

Should AtliQ Motors expand into EVs in India?



State-Level Analysis



Brand-Analysis



Trends



Opportunity

57M

Total Vehicles Sold

2M

Total EVs Sold

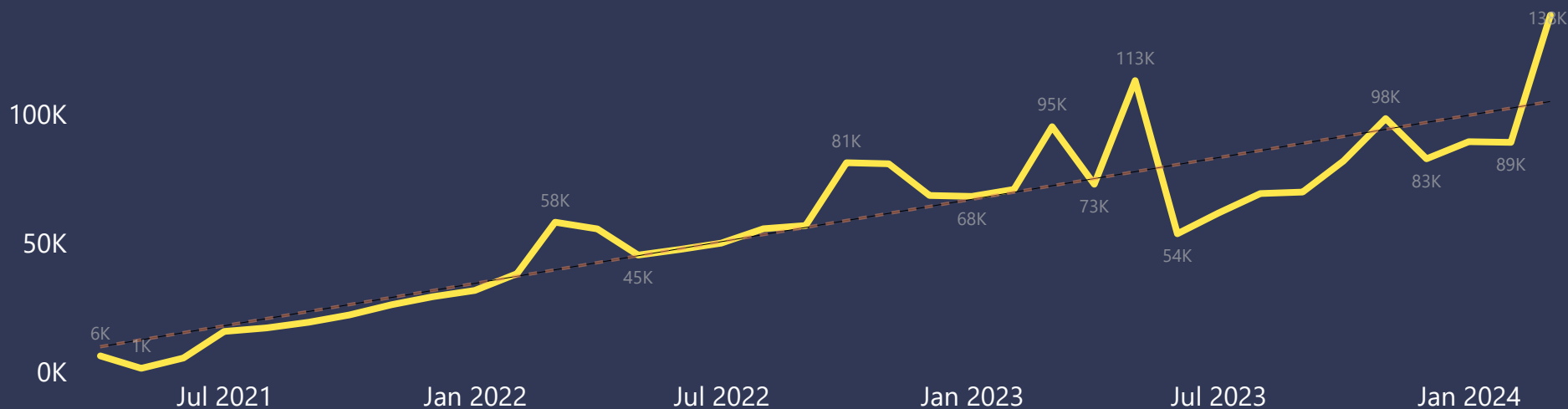
3.61%

EV Penetration %

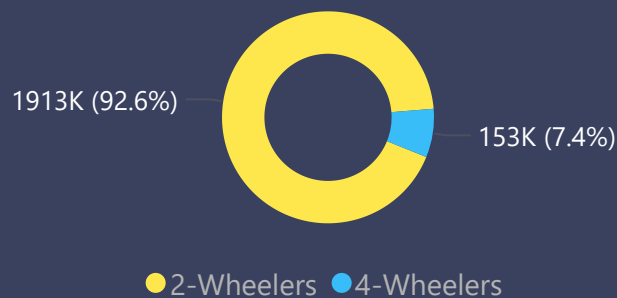
97.4%

EV Growth YoY

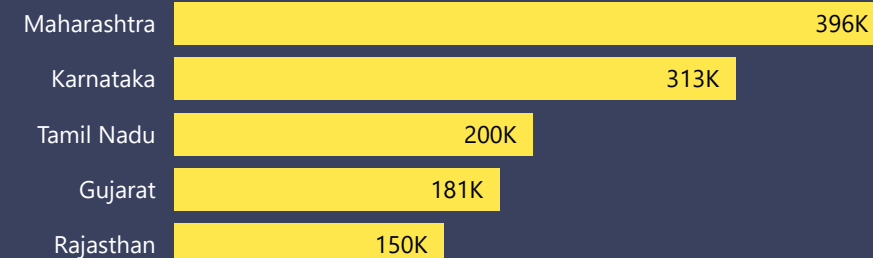
EV Sales Trend in India



EVs Sold by Category



Top 5 EV selling states



State-Level EV Analysis

vehicle_category

All

Year, Quarter

All

Overview

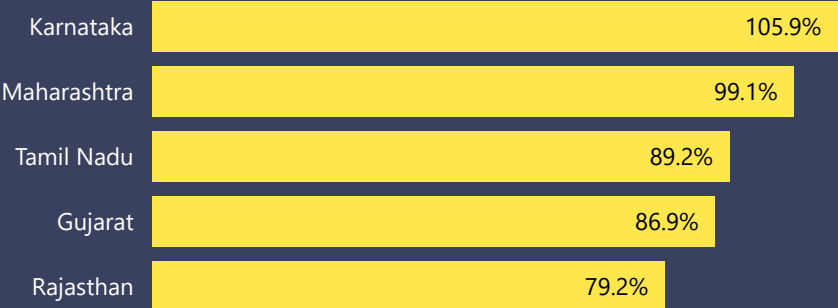
Brand-Analysis

Trends

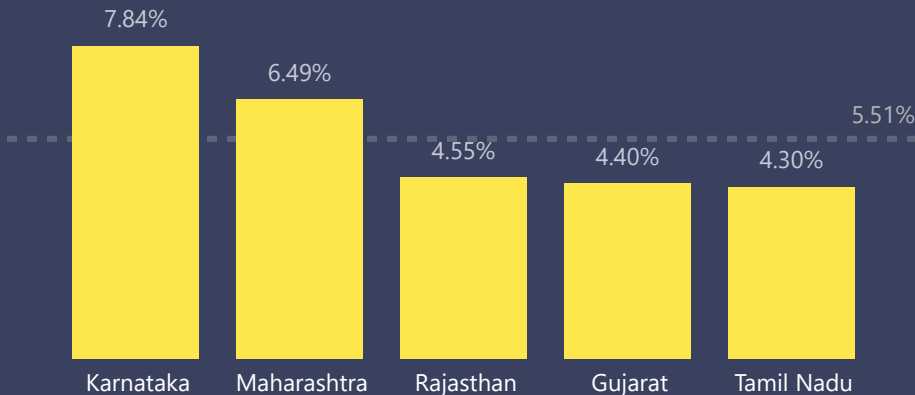
Opportunity

Top 5 states by EV YoY Growth

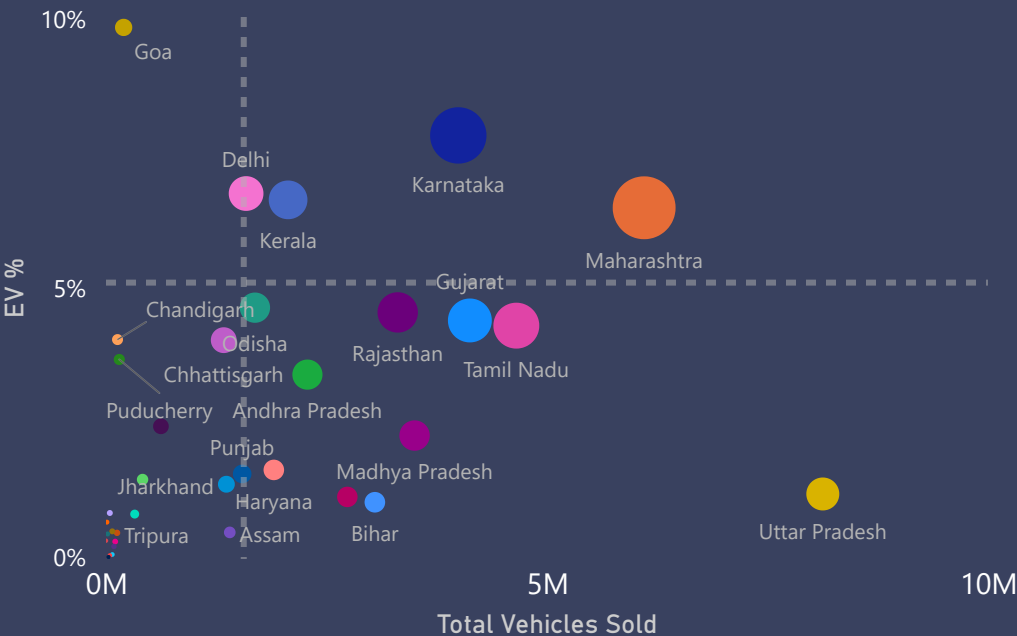
Fastest growing EV markets (YoY)



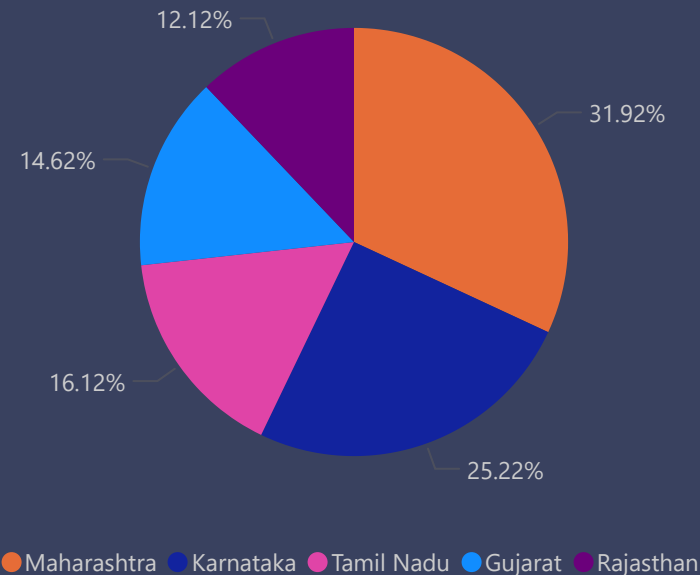
Top 5 states with EV Penetration



State Opportunity Matrix: Scale vs Adoption



Top 5 EV states contribution



Brand-Level EV Analysis

vehicle_category

All

Year, Quarter

All

Overview

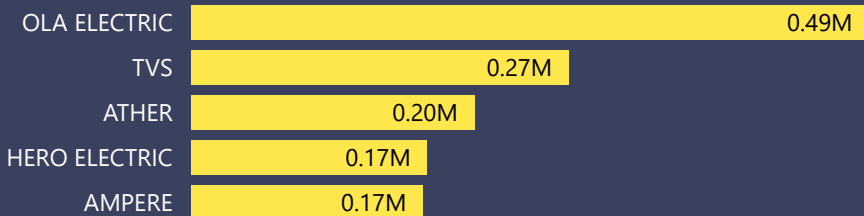
State-Level Analysis

Trends

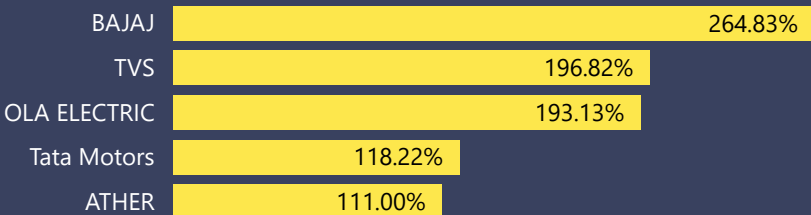
Opportunity

Brand Name	Rank by Market Share	Sales	YoY Growth %	Brand EV Share %
OLA ELECTRIC	1	489473	193%	23.69%
TVS	2	272575	197%	13.19%
ATHER	3	204449	111%	9.90%
HERO ELECTRIC	4	170394	8%	8.25%
AMPERE	5	167274	48%	8.10%
OKINAWA	6	165231	14%	8.00%
OTHERS	7	156471	101%	7.57%
BAJAJ	8	145606	265%	7.05%
Tata Motors	9	88935	118%	4.30%
Mahindra & Mahindra	10	41193	131%	1.99%
REVOLT	11	27828	35%	1.35%
OKAYA EV	12	27036	105%	1.31%
PURE EV	13	26524	0%	1.28%
BEING	14	18392	0%	0.89%
BGAUSS	15	15051		0.73%
MG Motor	16	13753	179%	0.67%
JITENDRA	17	12438	0%	0.60%
KINETIC GREEN	18	9585		0.46%
BATTRE ELECTRIC	19	4841		0.23%
BYD India	20	2419	154%	0.12%

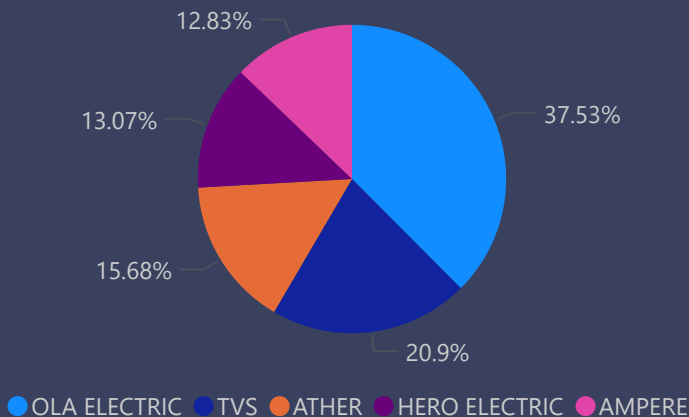
Top 5 EV brands by Sale



Top 5 EV brands by Growth



Top 5 Brands – Share within Top 5 EV Sales



Trends in Indian EV Market

vehicle_category

All

Year, Quarter

All

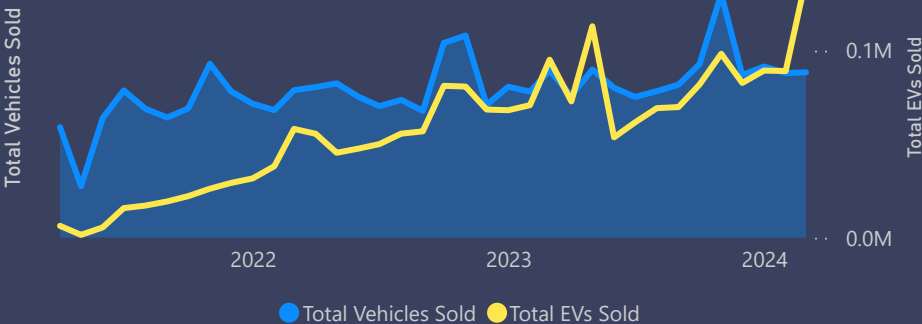
Overview

State-Level Analysis

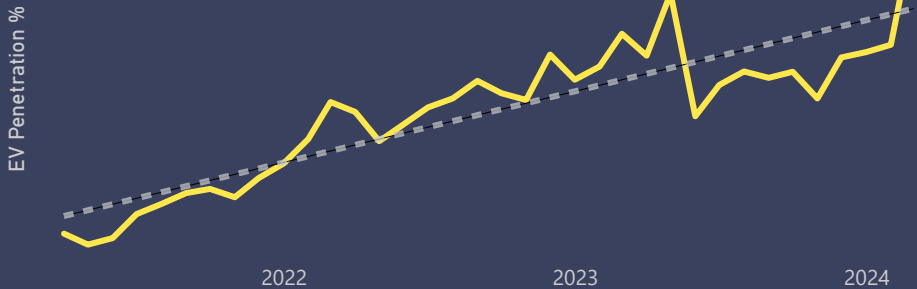
Brand-Analysis

Opportunity

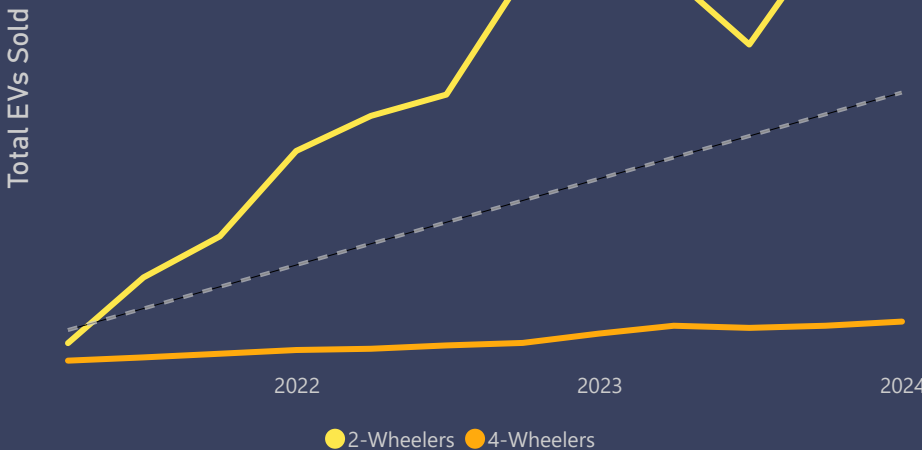
EVs & Vehicle Sale YoY



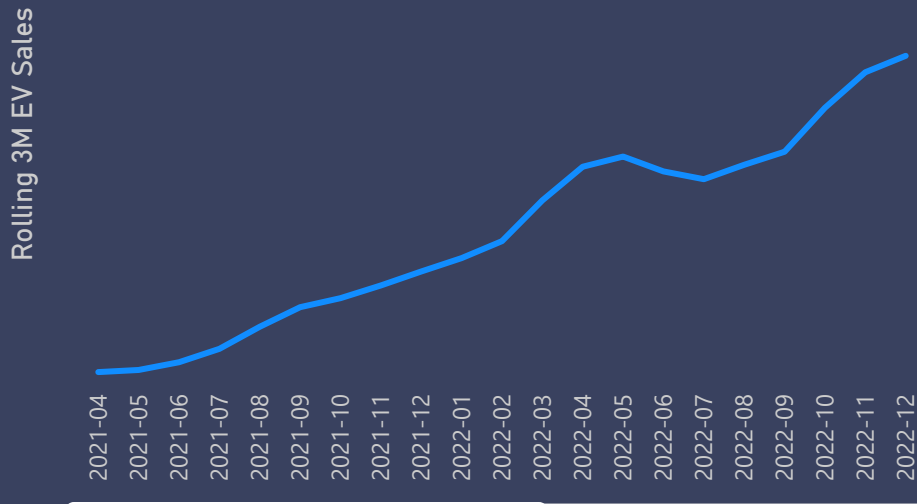
EV Penetration YoY



EV Sales by Vehicle Category



3 Months Rolling EV Sale



Opportunities to look forward to

vehicle_category

All

Year, Quarter

All

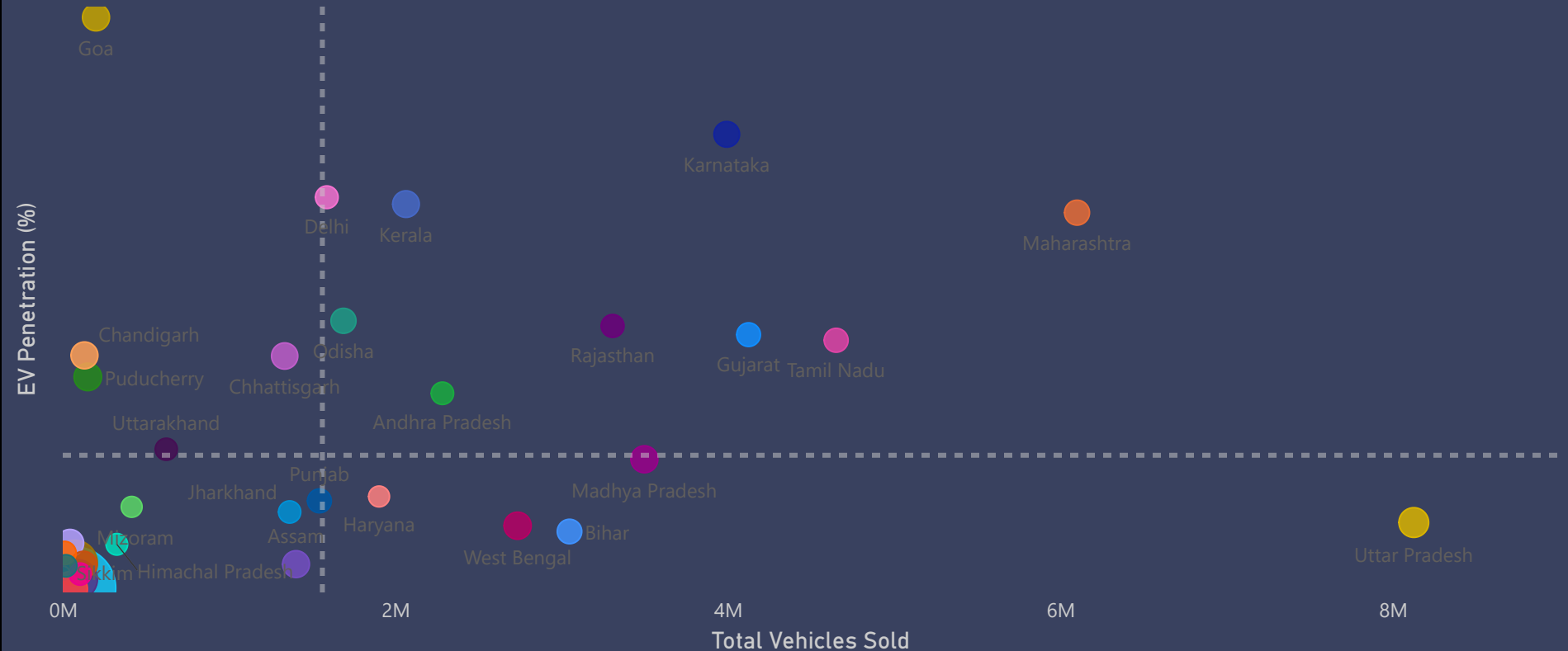
Overview

State-Level Analysis

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Trends

Opportunity Matrix



Quadrant 1 (Top-Right): Doubling down on the market since high adoption and big market size

Quadrant 2 (Top-Left): Niche market with low size but higher EV adoption

Quadrant 3 (Bottom-Left): Lowest Priority since small market with lower EV adoption

Quadrant 4 (Bottom-Right): Highest Opportunity with largest market but lesser EV adoption