

# **Highlights of EAI's Strategic Consulting, Market Research & Market Development Assistance for India's E-mobility Sector**

*Sep 2019*

*EAI*

## About this document

EAI is a leading management and market consulting firm with a focus on clean energy & sustainability sectors. It has a special emphasis on three sustainability sectors: Solar Energy, Bio-energy & E-mobility.

Founded by professionals from the IITs and IIMs, EAI has assisted over a thousand corporates, businesses and organizations in India and outside since its founding in 2008.

This document provides details of EAI's strategic consulting and market research case studies for the E-mobility and electric vehicles domains. These assignments are carried out by our specialized division for E-mobility – EVNext.

More about EAI from [www.eai.in](http://www.eai.in), and about EVNext from [www.evnext.in](http://www.evnext.in)

## EVNext's Strategic Assistance to Indian E-mobility Sector

EAI'S market and strategic research assistance is provided through its EVNext division. This brief report provides details on the assistance EVNext has provided since 2017 for the Indian E-mobility sector.

### Assistance to OEMs

- **Toyota Kirloskar – Market Study of CNG & Electric Vehicles**
  - Client profile: Indian JV of the world's largest car company. Client location in India: Bengaluru. <https://www.toyotabharat.com/>
  - Our assistance: We did a detailed strategic analysis for the client on the emerging sustainable transportation ecosystem in India on key growth dimensions, with special emphasis on comparisons between the markets for CNG and EVs and how the growth of each would affect the growth of the other
  - Year of assistance: 2019
- **Pi Beam Labs – Business Development Assistance for an EV Startup**
  - Client profile: A young startup manufacturing niche electric three wheelers for the corporate segment. Location: Chennai. <https://pibeamlabs.com/>
  - Our assistance: Assistance to management in product positioning and market penetration
  - Year of assistance: 2018
- **Other EV OEMs – Other OEMs and startups EAI & EVNext had been associated with in the past for EV market research & business development assistance:**
  - *Ampere Vehicles* – electric scooter & electric 3-wheeler maker. Assistance in market promotion/visibility – Coimbatore – 2015-2018. [www.ampvl.com](http://www.ampvl.com)
  - *Tronx Motors* - an e-bicycle manufacturer – assistance in market promotion/visibility. Hyderabad. 2019. [www.tronxmotors.com](http://www.tronxmotors.com)
  - *Earth Energy* - maker of electric motorcycles and Li-ion battery packs – in providing market understanding of the India EV market for motorcycles. Mumbai/Dubai. 2018 & 2019. <http://www.earthenergy-ev.com/>

### Assistance to EV Batteries & Battery Ecosystem

- **UL – Evaluating the Indian EV Battery Quality Ecosystem**
  - Client profile: A global leader in safety standards and certifications. [www.ul.org](http://www.ul.org), [www.ul.com](http://www.ul.com)
  - Our assistance: Provided detailed insights on the current and evolving Indian trends in safety and performance for batteries used in electric vehicles. Client location in India: Bengaluru.
  - Year of assistance: 2019
- **TP Energy – Evaluating the Indian Market Potential for Lithium Sourcing for Li-ion Batteries**

- Client profile: An international firm with large assets in Lithium, Nickel and Manganese, and focused on providing the raw materials for EVs and renewable energy. Client location: Sydney, Australia. <http://tpenergygroup.com/>
- Our assistance: Clear understanding of the emerging Indian market for Li-ion batteries, and a comprehensive list & profiles of over 50 Indian stakeholders who could be potential customers in future for the client for the sourcing of the metals
- Year of assistance: 2018 & 2019
  
- **Magenta Power – Market & Business Development Assistance for EV Charging Stations**
  - Client profile: A prominent provider for AC and DC charging solutions for the Indian electric vehicle segment. Client location: Mumbai. <http://www.magentapower.in/>
  - Our assistance: Market and business development assistance to the client through assistance for procuring financial investments, and through generating qualified leads from select B2B segments
  - Year of assistance: 2019

## **Assistance in E-mobility Diversification Strategy**

- **Autofit – Diversification Options for an Auto Ancillary Company**
  - Client profile: A prominent manufacturer of automobile seats and fittings, based out of Gurgaon. <http://autofitltd.com/>
  - Our assistance: We provided the diversification options available for the client that would be well aligned to its strengths and to the evolving competitive EV ecosystem in the country
  - Year of assistance: 2017 & 2018
  
- **Marelli Motori – Strategic Study of the Indian EV Sector for an International Electric Motor Maker**
  - Client profile: An international manufacturer of electric motors for diverse applications. Client location in India: New Delhi. <http://www.marellimotori.com/>
  - Our assistance: We provided concise market data on EVs in India, and also a strategic analysis for the Indian EV market as relevant for a maker of electric motors
  - Year of assistance: 2019
  
- **Bharat Electronics Ltd. – Providing Clarity on the Opportunities along the Indian EV Value Chain & Li-ion Battery Value Chain**
  - Client profile: A Navratna enterprise providing high end electronics solutions to the government defense and aerospace applications. Location: Bengaluru. <http://www.bel-india.in/>
  - Our assistance: To BEL's top management, we provided clarity on the entire EV value chain, and subsequently assisted them in understanding the Li-ion battery manufacturing ecosystem in depth
  - Year of assistance: 2019
  
- **Wasan Toyota – Evaluating the Indian EV 2-wheeler & 3-wheeler Market Trends and Potential**

- Client profile: A prominent dealer for Toyota in Maharashtra. Location: Mumbai.  
<http://www.wasantoyota.com/>
- Our assistance: We assisted the promoters of the group to evaluate select EV 2-wheeler and 3-wheeler markets in India for their diversification efforts
- Year of assistance: 2018 & 2019

### Assistance through E-mobility Databases & Events

- **The India EV Database** – EVNext’s India EV Database is the most comprehensive database of the Indian EV ecosystem; it comprises a listing of over 500 entities engaged in the various components of the e-mobility value chain. More from <https://bit.ly/2IVBpkM>
- **EVNext also organized / will organize the following events for the Indian EV sector**
  - *EVREX 2018 – Hyderabad, Jan 2018.* This was one of the first events to be held for the Indian EV sector. This was organized by EVNext & Ecosure, a Hyderabad-based clean energy events firm. More - <https://bit.ly/2IRp9S8>
  - *India EV Summit 2018, Chennai, Aug 2018* – A highly successful event organized by EAI, the event focused on the key strategic aspects of the evolving sector along the entire EV value chain. The event had over 50 experts from India and international sharing their expertise, and was attended by over 350 industry delegates. More - <https://bit.ly/2Ij7OLE>
  - *Power2Drive by InterSolar 2019, Bengaluru, Nov 2019* – EVNext is providing turnkey knowledge and marketing support to InterSolar, a leading global solar industry event organizer, in putting together an interactive EV summit centered around strategic themes critical to the industry. We expect over 40 top experts from the country to be present at this event. More - <https://bit.ly/2kLHRKN>

### Assistance through E-mobility Reports & White Papers

- **EV Opportunities White Paper** - EVNext has published a white paper that deep dives into the EV value chain, in order to present a strategic framework for top management of various sectors to evaluate diverse opportunities in the emerging Indian EV sector. More from - <https://bit.ly/2mdGMvv>
- **India EV Expert Guide** – One of the most comprehensive business & market reports for the Indian EV sector, the India EV Expert Guide published by EVNext is a rich source of inputs, data and insights for all aspects of the Indian EV value chain. More from - <https://bit.ly/2HvjoAx> . Over 250 Indian and international firms have benefitted from our research report on EVs. Prominent among our EV Expert Guide research report buyers include:

Amara Raja Batteries	Gulf Oil	Hyundai Motor India	JP Morgan Finance
Magneti Marelli	Minda Corp	NITI Aayog	Nomura Research
Rane Group	SAE India	Saint Gobain	Scientech Technologies
Tata Autocomp GY Batteries	Wasan Toyota	Yazaki India	ZF India

