TRENDS In ELECTRIC VEHICLE MARKET IN INDIA
India is expected to be one of the top three automobile markets of the world. The industry accounts for 7.1% of India’s Gross Domestic Product (GDP) and the Automotive Mission Plan 2016-2026 of the Government of India aims to raise this to 12%.

The automobile ownership in the country remains low, with only 18 cars per 1,000 citizens, compared to nearly 69 in China and 786 in the US. This indicates the opportunity available in the market.

The automobile market in India witnessed a production of a total of 1.95 crore vehicles, comprising passenger, commercial, three-wheeler and two-wheelers vehicles and quadricycle vehicles in April-October 2018 compared to 1.71 crore in April-October 2017, registering a growth of 14.39%.
### Share of Vehicle Type Sales in India

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2017</th>
<th>FY2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two - Wheelers</td>
<td>77.54%</td>
<td>80.45%</td>
<td>80.86%</td>
</tr>
<tr>
<td>Passenger Vehicles</td>
<td>14.98%</td>
<td>13.94%</td>
<td>13.17%</td>
</tr>
<tr>
<td>Commercial Vehicles</td>
<td>4.46%</td>
<td>3.27%</td>
<td>3.43%</td>
</tr>
<tr>
<td>Three Wheelers</td>
<td>3.03%</td>
<td>2.34%</td>
<td>2.55%</td>
</tr>
</tbody>
</table>

With respect to sale of vehicles in the industry, the passenger car segment grew by 5.87%, the commercial vehicle segment by 35.68%, the three-wheeler segment by 31.97% and the two-wheeler segment by 11.14% in April-October 2018 over the same period the previous year.
Dominance of Road & Rail

Public buses and trains have been the primary mode of transport in the country.

The maximum spend of around 66% of households in rural areas and 62% of households in urban areas is on buses.

The other modes of transportation include autorickshaws, cabs and trains.

Declining share of public transport buses, which has necessitated a revamp of public transport system in the country, has resulted in the growing demand for app-based cab aggregators.

Two of the largest app-based cab aggregators cater to approx. 3.5 million rides on daily basis.

What is imperative for the country, in a long term perspective, is to improve public transport infrastructure with vehicles running on electricity and alternate fuel technology which make this mode of transportation convenient, safe, environment friendly and encourage people to opt for public transport.
Road for Fuel-Powered Vehicles

Future of Fuel-powered vehicles is based on various factors such as:

- **Fuel Consumption in Transport industry and its contribution to the air pollution**
- **Total Ownership Cost of fuel-powered vehicles compared to Electric vehicles**
- **Government’s focus on developing infrastructure for a sustainable transportation**
### Electric Vehicles on the Horizon

Electric Vehicle Deployment Roadmap and likeliness of adoption of EV to take place across vehicle segments

<table>
<thead>
<tr>
<th>Vehicle segments</th>
<th>Charging infrastructure</th>
<th>Supply chain (battery components)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two - Wheelers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three Wheelers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passenger Cars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Vehicles</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Key Findings

- **Shift towards EV for automotive industry in India is necessary to retain its position and gain additional ground with the shifting global focus towards Electric Vehicles.**
- **Two-wheelers; three-wheelers; and Intracity buses are expected to be the first segments to adapt the paradigm shift whereas, passenger cars and commercial vehicles are likely to take some time.**
- **Regulatory support to play key role in EV adoption in the country.**
- **With BS-IV in place, the Total Cost of Ownership (TCO) for passenger cars would remain competitive which is anticipated to shift, considerably, in favor of EV after BS-VI implementation. However, in case of 2W, TCO for Electric 2W is quite less when compared with its fuel-powered counterparts.**
**Electric Vehicles: Global Market Scenario**

**Market Scenario: Electric Vehicle**

Electric Vehicle Market Growth Rate, in terms of Vehicle Units sold, for Select Countries with Historical Growth and Forecast Growth, across the globe

**Market Insights**

- China and United States stood as the largest markets in terms of **Electric Passenger car** sales in 2018, whereas, India, Spain; United Kingdom; and Germany are anticipated to grow at highest CAGR during the next five years.

- In Electric Motorcycles market, China contributed around 99% of the global unit sales in 2018 followed by United States. However, attributed to favorable government policies, better infrastructure, and growing awareness of CO2 emission, India; Vietnam & Taiwan are anticipated to witness growth during the next five years.

<table>
<thead>
<tr>
<th>Countries</th>
<th>Electric Passenger Cars Sales Growth (%)</th>
<th>Electric Passenger Cars Sales Growth (%)</th>
<th>Countries</th>
<th>Electric Motorcycles Sales Growth (%)</th>
<th>Electric Motorcycles Sales Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>177%</td>
<td>45%</td>
<td>India</td>
<td>-</td>
<td>73%</td>
</tr>
<tr>
<td>Spain</td>
<td>58%</td>
<td>39%</td>
<td>Vietnam</td>
<td>-</td>
<td>37%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>93%</td>
<td>35%</td>
<td>Taiwan</td>
<td>-</td>
<td>17%</td>
</tr>
<tr>
<td>Germany</td>
<td>66%</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td>104%</td>
<td>29%</td>
<td>United Kingdom</td>
<td>35%</td>
<td>16%</td>
</tr>
<tr>
<td>China</td>
<td>148%</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>44%</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>51%</td>
<td>27%</td>
<td>Austria</td>
<td>43%</td>
<td>16%</td>
</tr>
<tr>
<td>Australia</td>
<td>58%</td>
<td>27%</td>
<td>Netherlands</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>South Korea</td>
<td>102%</td>
<td>27%</td>
<td>Canada</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Global</td>
<td>50%</td>
<td>25%</td>
<td>Global</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Countries</th>
<th>Electric Motorcycles Sales Growth (%)</th>
<th>Electric Motorcycles Sales Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>123%</td>
<td>8%</td>
</tr>
<tr>
<td>Belgium</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Sweden</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Iceland</td>
<td>131%</td>
<td>19%</td>
</tr>
<tr>
<td>Canada</td>
<td>54%</td>
<td>18%</td>
</tr>
<tr>
<td>Norway</td>
<td>64%</td>
<td>17%</td>
</tr>
<tr>
<td>Japan</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>United States</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Global</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>China</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Italy</td>
<td>16%</td>
<td>2%</td>
</tr>
</tbody>
</table>
India Market Scenario: Electric Vehicle

Electric Vehicle Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2018</th>
<th>FY2019E</th>
<th>FY2024F</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Value (USD Million)</td>
<td>144.16</td>
<td>906.55</td>
<td>1084.06</td>
<td>2370.58</td>
</tr>
<tr>
<td>By Volume (Thousand Unit)</td>
<td>162.61</td>
<td>988.35</td>
<td>1199.15</td>
<td>4031.88</td>
</tr>
</tbody>
</table>

CAGR By Value: 41%
CAGR By Volume: 47%
CAGR By Value: 17%
CAGR By Volume: 27%
Electric Vehicles: India

India Market Scenario: Electric Vehicle

India Electric Vehicle Market Share, By Vehicle Type, By Volume, FY2013 – FY2024F

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2018</th>
<th>FY2019E</th>
<th>FY2024F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three Wheelers</td>
<td>74.16%</td>
<td>93.82%</td>
<td>92.50%</td>
<td>82.89%</td>
</tr>
<tr>
<td>Two - Wheelers</td>
<td>25.83%</td>
<td>6.04%</td>
<td>7.35%</td>
<td>16.48%</td>
</tr>
<tr>
<td>Passenger Vehicles</td>
<td>0.01%</td>
<td>0.13%</td>
<td>0.14%</td>
<td>0.46%</td>
</tr>
<tr>
<td>Commercial Vehicles (Bus)</td>
<td>0.00%</td>
<td>0.01%</td>
<td>0.01%</td>
<td>0.17%</td>
</tr>
</tbody>
</table>

India Electric Vehicle Market Share, By Vehicle Type, By Volume, FY2013 – FY2024F

- **Electric Vehicles: India**
- **India Market Scenario: Electric Vehicle**
- **India Electric Vehicle Market Share, By Vehicle Type, By Volume, FY2013 – FY2024F**
  - Three Wheelers: FY2013 - 74.16%, FY2018 - 93.82%, FY2019E - 92.50%, FY2024F - 82.89%
  - Passenger Vehicles: FY2013 - 0.01%, FY2018 - 0.13%, FY2019E - 0.14%, FY2024F - 0.46%
  - Commercial Vehicles (Bus): FY2013 - 0.00%, FY2018 - 0.01%, FY2019E - 0.01%, FY2024F - 0.17%
Electric Vehicles: India

India Market Scenario: Electric Vehicle
India Electric Vehicle Market Share, By Region, By Volume, FY2013 – FY2024F

NORTH INDIA DOMINATED THE ELECTRIC VEHICLE MARKET IN INDIA

North region accounted for over 40% volume share in Electric Vehicle market in India in FY2018 and is expected to remain dominant during the next 5 years on the back of factors like:

• Growing road congestions due to high vehicle ownership rate in areas like Delhi/NCR
• Rising Developments in public transport infrastructure
• High urbanization rate
• High Vehicular air pollution

North
FY2018 40.30%
FY2024F 40.56%

West
FY2018 33.46%
FY2024F 33.55%

South
FY2018 17.71%
FY2024F 17.49%

East
FY2018 8.53%
FY2024F 8.40%
Cost of Ownership Analysis - Passenger Vehicle

BS-IV (Current Scenario)

- Petrol
- Diesel
- Electric

Private
- Acquisition Cost: INR 1000
- Fuel Cost: INR 800
- Maintenance Cost: INR 600
- Insurance Cost: INR 400
- Battery Replacement Cost: INR 200

Commercial
- Acquisition Cost: INR 1200
- Fuel Cost: INR 1000
- Maintenance Cost: INR 800
- Insurance Cost: INR 600
- Battery Replacement Cost: INR 400

Post BS-VI (2020 Onwards)

- Petrol
- Diesel
- Electric

Private
- Acquisition Cost: INR 1400
- Fuel Cost: INR 1200
- Maintenance Cost: INR 1000
- Insurance Cost: INR 800
- Battery Replacement Cost: INR 600

Commercial
- Acquisition Cost: INR 1600
- Fuel Cost: INR 1400
- Maintenance Cost: INR 1200
- Insurance Cost: INR 1000
- Battery Replacement Cost: INR 800

By 2020, operating cost for most EVs are expected to compensate for the high acquisition cost.
Cost of Ownership Analysis – Two-Wheeler

BS-IV (Current Scenario)

- Internal Combustion Engine (ICE)
- Electric

Post BS-VI (2020 Onwards)

- Internal Combustion Engine (ICE)
- Electric

Legend:
- Acquisition Cost
- Fuel Cost
- Maintenance Cost
- Insurance Cost
- Battery Replacement Cost
- Opportunity Cost

Private:
- +14% INR Thousand

Commercial:
- -22% INR Thousand
## Electric Vehicle Adoption across Segments

<table>
<thead>
<tr>
<th>Factors Driving Electric Mobility</th>
<th>Route predictability</th>
<th>Vehicle utilization</th>
<th>Price differential</th>
<th>Ease of charging</th>
<th>Investment by OEMs</th>
<th>Policy intervention potential</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2W: Two-wheeler
- Private
- Commercial

### 3W: Three-wheeler
- Private
- Cab aggregators
- Car rental

### PV: Passenger vehicle
- Corporate cabs
- Government fleet
- Bus (intra city)
- SCV
- LCV
- M&HCV

*2W: Two-wheeler; 3W: Three-wheeler; SCV: Small commercial vehicle; LCV: Large commercial vehicle; PV: Passenger vehicle*
Electric Two Wheelers in India

India Market Scenario: Electric Two Wheelers

Electric Two Wheelers Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

- **By Value (USD Million)**
  - FY2013: 24.24
  - FY2018: 54.80
  - FY2024F: 390.72

- **By Volume (Thousand Unit)**
  - FY2013: 42.00
  - FY2018: 79.68
  - FY2024F: 274.02

**CAGR by Value**
- FY2013 to FY2024F: 5%

**CAGR by Volume**
- FY2013 to FY2024F: 7%

**Market Insights**

- Given the ease of charging, this segment represents the highest potential for penetration, even for areas with minimal charging network.

- An end-to-end ecosystem (right from in-house manufacturing to setting up charging infrastructure) being created by start-ups is likely to accelerate the adoption of electric two wheelers.

- The electric 2W segment has already demonstrated its potential in 2011-12, when electric 2Ws clocked sales of 90,000 units. However, the sales saw a dip in the following years with a withdrawal of subsidies by the Ministry of New & Renewable Energy (MNRE), with sales of only 23,000 units in FY2017.
Electric Three Wheelers in India

**India Market Scenario: Electric Three Wheelers**

Electric Three Wheelers Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

- **CAGR BY VALUE:** 50%
- **CAGR BY VOLUME:** 48%
- **CAGR BY VALUE:** 17%
- **CAGR BY VOLUME:** 15%

**Market Insights**

- Given the head start of the e-rickshaw segment, a mild push by the Government could drive a nationwide adoption.
- Considering the lack of essential public transport for last-mile connectivity, e-rickshaws could play a critical role while giving the necessary boost to vehicle electrification in the country.
- India has emerged as one of the biggest 3W markets, with a total sales of over 0.85 million units in FY18. 3Ws are widely used in India as an affordable means of public and goods transportation over short-to-medium distances.
Electric Passenger Car in India

India Market Scenario: Electric Passenger Car

Electric Passenger Car Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

- **By Value (USD Million)**
- **By Volume (Thousand Unit)**

- **CAGR BY VALUE: 103%**
- **CAGR BY VOLUME: 127%**

- **CAGR BY VALUE: 56%**
- **CAGR BY VOLUME: 48%**

**Electric Passenger Car in India**

**India Market Scenario: Electric Passenger Car**

Electric Passenger Car Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

- **By Value (USD Million)**
- **By Volume (Thousand Unit)**

- **CAGR BY VALUE: 103%**
- **CAGR BY VOLUME: 127%**

- **CAGR BY VALUE: 56%**
- **CAGR BY VOLUME: 48%**

**Market Insights**

- India is the fifth largest car market in the world with over 3.3 million cars sold in FY18. Electric car sales, however, have continued to be very low and constituted merely 0.6% of the PV sales in FY18.

- Corporate fleets, which have a defined route and operations in a limited geography, tops the list while private cars score the lowest on ease of electrification. PV fleets are likely to be more willing to adopt EVs as the vehicle running costs (which are lesser for an EV) are one of the major influencers in purchase decisions.
Electric Bus in India

India Market Scenario: Electric Bus

Electric Bus Market Size, in terms of Value (USD Million) and Volume (Thousand Unit), FY2013 – FY2024F

- Electrification of buses allows for an opportunity to showcase a plausible deployment of EVs in the Indian context. According to TechSci Research, intra-city bus segment is more market ready than others because of shorter trip length, route predictability and ease of charging at bus depots.
- Indian market is already witnessing a few e-bus pilots by state run transport units (SRTUs) — Navi Mumbai, Himachal Pradesh and Bengaluru — with a few more in the pipeline - Chandigarh, Telangana and Gurgaon.

Market Insights
The government of Maharashtra launched India’s first multi-modal EV pilot in Nagpur in May 2017. The project is being run by the Municipal Corporation of Nagpur in collaboration with private players. Its salient features include:

- Initial investment of INR200 million (estimated) toward EVs and charging infrastructure
- Network of 10 fast chargers (initially) created across three strategic locations
- Waiver of VAT (formerly), road tax and registration of EVs by the state government
- End-to-end project deployment in less than 3 months

### Key components of the Nagpur EV pilot

<table>
<thead>
<tr>
<th>Vehicles deployed</th>
<th>Charging infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Around 200 EVs deployed across Nagpur</td>
<td>Public charging stations spread across the city (fixed distance gap)</td>
</tr>
<tr>
<td>OEMs involved: BYD, Kinetic, Mahindra Electric, Tata Motors and TVS</td>
<td>Battery swapping stations set up for 3Ws</td>
</tr>
<tr>
<td>100 cars</td>
<td>Single point, multiple chargers</td>
</tr>
<tr>
<td>100 e-rickshaws</td>
<td>All EVs come back to base for charging</td>
</tr>
<tr>
<td>2-3 buses</td>
<td></td>
</tr>
</tbody>
</table>
Lithium Urban Technologies

India’s first 100% EV-based commercial fleet operator

Commencing operations in mid-2015, Lithium has pioneered a new concept in the country’s urban mobility by demonstrating EVs’ commercial and operational viability in fleet operations.

- 100% electric fleet of ~400 EVs
- Partnered with 800+ drivers
- Vehicles run 250-300 Km per day
- Checked in excess of 20+ million Km
- EBITDA positive within 10 months and cash within 25 months of operations
- Abated 7000+ MT of CO₂ emissions to date
### Key Enablers

<table>
<thead>
<tr>
<th>Category</th>
<th>Segment</th>
<th>Short term (2018–19)</th>
<th>Medium term (2020-22)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Wheelers</td>
<td>Private</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td></td>
<td>Commercial</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Three-Wheelers</td>
<td>Commercial</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Passenger Vehicles</td>
<td>Private</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td></td>
<td>Commercial</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Commercial Vehicles</td>
<td>Commercial</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
</tbody>
</table>

### Impact on Major Auto-Components

<table>
<thead>
<tr>
<th>Component</th>
<th>Short term (2018–19)</th>
<th>Medium term (2020-22)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine Parts</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Clutch</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Radiators</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Gears</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Steering Systems</td>
<td>![Image]</td>
<td>![Image]</td>
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<tr>
<td>Seats</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Brake Lining</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Brake Lining</td>
<td>![Image]</td>
<td>![Image]</td>
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<tr>
<td>Headlights</td>
<td>![Image]</td>
<td>![Image]</td>
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<tr>
<td>Inverters</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Wiring Harnesses</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Leaf Springs</td>
<td>![Image]</td>
<td>![Image]</td>
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<tr>
<td>Microprocessors</td>
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</tr>
<tr>
<td>Shock Absorbers</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Controllers</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
</tbody>
</table>

**Categories:**
- Private
- Commercial
Public Transport Imperatives & Megatrends

- Rabid Urbanisation
- Climate change and resource scarcity
- Demographic and social change
- Technological breakthroughs

Increased mobility of electric vehicles in public transportation in India

- Charging Infrastructure
- Para-transit
- Urban Planning
- Utilization of Vehicles
- Connected mobility
- Form factor innovation

Shift in global economic power

Rabid Urbanisation

Climate change and resource scarcity

Demographic and social change

Technological breakthroughs
### Possible Entry Routes

<table>
<thead>
<tr>
<th>Type of Players</th>
<th>Short-term Entry Route (Current to Next 5 Years)</th>
<th>Long-term Entry Route (Beyond 5 Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive OEMs</td>
<td>▪ Sales Subsidiary&lt;br&gt;▪ Tie-up with Indian Players</td>
<td>▪ Joint Venture&lt;br&gt;▪ Enhancement of Existing Business Model</td>
</tr>
<tr>
<td>Automotive Component Suppliers (Engine Parts &amp; Related Components)</td>
<td>▪ 3rd Party Manufacturing Collaboration/Contract Manufacturing&lt;br&gt;▪ Distribution Network Set-up&lt;br&gt;▪ Sales Subsidiary&lt;br&gt;▪ Assembly Unit&lt;br&gt;▪ Joint Venture</td>
<td>▪ Brownfield&lt;br&gt;▪ Greenfield</td>
</tr>
<tr>
<td>Automotive Component Suppliers (Non-Engine Parts &amp; Related Components)</td>
<td>▪ 3rd Party Manufacturing Collaboration/Contract Manufacturing&lt;br&gt;▪ Sales Subsidiary&lt;br&gt;▪ Import Distribution</td>
<td>▪ Acquisition/Joint Venture&lt;br&gt;▪ Greenfield</td>
</tr>
<tr>
<td>Automotive Component Suppliers (Electronic Parts)</td>
<td>▪ Import Distribution&lt;br&gt;▪ Sales Subsidiary&lt;br&gt;▪ Technology Transfer</td>
<td>▪ Acquisition&lt;br&gt;▪ Assembly Unit&lt;br&gt;▪ Greenfield</td>
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</table>
We Are TechSci Research

A global market research and consulting company focused on providing research and consulting services worldwide, spanning a range of industries.

We deliver our customers with high value market research and advisory services to identify new market opportunities, growth engines and innovative ways to capture the market. We support leading organizations for meeting strategic business goals and making informed business decisions.

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Areas Of Functional Expertise

- Automotive
- Infrastructure
- Chemicals
- Oil & Gas
- FMCG & Retail
- Power
- BFSI
- IT & Telecom
- Consumer Durable
- Industrial Goods
- Agriculture
- Health-Care, Pharma and Life sciences
- Media
Services We Offer

**Planning**
- **✓ Market Analysis**
  - Addressable Market
  - Growth Drivers
  - Competition Benchmarking
- **✓ India Validation Visit**
- **✓ Entry Strategy Preparation**
  - Organization Structure
  - Distribution Structure
- **✓ Location/Site Analysis**
- **✓ Outline Business Plan**
  - Sales Projections
  - Operational Expenses
  - Marketing Expenses
  - Profitability

**Implementation**
- **✓ Regulatory and Statutory Approvals**
- **✓ Company Incorporation**
- **✓ Site Selection within identified location**
- **✓ Securing the land & assistance in purchase**
- **✓ State level incentives**
- **✓ Executive Search & Recruitment**
- **✓ Project Management**
- **✓ Assistance in Setting-Up**
  - Factory / Assembly, Warehouse / R&D Center, Distribution network
  - Identification of Partners & Acquisition targets
  - Vendor selection
- **✓ Support Services – Admin, Finance, Legal**

**Advisory**
- **✓ Advise on Regulatory Compliances**
  - Appreciation of changes in policies
  - Lobbying with the government
- **✓ Advise on Sales ramp up**
  - Marketing and sales activities
  - Distributor selection
  - Generate sales leads
- **✓ Advise on HR Services**
  - Compensation structure
  - Salary Benchmarking
  - Recruitment & HR policies
  - Retention policies
THANK YOU