



2W EV RENTAL ANALYSIS



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Market Overview

- Rapid adoption of 2W EVs is seen in tier 1 cities such as Bangalore, Delhi, Mumbai, Hyderabad etc.
- The key reasons are, rising fuel cost, government incentives and environmental awareness.

Pricing Models Used

- **Pay Per Use**- Charges range between ₹1.5–₹3 per minute for short-term rentals, ideal for spontaneous trips or short-distance commutes.
- **Daily Rental**- ₹200–₹400 per day, appealing to tourists or occasional users seeking a cost-effective transport alternative.
- **Subscription**- Monthly plans ranging from ₹3,000–₹6,000 cater to frequent users, offering convenience and significant savings over time.

Growth Potential

- The 2W EV rental industry is projected to grow at a robust CAGR of 20–30% by 2030.
- Financial subsidies under the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles.
- Growing demand for cost-effective transportation in Tier 2 cities, fueled by rising urbanization and improved infrastructure.

Market Landscape Analysis

Challenges

- **Infrastructure Limitations**- There is scarcity of an extensive charging network for the smooth operations of EVs. Apart from this it is difficult for the companies to maximise fleet utilization.
- **High Cost**- Fleet expansion needs a large amount of upfront cost, Competition among players has led to aggressive pricing.

Product and Services Offered

- **B2C**- Hourly and daily rental options are available for urban users, students, office workers. Monthly subscription plans are there for frequent users for cost saving.
- **B2B**- Mainly partnerships with e-commerce platforms like Zomato and bigbasket etc. caters to the demand of delivery. Apart from this companies provide managed ev fleets to logistics companies which helps in cost saving.

Competitive Landscape

- **Affordable Rental Solutions**: The market includes providers offering cost-effective, app-based rentals for urban commuters.
- **Innovative Technologies**: Battery swapping and subscription models are emerging as key differentiators.
- **Targeted Services**: Some players focus on daily commuters with flexible rental plans, while others cater to last-mile delivery for e-commerce and logistics, addressing specific mobility needs.

KEY METRICS OF DASHBOARD FOR B2C USER

Ride Statistics

- **Current Ride Status-** This will include the distance travelled, duration of the ride
- **Ride History-** Numbers of rides completed, number of hours completed,, total distance covered.

Booking Availability

- Nearest Vehicles available for the user to decide choose from the nearest location possible.
- The type of vehicles available and the time it will take to reach to the vheacles

Trip Tracking and Route Optimization

- Live tracking of the vehicle, this helps in ensuring safety of the user as well as data collection of the routes used
- Route optimisation to provide the shortest and fastest route



User Feedback and Support

- **Ride Ratings and Feedback-**Option to rate the last ride, provide comments or report issues.
- **Support Requests-**Status of any ongoing support requests, access to FAQs or help resources.

Vehicle and Battery Information

- **Current Battery Status-** This feature will show the current status of charging remaining and the range.
- **Nearest Charging Station-** Show nearby charging stations, estimated time for full charge, and the distance of the nearest station.

Payment and Wallet Information

- Wallet Balance- Amount that can be used immediately
- What is the estimated cost of the ride booked
- All the offers and discounts available

KEY METRICS FOR DASHBOARD OF B2B USERS



Fleet Overview

- **Active Fleet-** Total number of vehicles deployed , vehicles which are idle, which are running and which are under maintainence.
- **Map view-** Live tracking of fleet
- **Battery Level-** Charging percentage of the fleet

Delivery and Operational Metrics

- **Delivery Statistics-** Number of deliveries completed, deliveries completed in time, distance covered.
- **Driver Details-** Number of deliveries completed, total working hours, delay reports

Financial Metrics

- **Revenue Insights-** Total revenue generated from daily operations, and revenue per vehicle.
- **Cost Analysis-** Cost incurred per vehicle in daily operations, in maintenance, servicing etc.
- **Billing-** It will consist of the billing history of the day .

Maintenance and Service

- **Vehicle Health-** Health status of each vehicle, schedule for routine maintenance.
- **Service Schedule-** Status of ongoing service or repair requests.

Notifications and Alerts

- **Fleet Alerts-** Warnings for low battery , maintenance of vehicle
- **Driver Alerts-** Alerts and warning for drivers negligence, performance issue, and also the upcoming liscence renewal etc.

METRICS OF DASHBOARD FOR ADMIN

Fleet Management



- Total fleet size and real time vehicle status helps in monitoring daily operations and ensures control
- This tab can also include the battery health and charging status of the deployed vehicles

Operational Efficiency



- Number of ideal vehicles and number of vehicles in use
- Time periods when the utilisation is maximum and minimum which can help in fleet planning.

Revenue Metrics



- This metric can show the revenue generated from both B2C and B2B combined and separately.
- Revenue from different clients and different areas separately will also help in analyzing performance

Incident Reports



- This tab will include any details related to accidents or other incidents that occur with any of the deployed vehicles
- Number of breakdowns that happen in a day
- Complaints raised by the clients

User Analytics



- This metric can have the data of the active users of both B2B and B2C users
- Other details such as areas with maximum number of users and areas with less users can be included.
- Retention rate and churn rate can also be included

Growth Metrics



- This metric can show the areas which are improving in demand especially in tier 2 cities.
- The type of vehicle which is being demanded more and more now.
- Pricing and subscription plans which are most preferred, these information can help in growing the company

AARRR FRAMEWORK FOR CUSTOMER ACQUISITION

Activation

- Companies can build interactive and easy user interface so that it is easy to adopt and start using
- Easy sign up and first free ride , discounts will encourage consumers to activate their user journey



Acquisition

- Companies can implement SEO and digital marketing for marketing and awareness
- They can also collaborate with metro stations and corporate offices for easy adoption and visibility

Retention

- Regular availability of vehicles, less wait times can ease the retention of employees.
- Customer loyalty programs , cost effective plans for monthly or yearly also help in customer retention.

Revenue

- Variety of pricing models can be used to cater to a wide variety of consumers. Such as pay per use, subscription models etc.
- Partnerships with delivery companies, dynamic pricing, add on products such as insurance etc.