

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 electric vehicle (EV) 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.