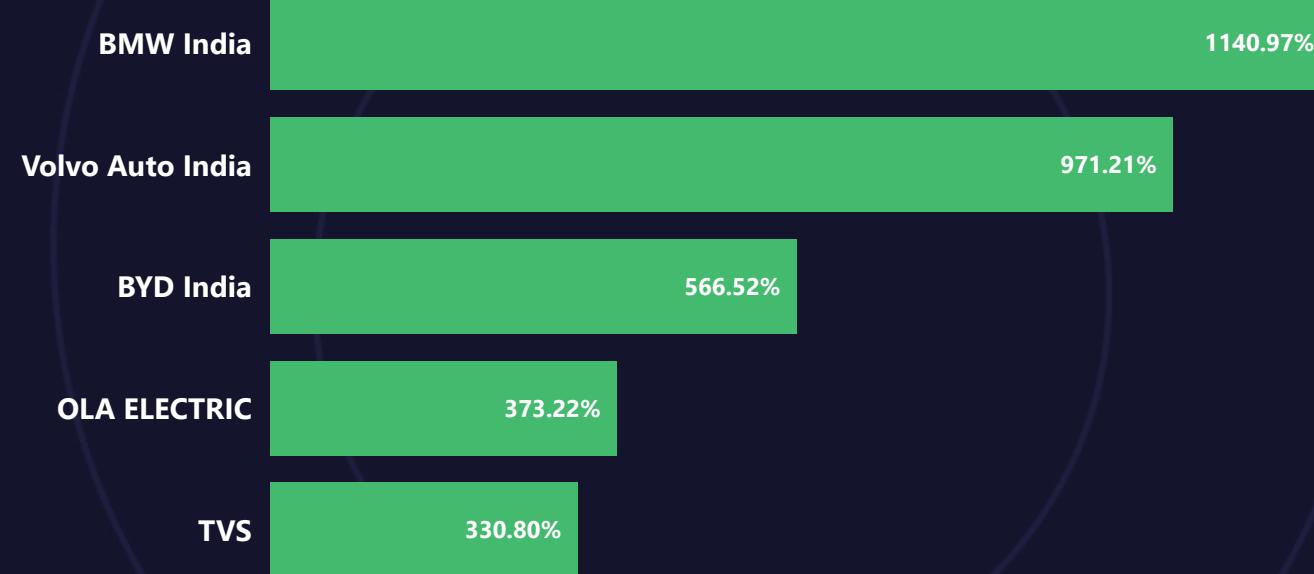
TOTAL EV SALES IN 2024



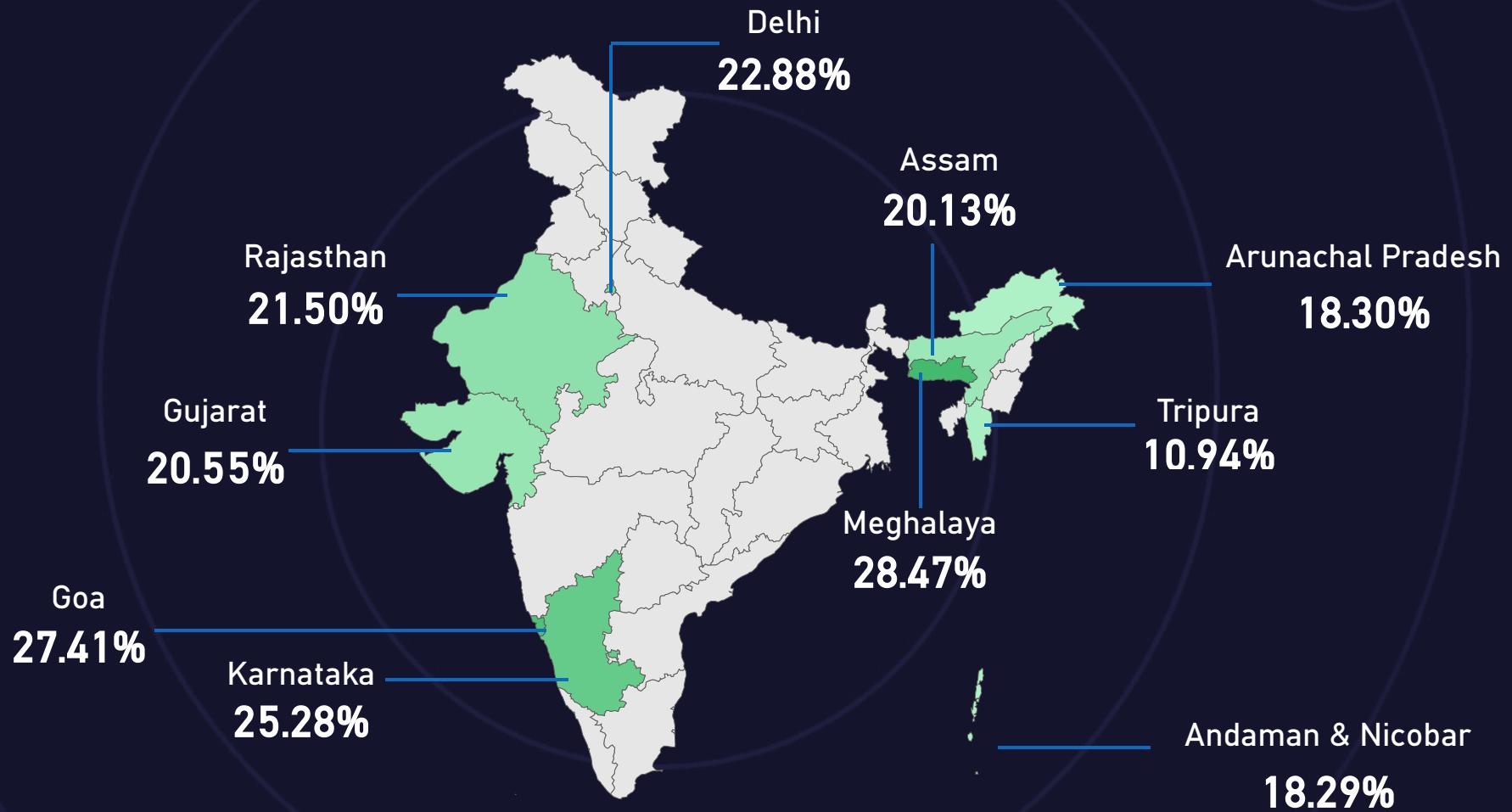
PENETRATION RATE IN 2024



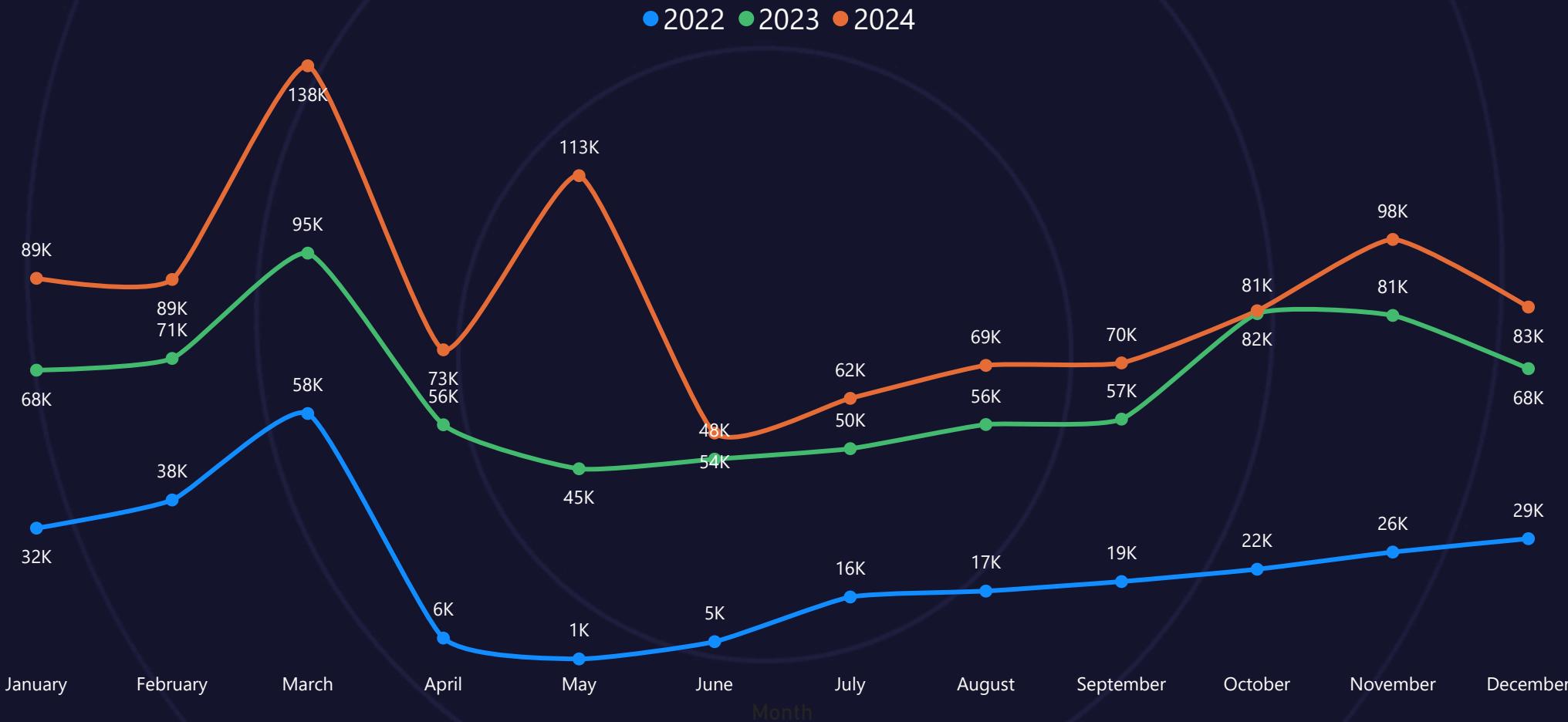
**Q6. LIST DOWN THE COMPOUNDED ANNUAL GROWTH RATE (CAGR) IN 4-WHEELER UNITS
FOR THE TOP 5 MAKERS FROM 2022 TO 2024.**



Q6. LIST DOWN THE TOP 10 STATES THAT HAD THE HIGHEST COMPOUNDED ANNUAL GROWTH RATE (CAGR) FROM 2022 TO 2024 IN TOTAL VEHICLES SOLD.



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



**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?**

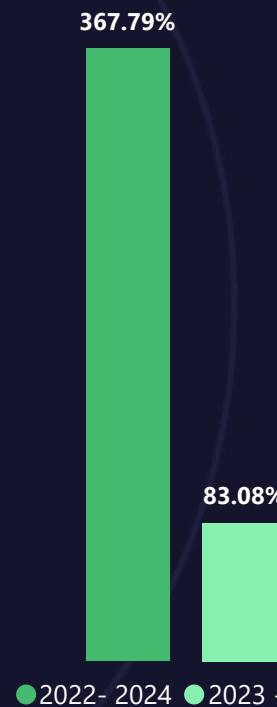
state	EV Sold	Penetration Rate	Projected EV Sales in 2030
Maharashtra	396K	6.49%	13.35M
Kerala	137K	6.64%	11.78M
Gujarat	181K	4.40%	8.65M
Karnataka	313K	7.84%	8.38M
Odisha	78K	4.63%	2.73M
Goa	20K	9.84%	2.42M
Rajasthan	150K	4.55%	2.40M
Tamil Nadu	200K	4.30%	1.58M
Delhi	107K	6.76%	1.05M
Chandigarh	5K	4.04%	0.99M

**Q9. 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.**

Revenue Growth Rate For 2Wheelers



Revenue Growth Rate For 4Wheelers



STATES PROVIDING HIGHEST SUBSIDIES

DELHI



Subsidies up to ₹30,000 for 2-wheelers and ₹1.5 lakh for 4-wheelers.

Additional benefits like road tax exemption and free registration.

MAHARASTRA



- Subsidies up to ₹10,000 for 2-wheelers and ₹2.5 lakh for 4-wheelers.

- Incentives for setting up charging stations.

GUJRAT



Subsidies up to ₹20,000 for 2-wheelers and ₹1.5 lakh for 4-wheelers.

Support for infrastructure development.

KARNATAKA



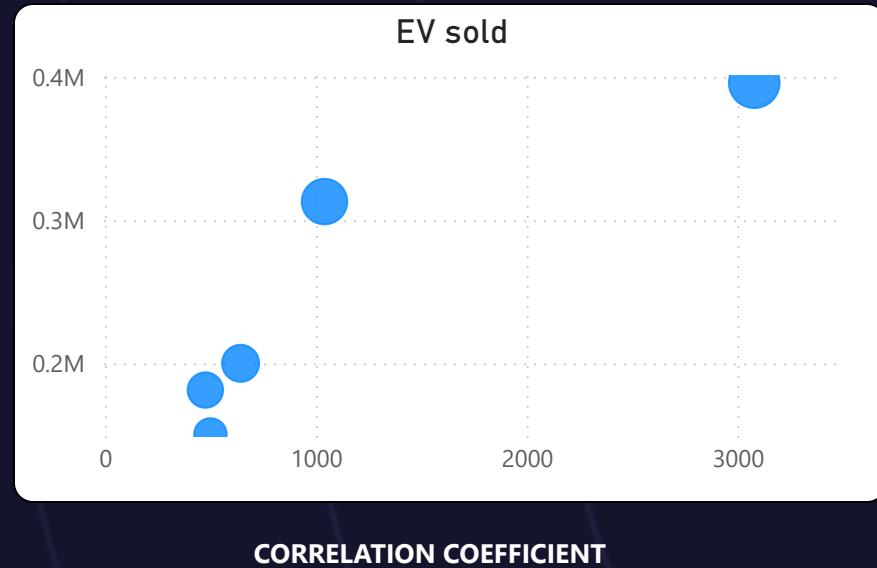
Focused on industrial incentives for manufacturing EVs along with consumer subsidies.

Haryana, Rajasthan, West Bengal, Bihar, Punjab, Odisha, Assam, and Chhattisgarh also offer various subsidies and incentives to promote EV adoption.



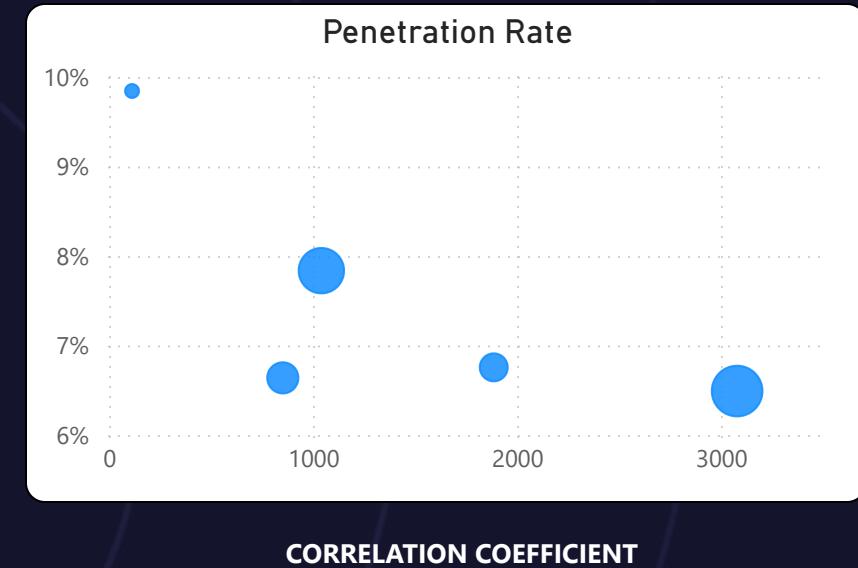
CORRELATION

BETWEEN CHARGING INFRASTRUCTURE WITH EV SALES AND PENETRATION RATES IN TOP 5 STATES



CORRELATION COEFFICIENT

0.90



CORRELATION COEFFICIENT

0.51

There is a strong positive correlation between the availability of charging infrastructure and the sales and penetration rates of EVs. States with better charging infrastructure tend to have higher EV adoption rates. This is because consumers are more likely to purchase EVs if they feel confident that they can easily charge their vehicles.

BRAND AMBASSADOR FOR ATLIQ MOTORS

VIRAT KOHLI

As a popular figure with a strong influence on the youth, Virat Kohli would be an ideal brand ambassador. His commitment to fitness, discipline, and a sustainable lifestyle aligns well with the eco-friendly and innovative image that AtliQ Motors would want to project.

REASONS FOR CHOOSING MR. KOHLI

Youth Appeal: Virat Kohli resonates well with younger audiences, which are key demographics for EV adoption.

Sustainability Image: His public image as a proponent of a healthy and sustainable lifestyle complements the environmental benefits of EVs.

Trust and Reliability: Kohli is seen as a reliable and trustworthy figure, which could help build consumer confidence in AtliQ Motors' products.



STATE OF INDIA IS IDEAL TO START THE MANUFACTURING UNIT?

GUJRAT

HIGH EASE OF DOING BUSINESS

Gujarat consistently ranks high in ease of doing business indices due to its efficient administrative procedures, proactive governance, and industrial-friendly policies.

SUBSIDIES

Gujarat offers attractive subsidies and incentives for setting up manufacturing units, particularly in the EV sector. The state has a favorable policy environment that encourages investment in clean energy and transportation.

POLITICAL STABILITY

The state is known for its political stability, which is crucial for long-term investments and industrial operations.

INFRASTRUCTURE

Gujarat has well-developed infrastructure, including ports, highways, and reliable power supply, making it an ideal location for a manufacturing facility.

TOP 3 RECOMMENDATION FOR ATLIQ MOTORS



FOCUS ON CHARGING INFRASTRUCTURE

Partner with state governments and private entities to expand charging infrastructure, particularly in Tier-2 and Tier-3 cities, to support EV adoption.

TAILORED MARKETING CAMPAIGNS

Launch targeted marketing campaigns that highlight the cost savings, environmental benefits, and government incentives for EV ownership. Use influencers like Virat Kohli to reach younger, environmentally-conscious consumers.

LOCALIZED MANUFACTURING AND R&D

Set up a manufacturing unit in Gujarat to take advantage of subsidies and ease of doing business. Also, invest in a local R&D center to tailor products to the Indian market's specific needs, focusing on affordability and durability.