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Manufacturing Today - Terra Motors Responses

1) **What are some of the disruptions that electric vehicles are bringing about in India and the world?**

The biggest disruption is the structure of the automotive industry. Most of the parts vendors will not be queried which produce engine related material. For example, engine vendor, clutch vendor, main components for current gasoline automotive cannot survive if they shift their business. In addition, power balance in the mobility industry can be changed due to the fewer barriers to enter EV sectors. EV structure is much simpler than current engine vehicles so anyone can join from any different sectors. It will change the power balance of the entire mobility industry.

2) **Considering that many EV manufacturing companies are also start-ups, how can they compete with established players?**

Startups should think more on the lines of innovation when it comes to EV. Innovation in improvising the existing bill of materials for manufacturing of EVs in India to finding solutions for batteries and ROI on the vehicle. Tech innovations in the form of energy consumption indicator apps, charging station locators, or identifying areas for future stations to come can add tremendous support to the EV value chain. Simple EV manufacturing business is getting tough to survive in the competitive market, innovation would be the key.

3) **What is the level of sophistication you use in your vehicles that will make them stand out in the Indian market?**

- The design of our 3Ws are well suited to get maximum ROI on the investment made by our buyers who are drivers here, who do not come from a position of a lot of money. Our design is safe and spacious for both sets of our end users.
- Our after sale support service has strengthened now with the addition of Power Units which we provide with our products.
- Our research and development wing is focusing on key technologies like Li-ion and Unique BMS with IoT so that we can keep getting the vehicles data such as battery temperature and remaining power, voltage and ampere which we can use for critical information and future development.

4) How can the demand and acceptance for EVs be speeded up?

The direction of EV industry development is to upgrade the E-mobility spec to meet the requirement of current mobility. Therefore, if the government can give the incentive to reduce the Li-ion battery costing, that can be good for both manufacturer and customer, and this can make people reduce the initial investment to enjoy the advantages which EV can provide to users such as low running cost.

Secondly, financing from banks, NBFCs should be streamlined because EV manufacturing depends heavily on this. Post pandemic, the financiers are shying away from investment owing to increase in default rates.

The government of various states have already sped up the EV adoption, and that is going to further pave the way for acceptance of EV in India in all categories 2Ws, 3Ws, 4Ws, e-bikes and e-buses etc.