



Indian Market Opportunity in Electric Mobility

ABOUT US

Indian Market Understanding + Technical Knowhow =



Started in 2009, Quanzen is your consultant and market development partner in India.

Based in Pune, the Automotive hub of India.

Part of [Global Alliance Automotive](#) – a worldwide network of Local Market Support companies across 15 countries



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WHY INDIA SHOULD BE YOUR NEXT DESTINATION?



WHY INDIA?

Growth Outlook + Consumer Understanding =



India is 4th largest automotive market.

and fastest growing emerging market.

The only word which can describe potential and opportunities in the Indian market is

MASSIVE

India is a unique market with opportunities in different vehicle segments as compared to rest of the world :

	Global Rank	Sales FY-19 (Million)
	4	3.37
	1	21.18
	1	0.7
	1	0.8
	2	0.09
	3	0.9

A composite image showing a person driving a car. The top half shows the driver's profile from the side, wearing glasses and looking forward. The bottom half shows the driver's hands on the steering wheel from a rear perspective. The text "Electric Mobility - Huge Emerging Opportunity" is overlaid in the center.

Electric Mobility - Huge Emerging Opportunity

AGGRESSIVE TARGETS WILL LEAD TO MASSIVE GROWTH



India will produce **over 20 million EVs annually by 2026** if the Government's vision becomes a reality

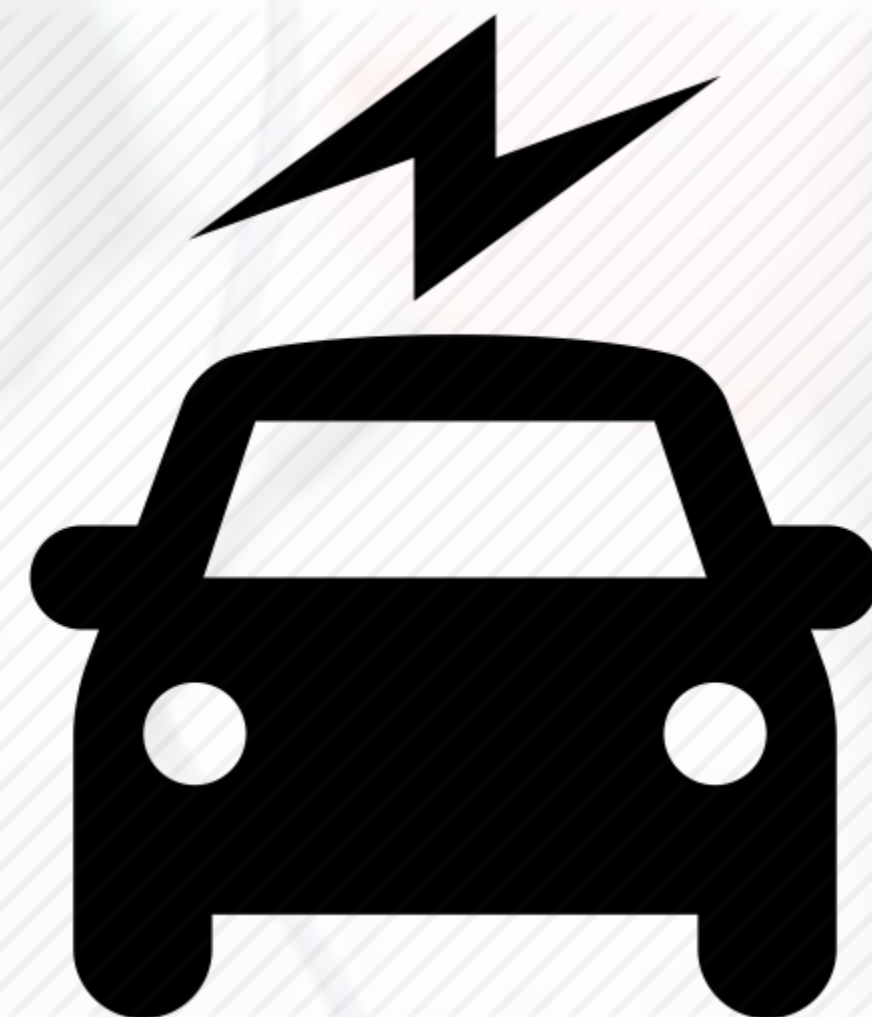
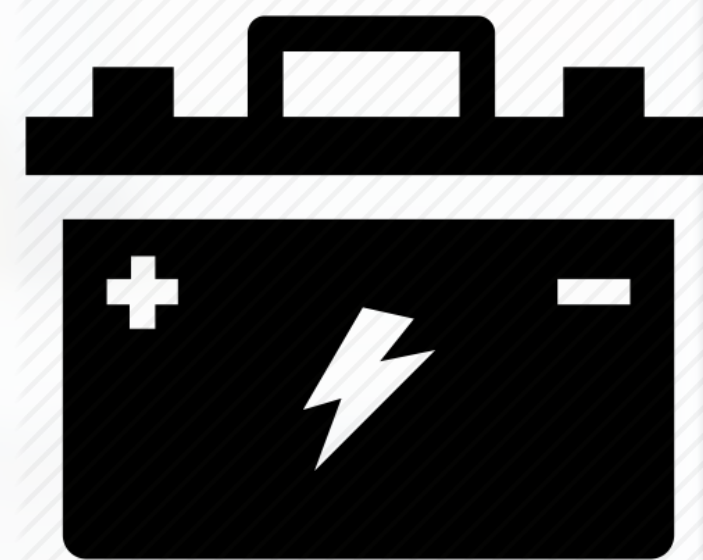
Government Goal for only Electric vehicles sold

- By 2023, all 3 wheelers
- By 2025, all 2 wheelers below 150cc
- By 2026, all Taxis
- By 2030, all inter-city buses



DRIVERS FOR GROWTH

1. Electric Vehicle Makers
2. Battery Pack Makers
3. Charging Infra Development
4. Government Support



GROWTH DRIVERS - EV MAKERS

EV Makers across all segments are ready and launching vehicles

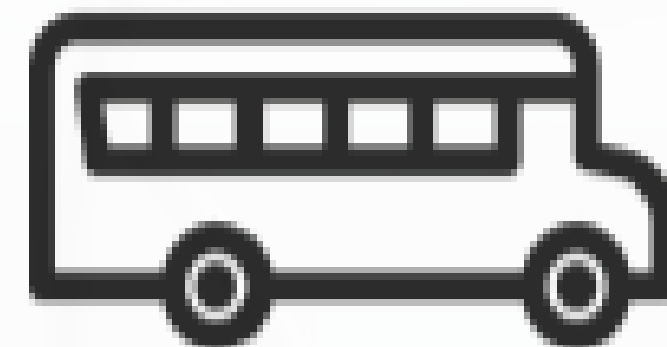
Car Makers:

- Maruti Suzuki
- Mahindra
- Tata Motors
- Hyundai Kia
- MG Motors
- Renault Nissan



Bus Makers:

- Tata Motors
- Ashok Leyland
- Eicher
- JBM Auto
- BYD



Two Wheeler Makers:

- Bajaj
- Hero Motocorp
- TVS
- Ather Energy
- Ultraviolette
- Tork Motors



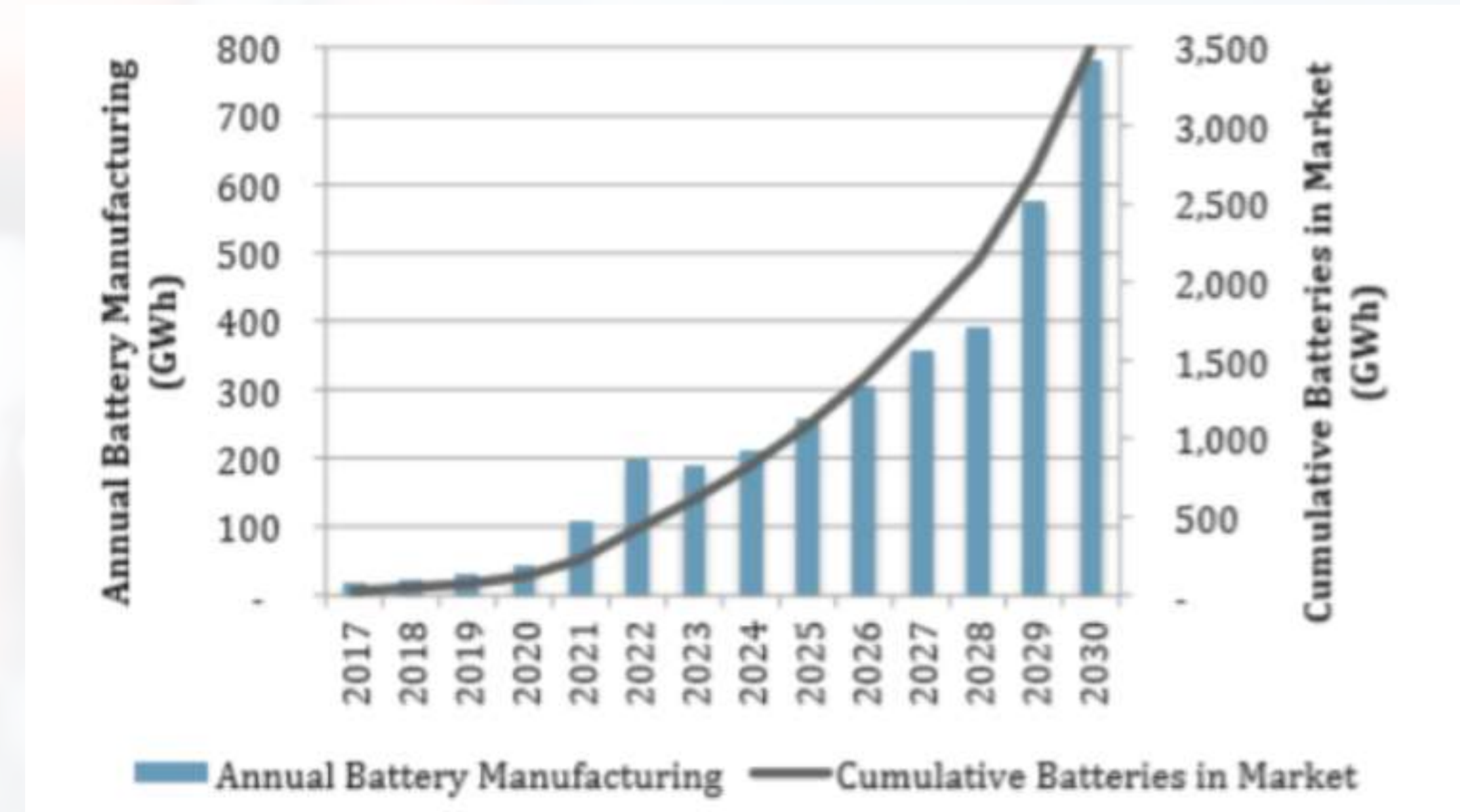
GROWTH DEMAND - BATTERY PACK MAKERS



According to the Rocky Mountain Institute, India would have **40% of the global battery demand** by 2027-28.

EV Battery Pack Manufacturers :

- Octillion Power Systems
- Exicom Tele Systems
- Bosch
- GreenFuel Energy
- Future HiTech
- Fusion Power Systems
- Exide-Leclanche



GOVERNMENT SUPPORT

Federal Government FAME 2 Scheme : \$1.3 billion over 3 years to incentivize:

- 7,000+ Electric Buses
- 55,000 Electric and Hybrid 4 Wheelers
- 500,000 Electric 3 Wheelers
- 1,000,000 Electric 2 Wheelers

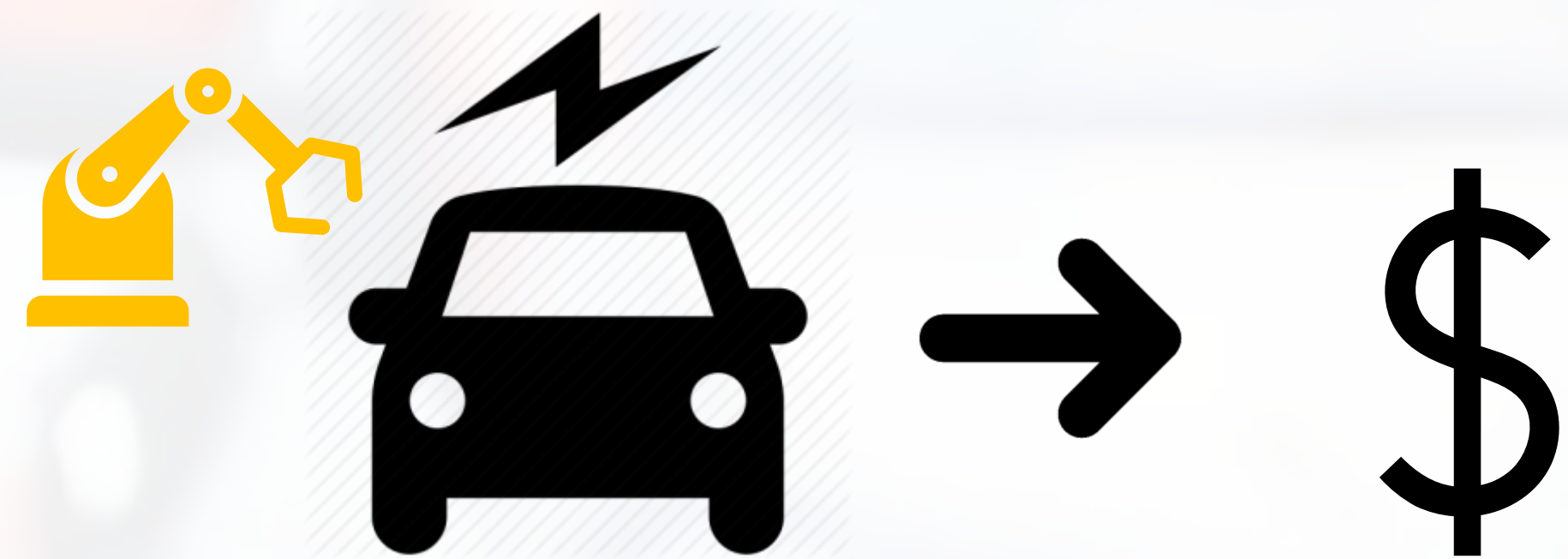
Various State Governments have own incentive schemes

- Substantial subsidies for purchasing electric two and three wheelers and passenger cars
- Exemption of registration charges and road tax
- Incentivize public charging infrastructure



Production Linked Incentive scheme for Automotive industry

- \$ 3.5 Bn PLI scheme to steer automotive sector towards electric, hybrid, and fuel cell vehicles
- Incentives range from 8-13 percent, with an additional 5 percent incentive for electric and hydrogen fuel cell vehicles.



The logo for QUANZEN features the word "QUANZEN" in a bold, black, sans-serif font. A yellow, hand-drawn style oval with an arrowhead at the top right overlaps the letters "A" and "N".

QUANZEN

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