

Final Conclusion

- **Geographic and Demographic analysis**

1) We analyzed that south India region is more technologically advanced with good availability of charging infrastructure and Electric vehicles becoming more popular. Big Brands who already launched their products and have their manufacturing plants in south India. It is possible that we can create space for our EVs but it will be very difficult

2) North Eastern states have growing popularity specially Sikkim, this is a good place for us to create space for our EVs

3) Once our EV popularity grows up, we can target to East Indian states and central Indian states

- **Psychographic and Behavioral analysis**

1) From Reviews Dataset from carwale.com, I did market segmentation on people's reviews on EVs whether they have positive approach towards it. we found that 3 out of 4 have positive approach and are likely to buy new EV. Those who have done small test drive are likely to buy. Those who already driving regularly are recommending others to buy it.

2) Competitive prices, more features and good performance in EVs are key points to be considered, as in the analysis I came up with the observation of the people more tended to buy low priced and low maintenance cost vehicles

Final Thoughts on Startup Strategy

1) In case of E-Bikes we can target some East Indian states like Bihar and West Bengal as the economic condition of majority of people is low so a good competitive E-bike with good amount of features and reasonable price range will be a good choice. Central Indian States like Madhya Pradesh will also be a good choice to introduce E-Bikes

2) In case of E-Cars North-East India and Central India should be the first choice region as they have good popularity of EVs. East Indian states would be the second choice after the popularity of the startup improves and we are safe to grow our business.

3) North Indian states are not recommended right now because of the analysis results. People are not buying EVs despite having lots of charging infrastructure.

4) South Indian states should be kept for future as there are already many international brands launched their EVs at competitive prices and tones of features. so South India will not be a safe option right now.