

CASE STUDY

Automotive

A leading two-wheeler manufacturer dives into E2W and E3W market assessment



About the client

Our client is ranked as the world's fourth-largest two and three-wheeler manufacturer with an extensive product portfolio that has helped the brand find a global market.



Turnover
\$4B
FY 2020



Vehicle sales
39,68,002
Units in 2021



Global reach
70+
Countries

Business Challenge

Growth in the global E2W and E3W markets is accelerating. India offers the world's largest untapped market in the E2W segment. In anticipation of the high customer and government interest in the sector, our client wanted to assess the E2W (moped and motorcycle) and E3W (electric cargo three-wheeler and electric passenger rickshaw) market scenario in India.

The company came to us with the following exigency:

- Identifying addressable E2W and E3W market segments
- Relevant customer characteristics within each market segment
- Customer mapping into a possible business case and evaluation of its economics
- Crucial supply-side dynamics

Netscribes Solution

To meet our client's ask, Netscribes conducted a two-phased comprehensive study.

Phase One: Market Segmentation

Step 1: Market segmentation and customer mapping

- Analyze learnings from benchmark countries
- Map India's 2W and 3W customer universe
- Design market segmentation



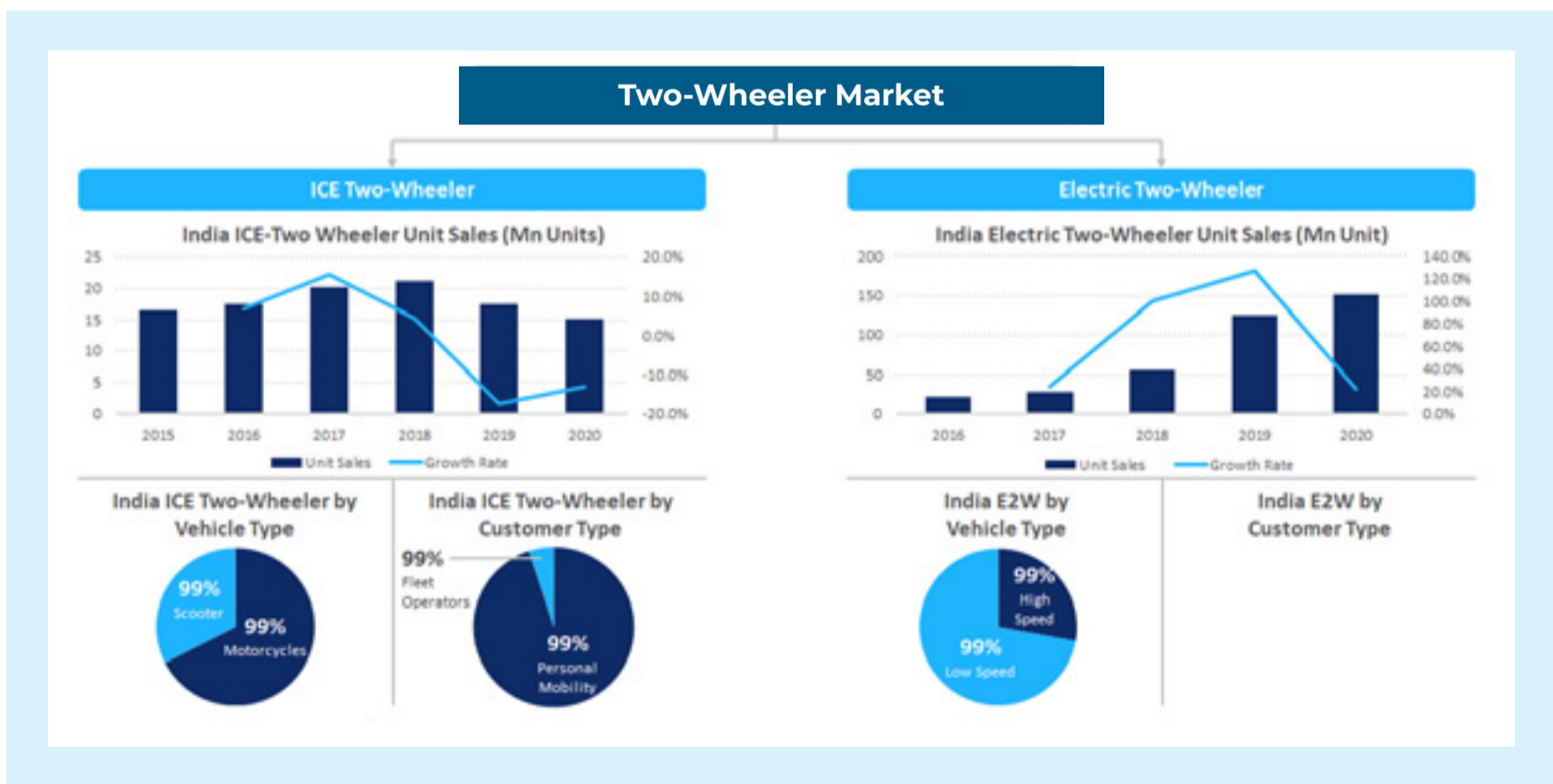
Market segmentation solution framework, Netscribes

Step 2: Analyzing market segment characteristics

- Consumer persona
- Travel requirements and characteristics
- Travel economics
- Electric mobility

Step 3: Evaluating each market segment's potential

- Measure possibility of transition to E2W or E3W
- Analyze the potential of shortlisted market segments



SMEV, Mckinsey, and Netscribes analysis

Phase Two: Investigation of industry dynamics

Step 1: E2W and E3W industry landscape

Step 2: Charging strategy: Home, public, and swap charging systems

Step 3: Competitor landscape, technology landscape, and regulatory framework

Four-Dimensional Approach

 OEMs (E2W + E3W)	Interviews: 10 Technique: Telephonic Desg: EV Program/ Dept	        
 Battery Swap	Interviews: 1-2 Technique: Telephonic Desg: BD and Sales	     
 Battery Mfg.	Interviews: 1-2 Technique: Telephonic Desg: R&D, Product Dev	    
 EVSE Supplier	Interviews: 1-2 Technique: Telephonic Desg: BD and Sales	       

Note: Companies mentioned are indicative and not exhaustive



Results

Many E2W and E3W manufacturers in India are already strategizing aggressive expansion plans in capacities and new products.

With Netscribes' exhaustive analysis of the E2W and E3W market in India, our client was able to devise a winning roadmap for embracing electric mobility.

A holistic understanding of supply-side and demand-side perspectives

Insights into diverse stakeholder opinions

Deep-dive into competitor landscape

Navigating regulatory impacts

Our [actionable market research insights](#) enable business leaders to foster growth.

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