



REVOLUTIONIZING EV SECTOR

Team



Abhi Tanwar
Product Manager



Rehan Sherawat
Designer

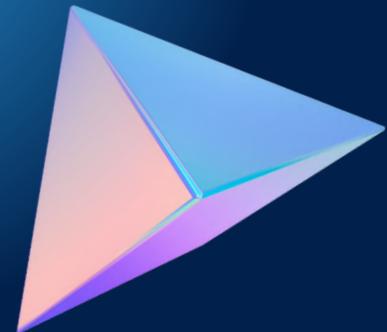


Tushay Gupta
Product Manager

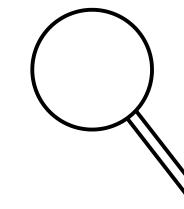
TABLE OF CONTENTS

- | | | | |
|----------|--------------------------|----------|--------------------------------|
| 1 | How's JWS doing? | 5 | SWOT analysis of JSW |
| 2 | EV Sector Of India | 6 | PESTEL Analysis Of EV Sector ■ |
| 3 | MG India And JV Analysis | 7 | Customer Analysis |
| 4 | Our path Forward | 8 | Product Analysis |

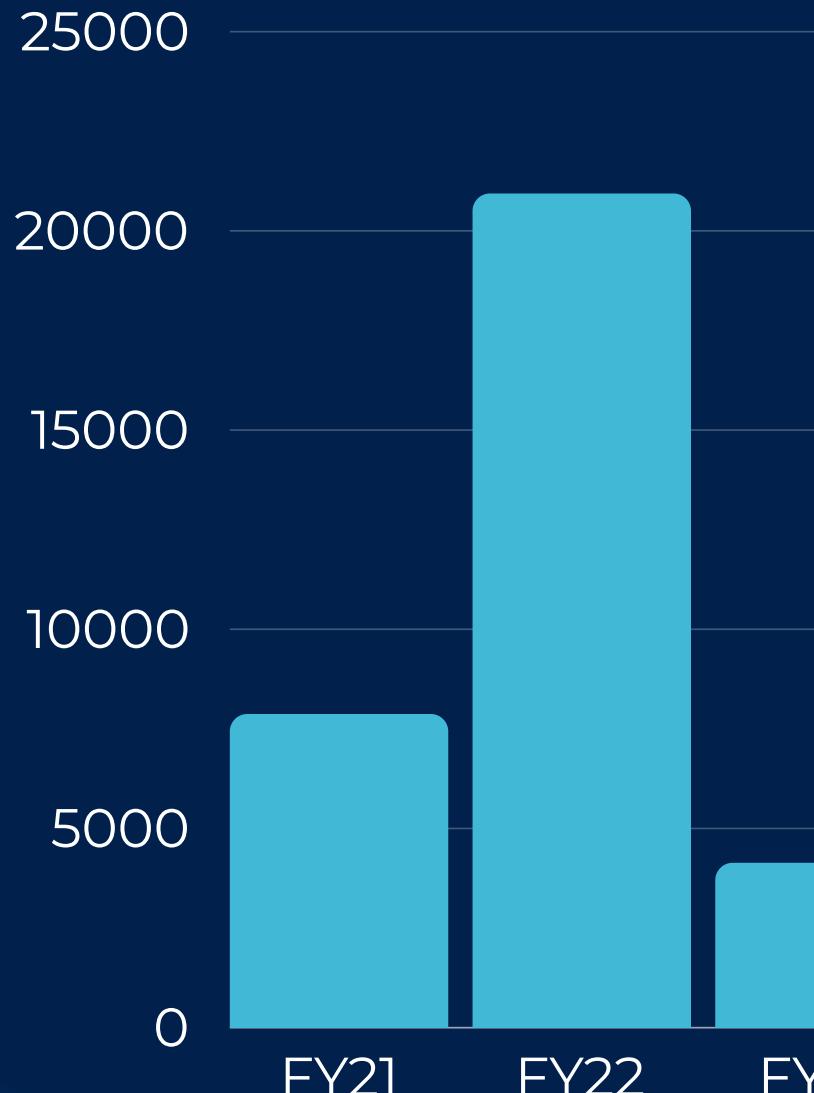




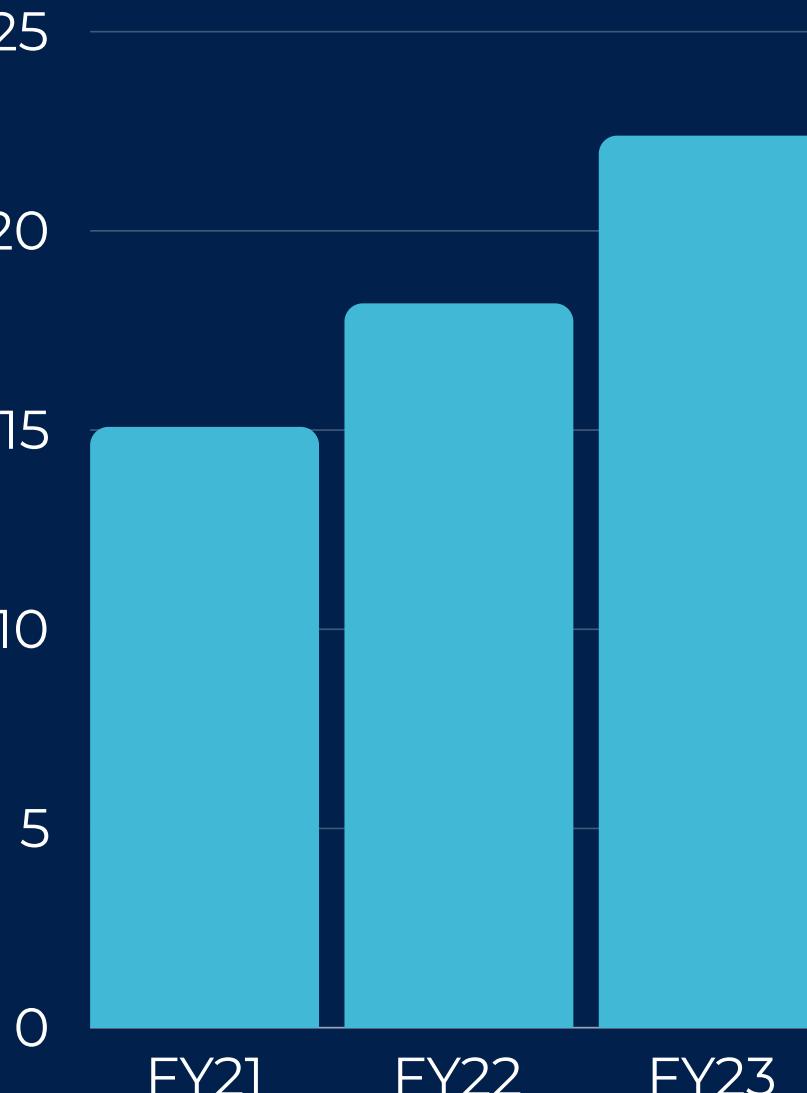
How's JWS Doing?



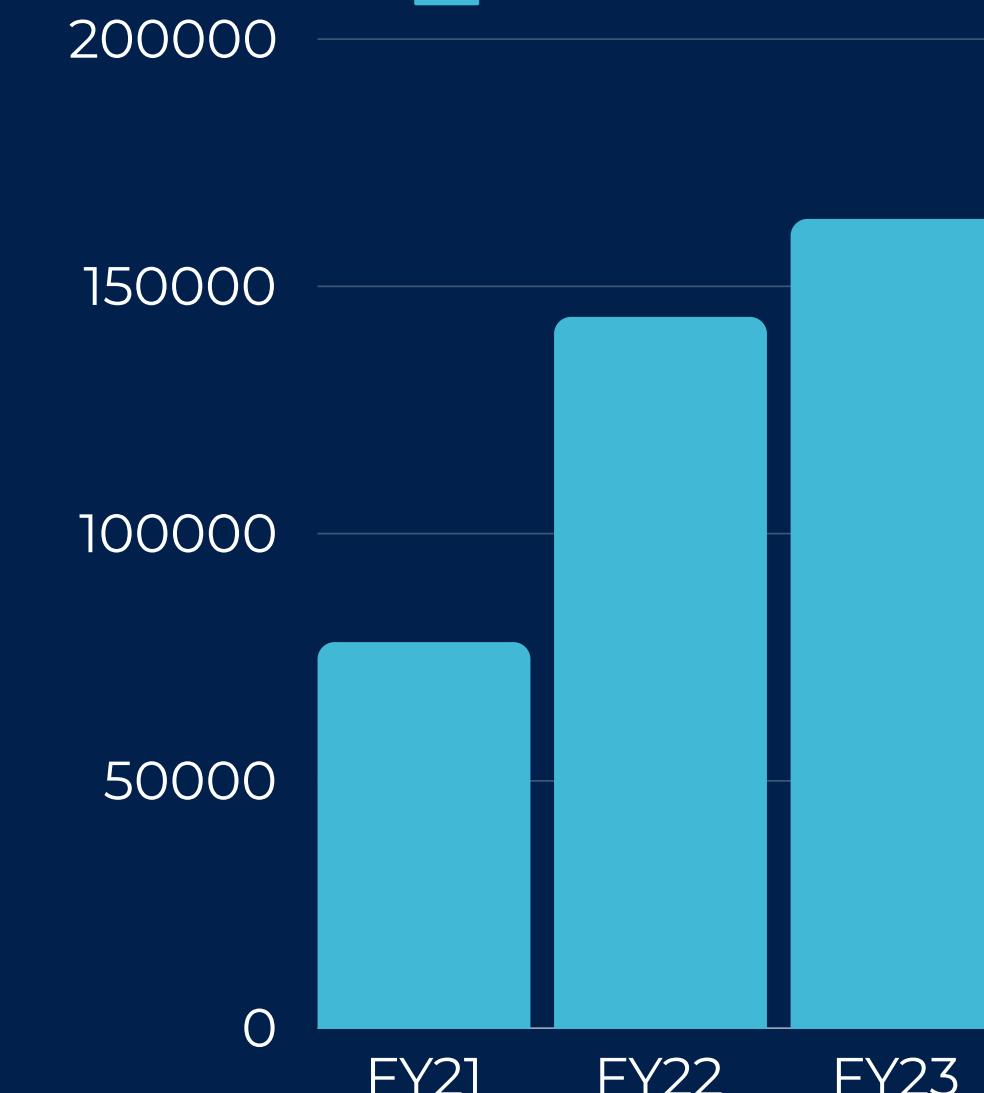
Profit after taxes



Consolidated steel sales



Gross turnover



- Total Income: ₹1,66,990 Cr
- Net Profit: ₹4,139 Cr
- Annual Growth (%): 13%
- Crude Steel Production :24.16MnT
- Economic Value Distributed: ₹1,59,147 Cr
- Economic Value Retained: ₹7,843 Cr

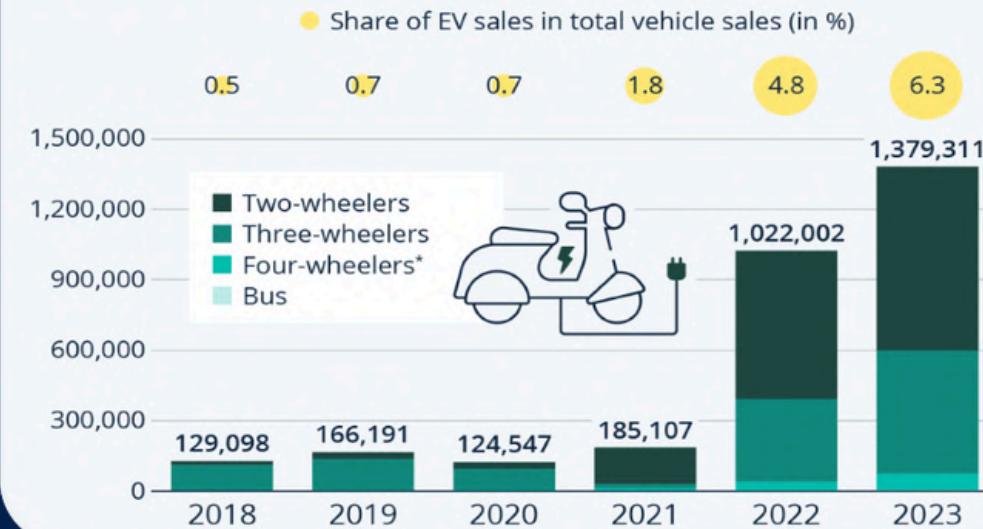
- Major Projects:
- Supplying steel for Rail, Metro ,Expressways and Highways, Oil,water and gas pipelines
- Contributing to Green Energy:
 - 3 GW contribution to Solar Energy Projects
 - 1.4 GW contribution to Wind Energy Projects

EV SECTOR OF INDIA

- 01** India is the **3rd largest** automobile market globally
- 02** The Government aims to achieve 30% electrification of the country's vehicle fleet by 2030
- 03** The automotive sector accounts for **7.1% of India's GDP** and generates significant employment.
- 04** Currently, there are **12146 charging stations** in India which are very less for size of our country.
- 05** Overall, the electric vehicle sector in India is primed for substantial expansion, fueled by government support, tech innovations, and evolving consumer choices.

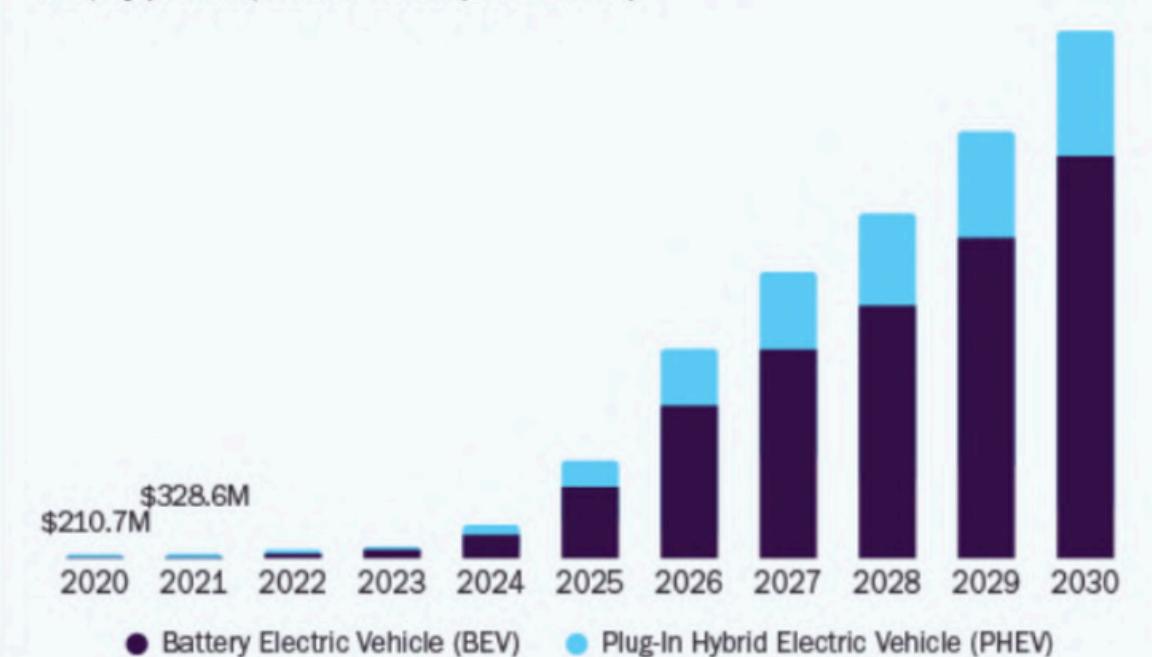
India's EV Adoption Shifts Gears After Covid Pandemic

Electric vehicle sales in India by year and type



India Electric Vehicle Market

size, by product, 2020 - 2030 (USD Million)

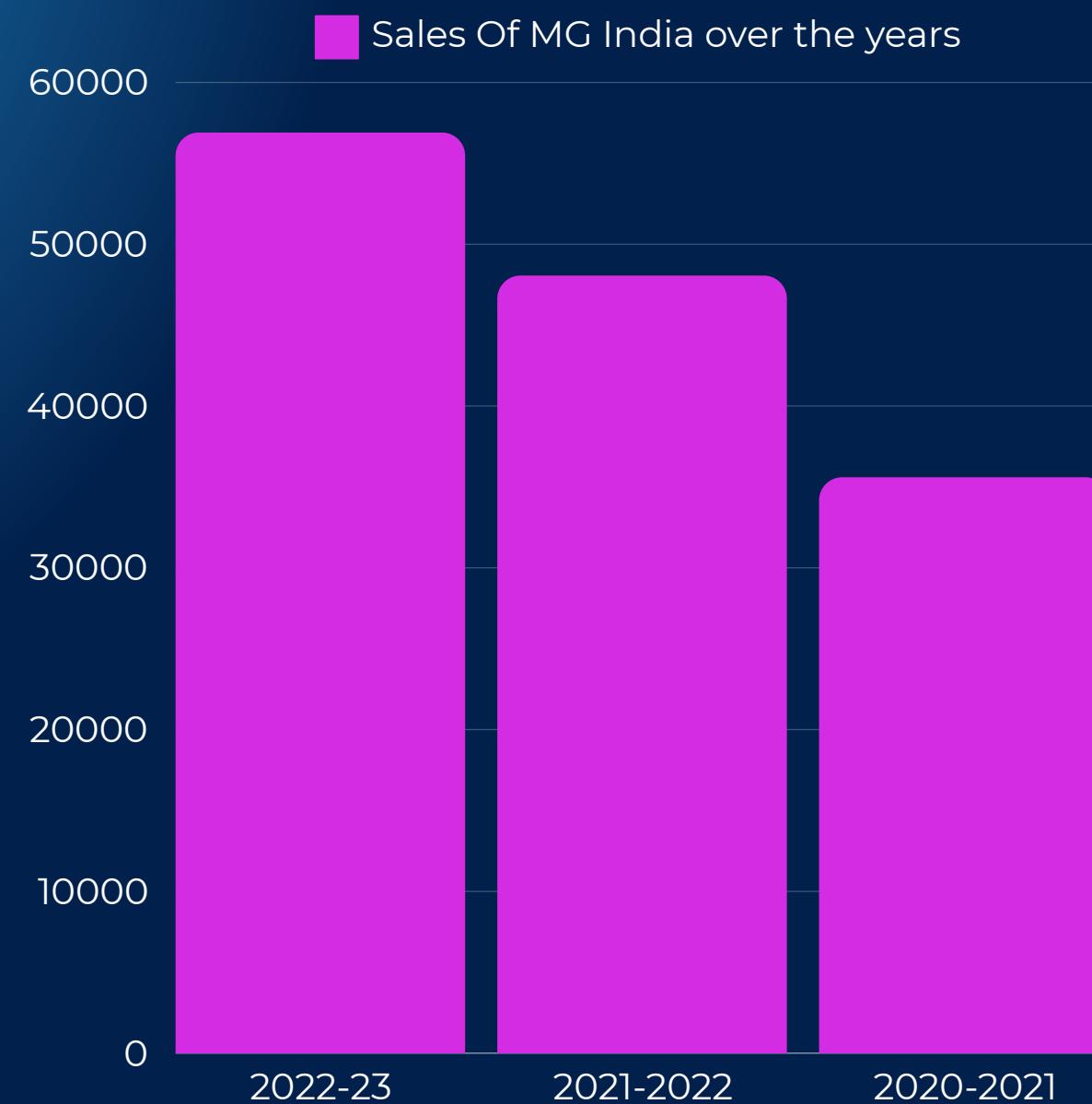


94.4%
India Market CAGR,
2021 - 2030



Source:
www.grandviewresearch.com

MG INDIA MARKET AND JV ANALYSIS



- Almost **25%** of MG sales were of EVs in current FY.
- In the January-June period of 2023, MG Motor India clocked a **20.62% growth** in total sales at 29,040 units as against 24,074 units in the year-ago period.
- As a JV, we would provide EV components and batteries to MG which would then be assembled by MG and then sold at showrooms of JV across India.
- This would prove to be a strategic partnership between 2 giants which would establish a stronghold of JV in Indian EV sector.

Our Path Forward

Vision

- To attain excellence by delivering top quality EVs.
- To innovate and adapt to dynamic evolving market.
- To elevate customer satisfaction and trust in our products.

Goals

- To become the leader in EV sector.
- To make EV accessible to each and every person in India.
- To establish charging points all over India.

Objectives

- To launch a NEV every 3-6 months.
- To sell 40,000 EVs annually after 2 years.
- To build 12,000 charging points all over India in next 4 years.

FACTORS AFFECTING MARKET ENTRY



1) COMPANY



- Prominent Presence in Indian Market
- Partnering with GOI in key railway initiatives.
- Manufacturing facilities spread across India.

- Products lack USP and can be easily replicated.
- Limited experience in EV industry.
- Notable decrease in net profit after last FY.

- Venturing into EV industry which has lot of potential.
- Forming JVs with automobile companies to sell EVs.
- Creating better charging infrastructure for EVs.

- High cost of EVs which will hinder their sales.
- Stiff competition in EV market.
- GOI eco friendly rules will hike production cost.

2) INDUSTRY

1. Legal battles between EV manufacturers and the government, disagreements over charging infrastructure, and the allocation of subsidies

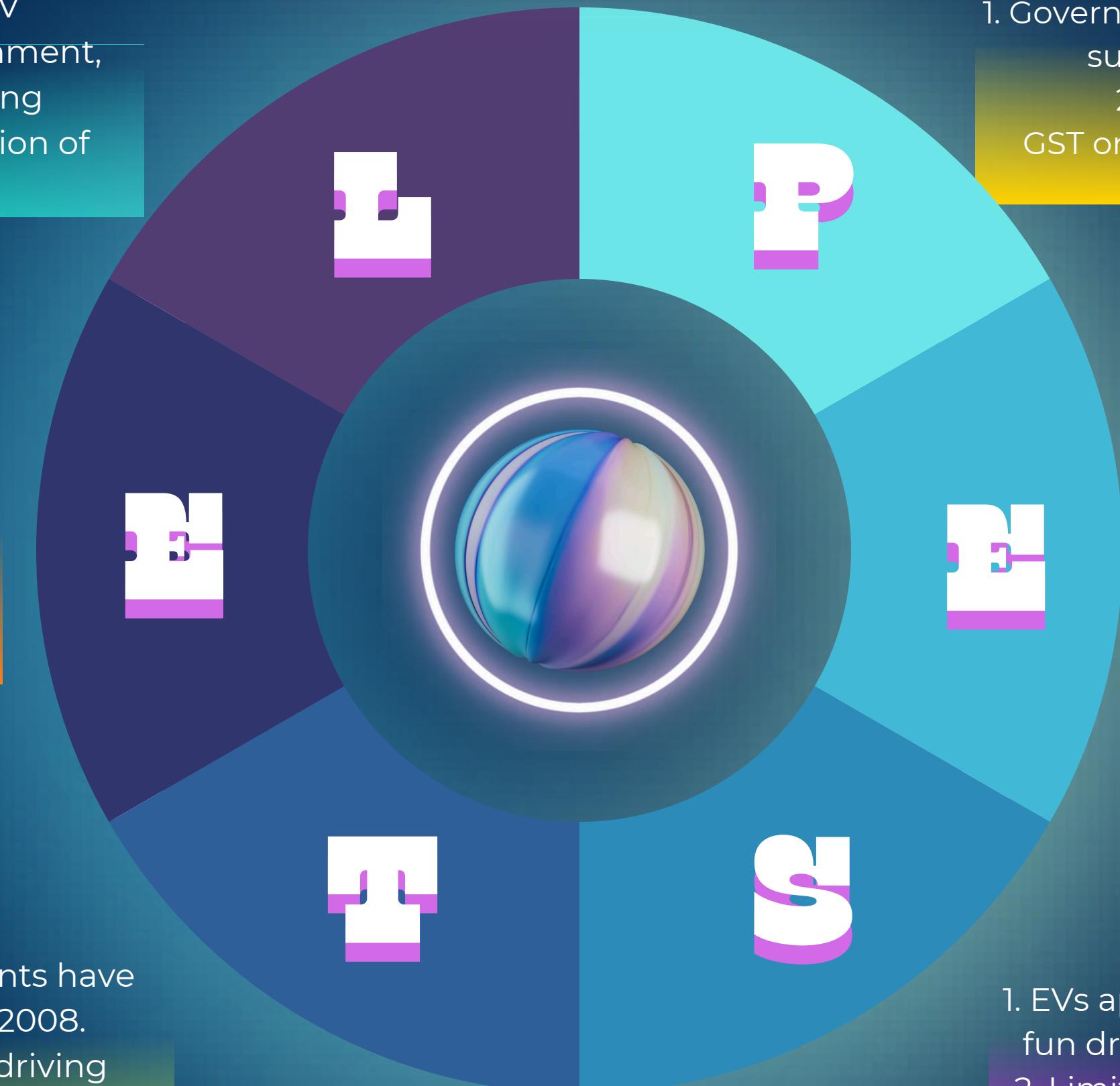
1. Full EV transition significantly cuts auto-related greenhouse gases.
2. Electric motors are quieter, reducing noise pollution compared to gas and diesel cars.

1. Lithium battery advancements have cut EV costs by 90% since 2008. Autodrive, an autonomous driving tech in EVs like Tesla, revolutionizes driving.

1. Government initiatives like FAME-II and PLI subsidize clean energy vehicles.
2. GST on EV: from 12% to 5%
GST on charging station: from 18% to 5%

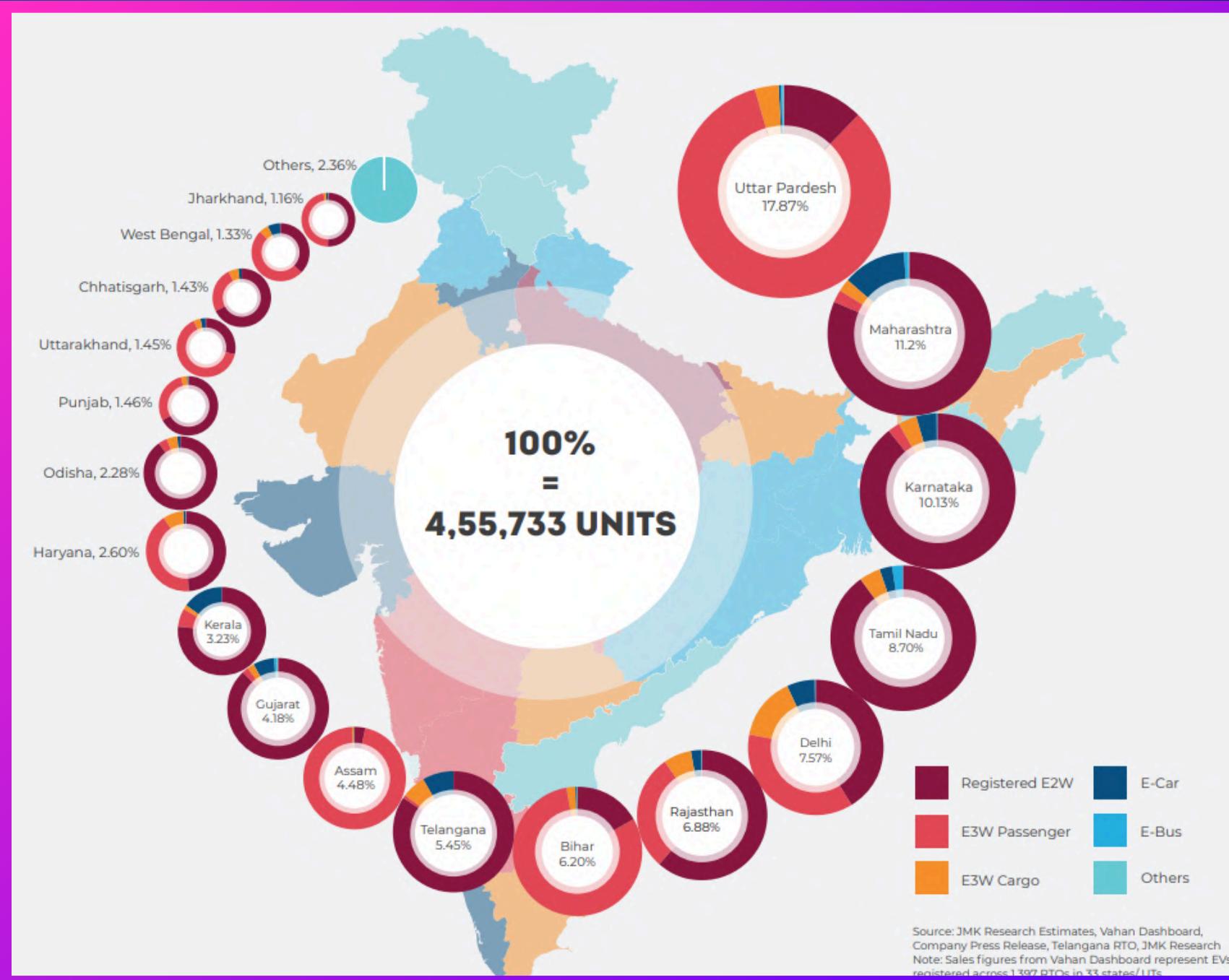
1. Economic growth is raising people's purchasing power.
2.. ICE vehicles cost Rs. 7-8 per km to run, while EVs cost only Rs. 1-1.5 per km.
3. The EV still is costlier than the regular ICE vehicle

1. EVs appeal with eco-friendly features, fun driving, and trending popularity.
2. Limited charging stations and long charging times deter EV purchases.



3) CUSTOMER ANALYSIS

EV distribution state-wise, along with vehicle type percentage.



Age wise

| | Survey Age Group | Gasoline + Electric Hybrid (%) | Plug-in Hybrids (%) | Battery Electric Vehicles (%) |
|-------------|------------------|--------------------------------|---------------------|-------------------------------|
| 35-54 years | 27 | 15 | 11 | |
| 55+ years | 23 | 11 | 20 | |
| 18-34 years | 20 | 10 | 5 | |

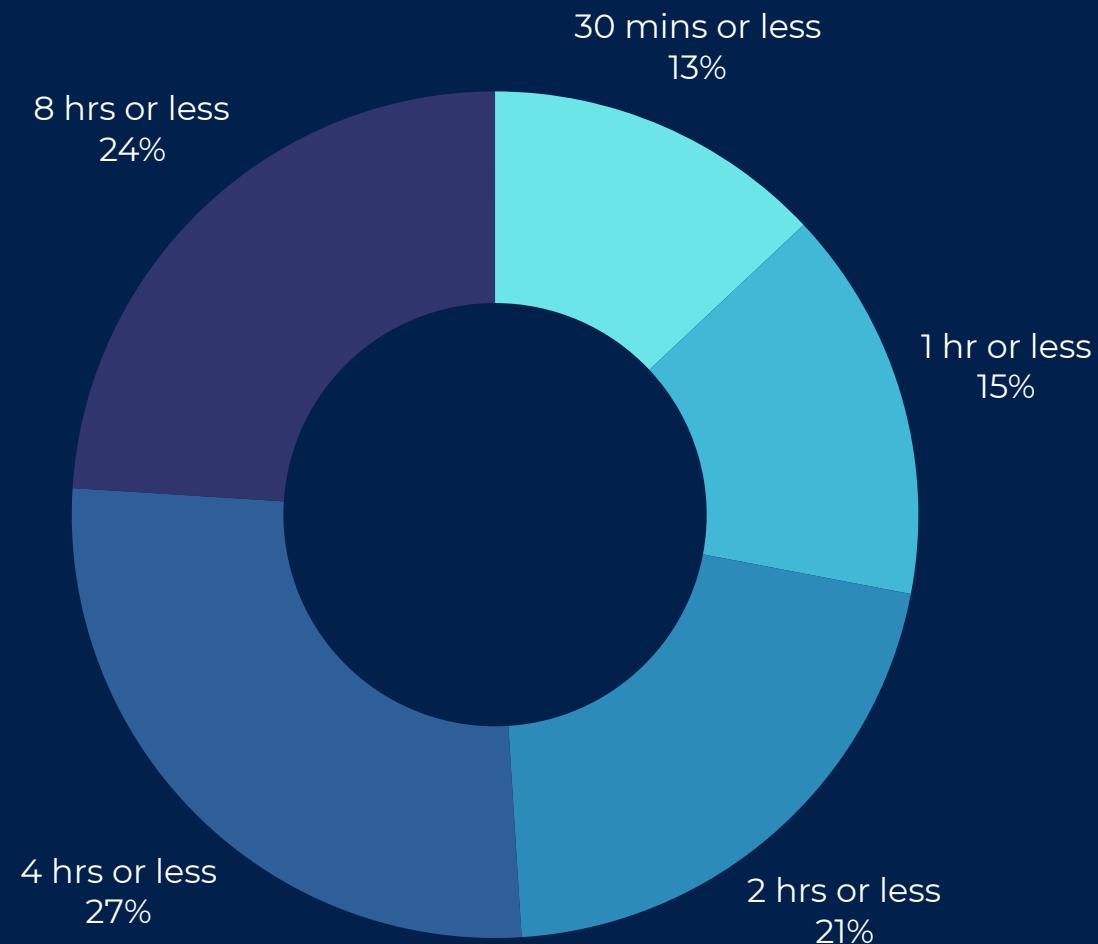
4) PRODUCT ANALYSIS

➤ Range

40% of Indian consumers want the range of an electric vehicle (EV) to be above 400 kilometres per charge while 52% expect it to be between 200 and 400 kilometers.

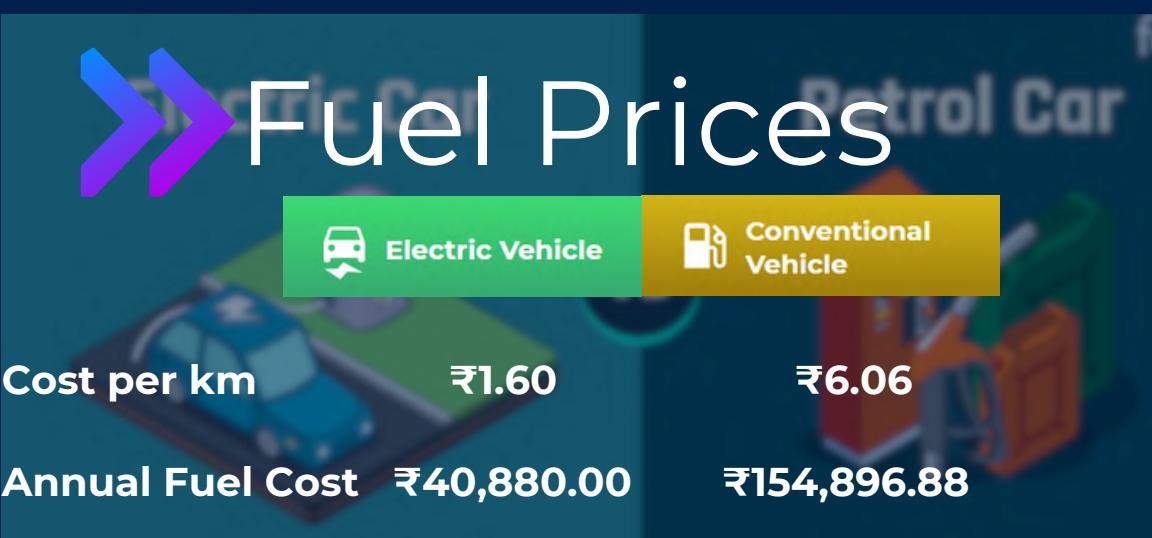
➤ Charge Time

Consumer survey regarding charge time



➤ Purchase Price

A survey, based on the response of 40,000 people from across 319 districts, found that more than half of the 'existing or prospective car owners' are willing to buy an electric car if it is available in the ₹8-10 lakh price range.



➤ Charging Stations and Batteries

- There is shortage of charging facilities and EV batteries in India which indicates huge potential in these markets.
- We will establish charging stations all over India with **level 2 chargers** as they optimize charge time and cost of use.

So, by taking these factors in account, we will design EVs which will stand out in market and see off competition.

Appendix



[JSW Steel Annual Reports](#)

[MG Motors India Growth Rate FY21-22](#)

[Electric Cars Survey \(India\)](#)

[Indian Government's EV policies](#)

