

# ELECTRIC VEHICLE ANALYSIS

for AtliQ Motors

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# Agenda

- *Problem Statement*
- *Goal*
- *Dashboard Showcase*
- *Secondary Research Questions*

# Problem Statement

- AtliQ Motors wants to understand the Indian EV market before launching their models. The focus is on analyzing customer preferences, government incentives, charging infrastructure impact, brand ambassador selection, and ideal manufacturing locations. The goal is to offer strategic recommendations for successful market penetration.





# Goals

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I aim to provide actionable insights and recommendations to help AtliQ Motors penetrate the Indian EV market successfully. This involves identifying key trends, growth opportunities, and strategic initiatives to expand market share effectively.

# ELECTRIC VEHICLE ANALYSIS

EV Market Overview

Detailed EV Analysis



## Slicers

01-04-2021

01-03-2024

### Quarters

Q1

Q2

Q3

### States

All

### Vehicle Category

All

2M

Total EV Sales 2022-2024

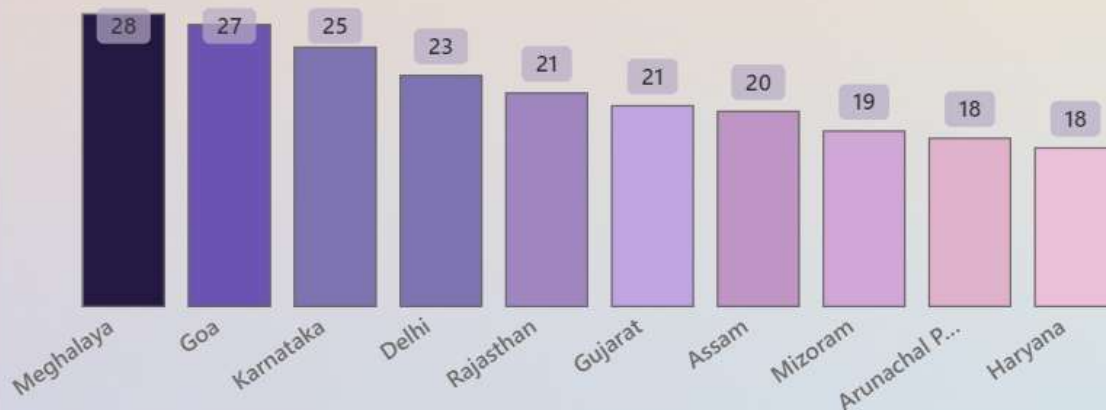
481.5%

Overall EV Penetration Rate

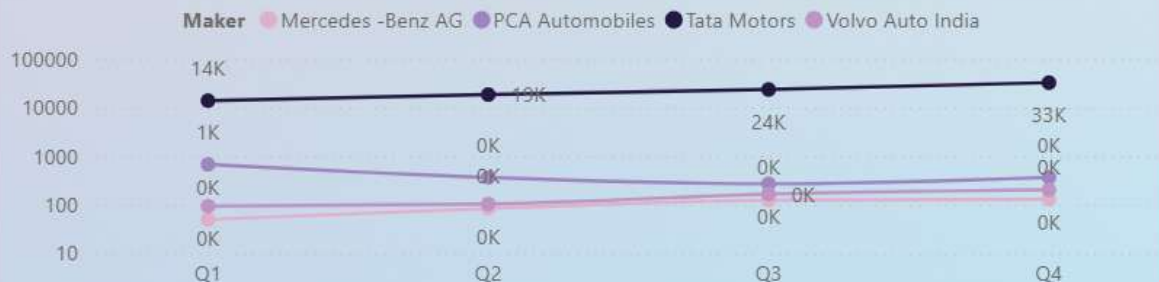
93.91

CAGR\_EV\_Sales\_2022\_2024

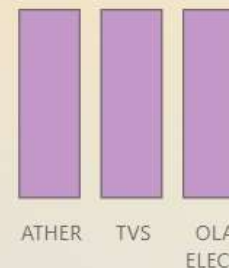
### Top 10 States by CAGR of Total Vehicles Sold (2022-2024)



### Quarterly EV Sales Trends (4-Wheelers): 2022-2024



### Top 3 Makers of 2-Wheelers Sold



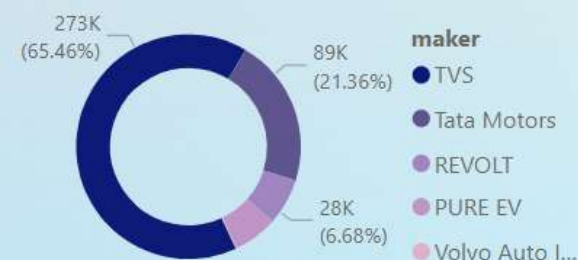
### Bottom 3 Makers of 2-Wheelers Sold



### States with Declining EV Penetration

State	PenetrationRate
Punjab	0.93
DNH and DD	0.93
Jharkhand	0.92
Bihar	0.79
Manipur	0.61
Tripura	0.58
Jammu and Kashmir	0.57
Ladakh	0.55

### Top 5 EV Makers





## Slicers

01-04-2021

01-03-2024

### Quarters

Q1

Q2

Q3

### States

All

### Vehicle Category

All

87K

4Wheeler EV Sales 2024

933K

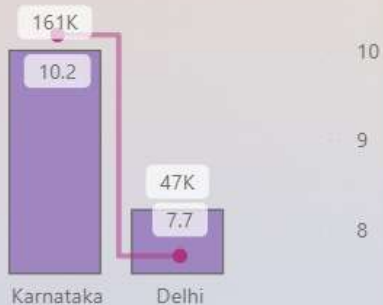
2Wheeler EV Sales 2024

13.75

Top State EV Penetration Rate

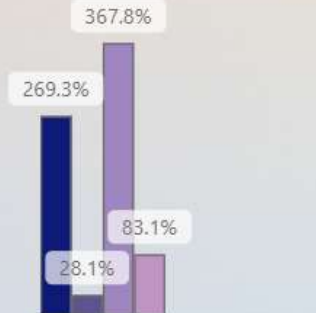
### EV Sales and Penetration Rates: Delhi vs. Karnataka (2024)

TotalEVSales\_2024 PenetrationRate\_2024

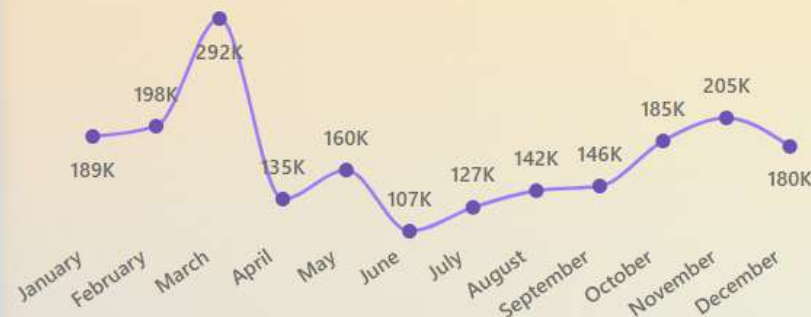


### EV Revenue Growth Rate (2022-2024)

RevenueGr... RevenueGr... RevenueGr...



### Monthly EV Sales Trends (2022-2024)



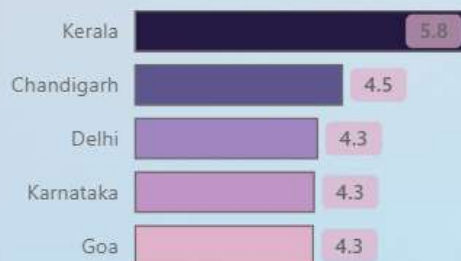
### Projected EV Sales for Top 10 States in 2030



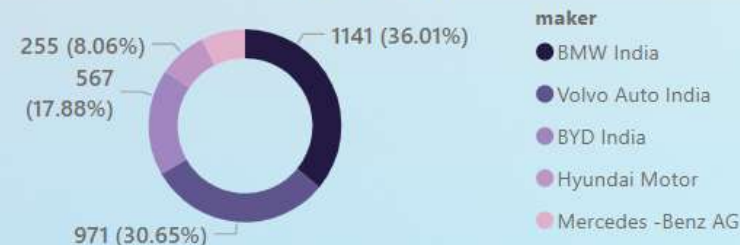
### Top 5 States for 2-Wheeler EV Penetration Rate FY 2024



### Top 5 States for 4-Wheeler EV Penetration Rate FY 2024



### CAGR of 4-Wheeler Units for Top 5 Makers (2022-2024)



# Secondary Research Questions

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## 1. Why are customers choosing 4-wheeler EVs in 2023 and 2024?

- **Cost Savings:** EVs are cheaper to maintain and run. Imagine cutting your fuel costs by half!
- **Environmental Concerns:** Many people want to do their bit for the environment. Driving an EV is a tangible way to reduce their carbon footprint.
- **Government Incentives:** Tax breaks, subsidies, and lower registration fees make EVs financially appealing.

## 2. How do government incentives and subsidies impact the adoption rates of EVs? Which states provide the most subsidies?

- **Higher Adoption Rates:** States offering more incentives see more EVs on the road.
- **Top States for Subsidies:** Maharashtra, Gujarat, and Delhi lead the pack in offering generous subsidies.





### **3. How does charging infrastructure correlate with EV sales and penetration rates in the top 5 states?**

- **Strong Correlation:** More charging stations mean more EV sales. States with a robust charging infrastructure see higher adoption rates.
- **Top States:** Maharashtra, Gujarat, Delhi, Karnataka, and Tamil Nadu have well-developed charging networks, supporting higher EV sales.

### **4. Who should be the brand ambassador if AtliQ Motors launches their EV/Hybrid vehicles in India and why?**

- **Environmental Advocate:** Someone known for their commitment to the environment.
- **Popular and Influential:** A celebrity who resonates with the younger audience.
- **Suggestions:** Internationally, **Leonardo DiCaprio**. Locally, someone like a popular Bollywood actor with a clean image and a passion for sustainability.



## 5. Which state in India is ideal for starting a manufacturing unit?

- **Top Choices:** Gujarat and Tamil Nadu for their generous subsidies.
- **Ease of Doing Business:** Karnataka and Maharashtra rank high in this area.
- **Stable Governance:** Maharashtra and Gujarat have stable governments and support industrial development.

## 6. Top 3 recommendations for AtliQ Motors:

- **Build Charging Infrastructure:** Partner with states and private companies to expand the charging network.
- **Maximize Government Incentives:** Collaborate with state governments to leverage subsidies and incentives.
- **Engage a Popular Environmental Advocate:** Choose a well-known environmental advocate as your brand ambassador to enhance brand credibility and appeal to eco-conscious consumers.

THANK YOU!

