India's EV market can touch \$100 bn revenue by 2030 if key issues addressed: Report

Electric two-wheeler (E2W) market penetration can grow from 5% to 45% by 2030, provided original equipment manufacturers (OEMs) develop mid-segment scooter products to enable over 50% penetration in scooter segment and introduce breakthrough entry-level motorcycle offerings.





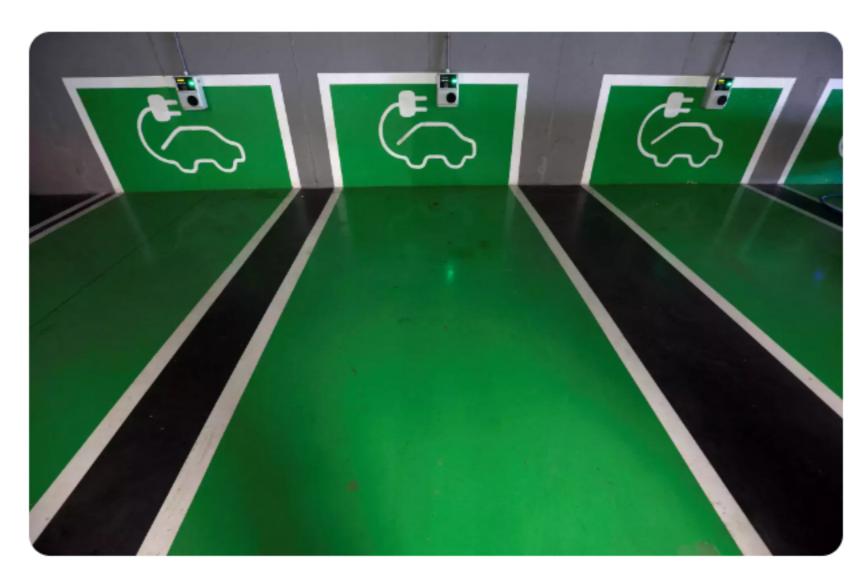






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OEMs will need a deep understanding of customer segments to build EVs that meet their needs, especially with respect to range and performance.

India's <u>electric vehicle</u> (<u>EV</u>) market has the potential to achieve over 40 % penetration with \$100 billion revenue by 2030, a substantial increase from the current 5 % penetration, if the policymakers address some key challenges, a new report showed on Thursday.

This growth is expected to be driven by strong adoption (over 45 %) in both two-wheeler (2W) and three-wheeler (3W) categories, with four-wheelers (cars) penetration projected to grow to more than 20 %, according to the report by Bain & Company and Blume Ventures.

However, several structural challenges need to be addressed to achieve this potential across five themes - new product development, go-to-market/distribution, customer segment prioritisation, software development, and charging infrastructure, the findings showed.

India significantly lags other geographies on charging infrastructure, with roughly 200+ EVs per commercial charging point in the country, as compared to 20 in the US and less than 10 in China.

"India needs both slow and fast-charging infrastructure, through establishing more charging points in existing EV areas, as well as widening pin-code coverage to reduce range anxiety," said the report.