

EV CONNECT

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**Mr. Nishchal
Chaudhary**
Founder, BattRE
Electric Mobility

PG: 22



Mr. Atul Gupta
Co – Founder &
Director, e-Sprinto

PG: 35





EV Connect Editor Kartikeya in Conversation with

Mr. Atul Gupta

Co – Founder & Director, e-Sprinto



Q Tell us about your experience in the field of EVs and what were your fields of expertise before venturing into EVs?

A I have 38 years of experience in the automobile industry, with expertise in both internal combustion engine (ICE) vehicles and electric vehicles (EVs). Before venturing into EVs, I worked with renowned companies such as Yamaha, Suzuki, and TVS, where I gained valuable knowledge and insights in various roles within the industry. My journey in the automobile sector began after completing my engineering degree from REC, Kurukshetra. I then pursued an MBA from FMS, Delhi, which further enhanced my understanding of business and management principles. These educational qualifications provided

me with a solid foundation to excel in the automotive industry. Throughout my career, I held positions of responsibility and leadership, which allowed me to develop strong management skills and optimize the profitability and efficiency of the companies I worked for. I have always been passionate about delivering customer satisfaction and driving sales volumes. In addition to my experience in the ICE vehicle space, I also gained valuable insights into the electric two-wheeler industry through my consulting work. I provided consultation services to companies such as Kinetic Green and Being Human, where I had the opportunity to contribute to the growth and development of the EV sector. My expertise in the field of EVs encompasses a deep understanding of the technology, market dynamics, and customer needs. I believe in the

potential of electric vehicles to revolutionize transportation and create a more sustainable future. This belief, combined with my experience and knowledge in the automobile industry, motivated me to co-found e-Sprinto and contribute to the growth of the electric two-wheeler market in India.

Q What are the Products Currently Offering by e-Sprinto? What are the new developments we can expect in 2023?

A e-Sprinto has emerged as a trendsetter in the electric vehicle industry by offering a range of electric two-wheelers that are both efficient and environmentally friendly. Currently, our impressive portfolio comprises of e-Sprinto & e-Sprinto BB low-speed EVs, as well



as the high-speed Sprinto HS and Amery models. Our forthcoming range of scooters will cater to both the business-to-business (B2B) and business-to-consumer (B2C) segments, offering a diverse range of features and capabilities that will meet the needs of a wide variety of customers. Among the 4 new EV scooters, one will cater to the B2B sector while the remaining three shall be directed towards the B2C segment. We are excited about these new developments and are committed to providing innovative and high-quality electric two-wheelers to our customers. With each new model, we strive to push the boundaries of performance, technology, and sustainability in the electric vehicle industry.

Q What do you see as the biggest Opportunities & challenges in Indian EV Industry and how do you propose to overcome them?

A As e-Sprinto, we are keenly aware of the immense opportunities present in the Indian EV industry. The government's initiatives, such as subsidies, tax benefits, and charging infrastructure development, create a favourable environment for our expansion. We are well-positioned to capitalize on the increasing environmental awareness among consumers, who are seeking sustainable transportation options. However, we also recognize the challenges we face. One major challenge is the need for robust charging infrastructure throughout the country. To overcome this, we are actively working on expanding our charging network and collaborating with relevant stakeholders to ensure accessibility and convenience for our customers. Affordability remains another challenge. While the cost of EVs has been decreasing, it is still a

significant consideration for many potential buyers. To address this, we are committed to offering competitive pricing models and exploring partnerships with financial institutions to provide attractive financing options. By actively addressing these challenges and leveraging the opportunities in the EV industry, we aim to contribute to its growth and establish ourselves as a trusted and leading brand. Our focus on sustainability, reliability, and performance will continue to drive our efforts in providing innovative electric two-wheelers and shaping the future of mobility in India.

Q Is there sufficient infrastructure in Tier 2 & 3 Cities in India?

A The infrastructure for electric vehicles (EVs) in Tier 2 and Tier 3 cities in India is still developing and may not be as extensive as in metropolitan areas. While the charging infrastructure network is expanding across the country, the progress in Tier 2 and Tier 3 cities may be relatively slower due to various factors such as lower population density. However, there is an

increasing focus on improving EV infrastructure in these cities as the adoption of electric vehicles spreads beyond major urban centres. Both the government and private entities are recognizing the need to expand charging infrastructure to ensure the accessibility and convenience of EV charging facilities in Tier 2 and Tier 3 cities. Efforts are being made to set up charging stations at key locations such as shopping malls, highways, commercial areas, and residential complexes. Additionally, initiatives like public-private partnerships and collaborations between EV manufacturers, charging infrastructure providers, and local authorities are being undertaken to expedite the development of EV infrastructure in these cities. While there may be room for further improvement, it is important to note that the EV infrastructure is a dynamic and evolving landscape. As the demand for electric vehicles increases and technology advances, we can expect a gradual improvement in the infrastructure, including Tier 2 and Tier 3 cities, to support the widespread adoption of EVs across the country.

Q What can you say about Indian EV industry? What can be the reasons that left this industry so far behind when compared to international markets?

A In my view, the Indian EV industry is currently experiencing significant growth and holds immense potential for the future. However, when compared to international markets, it is evident that the industry has fallen behind in certain aspects. One of the key reasons for this gap is the limited charging infrastructure in the country. The availability of a robust and widespread charging network





is crucial for addressing range anxiety and promoting the adoption of electric vehicles. While efforts are being made to expand the charging infrastructure, it still has a long way to go, especially in Tier 2 and Tier 3 cities. Another factor contributing to the lag is the high initial cost of electric vehicles in India. Compared to international markets, EVs in India often come with a higher price tag, which can deter potential buyers. Limited government incentives and subsidies, as well as higher production costs, have contributed to the relatively higher prices. However, as the industry continues to grow and economies of scale kick in, it is expected that the cost of EVs will gradually decrease, making them more affordable and accessible to a wider range of consumers. Policy support and regulations are also crucial for the growth of the EV industry. While the Indian government has introduced various initiatives and incentives, there is still a need for more comprehensive policies and long-term planning to create a favourable ecosystem for electric vehicles. Collaborative efforts between industry stakeholders, government bodies, and policymakers are vital to address the regulatory challenges and create an environment conducive to EV adoption. Overall, the Indian EV industry has tremendous potential, and efforts are being made to bridge the gap with international markets. With the expansion of charging infrastructure, reduction in costs, and supportive policies, India has the opportunity to catch up and become a major player in the global EV market.

Q Which are the regions e-Sprinto is currently focusing on and what will be their contribution in your overall growth?

A At e-Sprinto, our current focus

is on expanding our presence in major urban agglomerations such as the National Capital Region (NCR), Mumbai, Bangalore, and Hyderabad. These regions have a high population density, strong market demand, and well-developed EV infrastructure, making them prime targets for our expansion efforts. By strategically targeting these areas, we aim to capture a significant market share, drive sales volume, and enhance brand recognition. In addition to major urban agglomerations, we also recognize the growth potential in Tier 2 and Tier 3 cities. These emerging markets offer untapped opportunities for us to expand our customer base and establish a strong presence. By extending our reach to these cities, we can tap into the increasing demand for electric two-wheelers and contribute to the overall growth of the Indian EV industry. The regions we are focusing on will contribute significantly to our overall growth. Major urban agglomerations provide a large customer base with higher purchasing power, allowing us to generate substantial revenue and establish a strong market position. The growth and

success in these regions will serve as a solid foundation for our expansion into Tier 2 and Tier 3 cities, further accelerating our growth trajectory. By targeting these regions, we aim to maximize our market potential, strengthen our brand presence, and establish e-Sprinto as a leading player in the Indian EV industry.

Q What is your mid-to long-term outlook for the Indian Market

A e-Sprinto's mid-to-long-term outlook for the Indian market is highly optimistic. We anticipate significant growth in the EV industry, as the government continues to support electric mobility and consumer awareness about environmental concerns, increases. Our focus is on establishing e-Sprinto as a trusted brand, offering high-quality electric two-wheelers that cater to diverse customer needs. We will expand our product portfolio, prioritize charging infrastructure development, and provide exceptional customer support. By leveraging innovation, sustainability, and customer satisfaction, we aim to make a significant impact on the Indian EV market and establish e-Sprinto as a leader in the industry.

