



# ***IS THE FUTURE ELECTRIC?***

**A report on consumer expectations  
from the EV industry**

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# ***EVs in India: An Overview***

India is the world's fourth largest car market. As Electric Vehicles race to become primary options for consumers, we wanted to understand their perspective when it comes to EVs.

We worked with YouGov India and spoke to 1,018 respondents, who are either current owners or people who intend to buy EVs in the upcoming year, to better understand consumer opinions about EVs.

As a result, we have been able to identify the key concerns and barriers towards adoption of Electric Vehicles in India, what EV owners would like manufacturers and intenders to know, the need for EV specific insurance policies and safety concerns around EVs.

**Read on to know more!**

# ***EVs in India: Charged with Optimism***

India is the world's fourth largest car market, with EVs now claiming a significant stake in the personal vehicle category. The first half of 2022 saw the highest ever half-yearly battery electric vehicle sales.

Clearly, EVs have become a primary clean mobility alternative. And while EVs are surging in popularity, they have specific infrastructure requirements.



# Here's what Indian consumers think about the current EV scenario:



India is not equipped to support EVs:  
60% of respondents believe that India's current public infrastructure is not equipped to support EVs.



However there is optimism among both owners and intenders:  
89% of respondents believe that India will be infra-structurally ready for EV by 2030.



What's more:  
66% of respondents believe that EVs will surpass petrol and diesel cars by 2030.

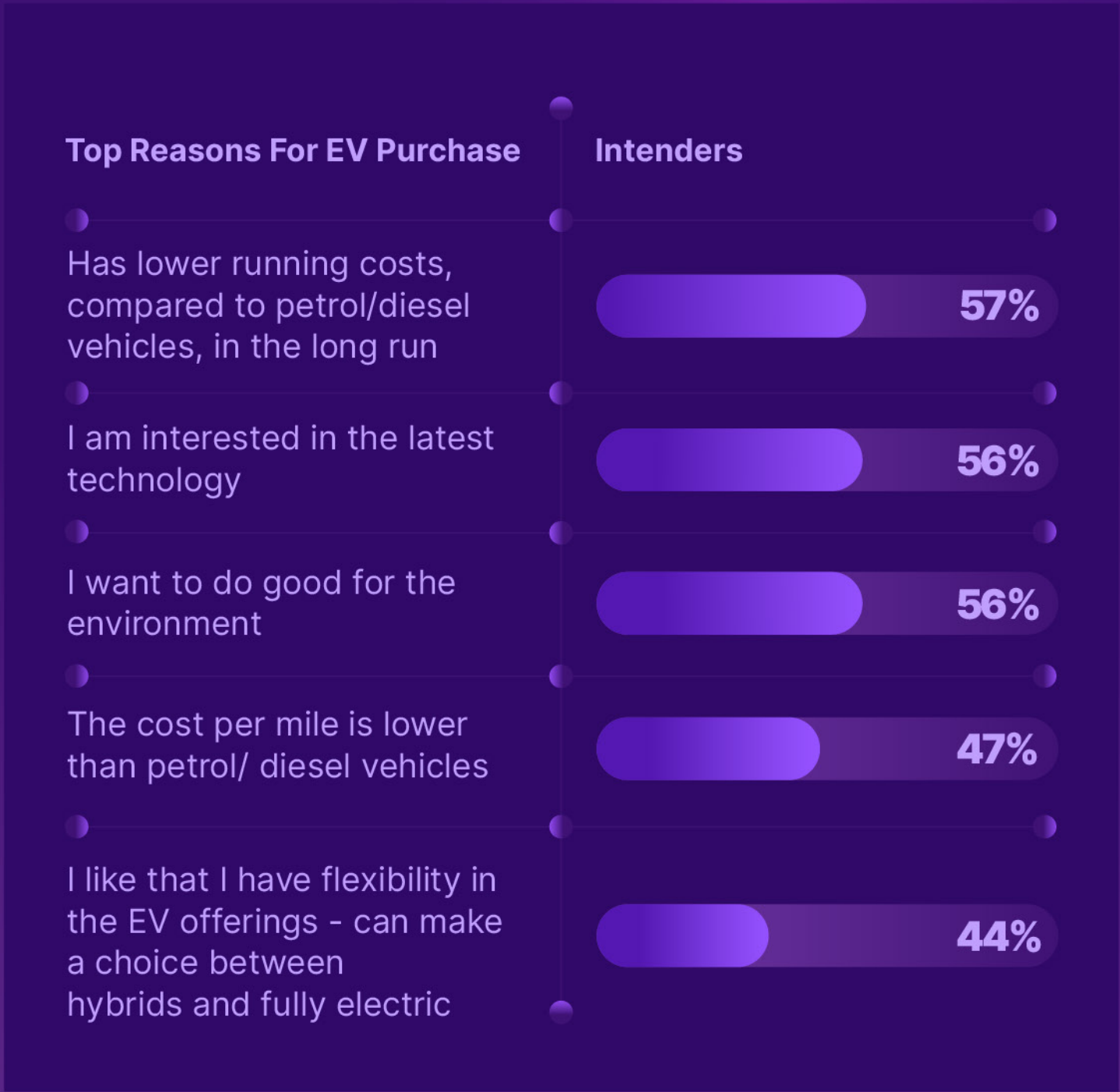
# ***Why Indians are Interested in EVs***

For most consumers who are looking to buy an EV, practicality is the primary reason for considering an EV.

The belief that having an EV will reduce running costs in the long run has emerged as the number one trigger for purchasing an EV.

This is closely followed by an interest in EV technology and the desire to do good for the environment.

Finally, the fourth and the fifth most popular reasons to choose an EV also speak to the practicality of Indian consumers. The reduction in cost per mile that EVs offer and the flexibility in terms of options, i.e., hybrid and fully electric, have also emerged as triggers to purchase.





What happens after the EV is purchased?  
We surveyed owners of EVs and discovered that the need to do good for the environment trumps all other benefits of owning an EV, including lower running costs.





What's very interesting to note is that the need to do good for the environment, which was seen as a reason to buy among 56% among EV intenders, becomes the primary benefit among EV owners, with 63% stating the same.

There is a clear shift from practicality among EV intenders to being seen as consumers who care about the environment and are making an effort to reduce their own carbon footprints.



# ***Barriers to EV Adoption in India***



When it comes to barriers for EV adoption in India, the lack of availability of charging provisions trumps all others. 2W intenders also appear more confused about how equipped public infrastructure (charging stations) is for EVs.

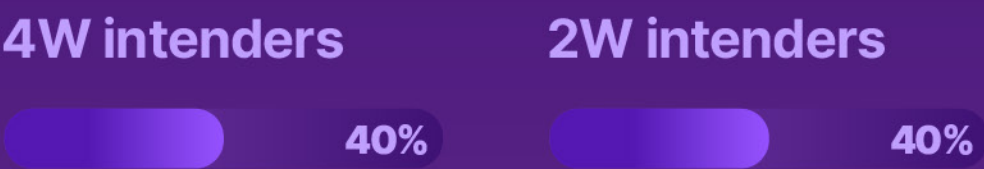
Overall, the lack of charging provisions and safety concerns due to catching fire are common apprehensions among intenders of both 4/2-wheeler EVs.

***Apprehensions When It Comes To EV Purchase (Among Intenders)***

Lack of availability of charging provisions in the house/building



Worried about its safety due to fire catching concerns





Cost of each battery replacement as battery contributes to a substantial part of the cost of an EV

4W intenders



2W intenders



Frequency of Battery replacement

4W intenders



2W intenders



Not sure about travelling long distances/ outside the city with an EV

4W intenders



2W intenders



# Charging concerns outside home

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Fast charging options availability

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Easy availability of charging stations through the city

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Less waiting time at charging stations

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Battery swapping stations availability in cities and highways

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Affordable charging tariffs

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Easy search of charging stations on maps

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Slots reservation availability

# Charging concerns at home

When it comes to barriers for EV adoption in India, we zoomed in on infrastructure, specifically at-home. The time taken for a full charge emerges as the biggest concern for EVs, with 25% of consumers listing the same as the biggest barrier to their EV purchase.





# Charging concerns at home

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## Intenders



Time taken to get a full charge

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Affordable charging equipment for personal/residential charging

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Easy installation of personal/residential charging solutions

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Provision to check power consumption in shared-charging unit (in personal/residential charging)

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Keeping battery charged during times of electrical fluctuations

# ***What EV Owners Want Intenders To Know***



# Charging concerns at home

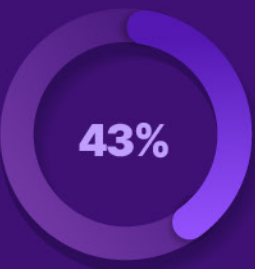
## Owners

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Cost of each battery replacement as battery contributes to a substantial part of the cost of an EV

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Performance is not as good as traditional petrol/diesel vehicles (pick up, range etc.)

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EVs take time to fully charge

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Lack of availability of charging provisions in the house/building

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Frequency of battery replacement



For starters 49% believe that battery replacement cost forms a substantial part of EV ownership.

What's more, 43% believe that the driving experience and performance of their vehicles is not up to the mark when compared to traditional petrol/diesel vehicles.

Finally, the time taken to fully charge their vehicles and the lack of charging provisions in residential complexes have emerged as concerns among 41% and 40% of EV Owners respectively.



# ***Do EV Owners Have Safety Concerns? Here's What We Found Out***

1 in 3 currently say that EVs  
are not as safe as conventional cars.

Notably, maximum apprehension  
around safety - 45% - has been voiced  
by owners (versus intenders)



33%  
Overall



45%  
Owners

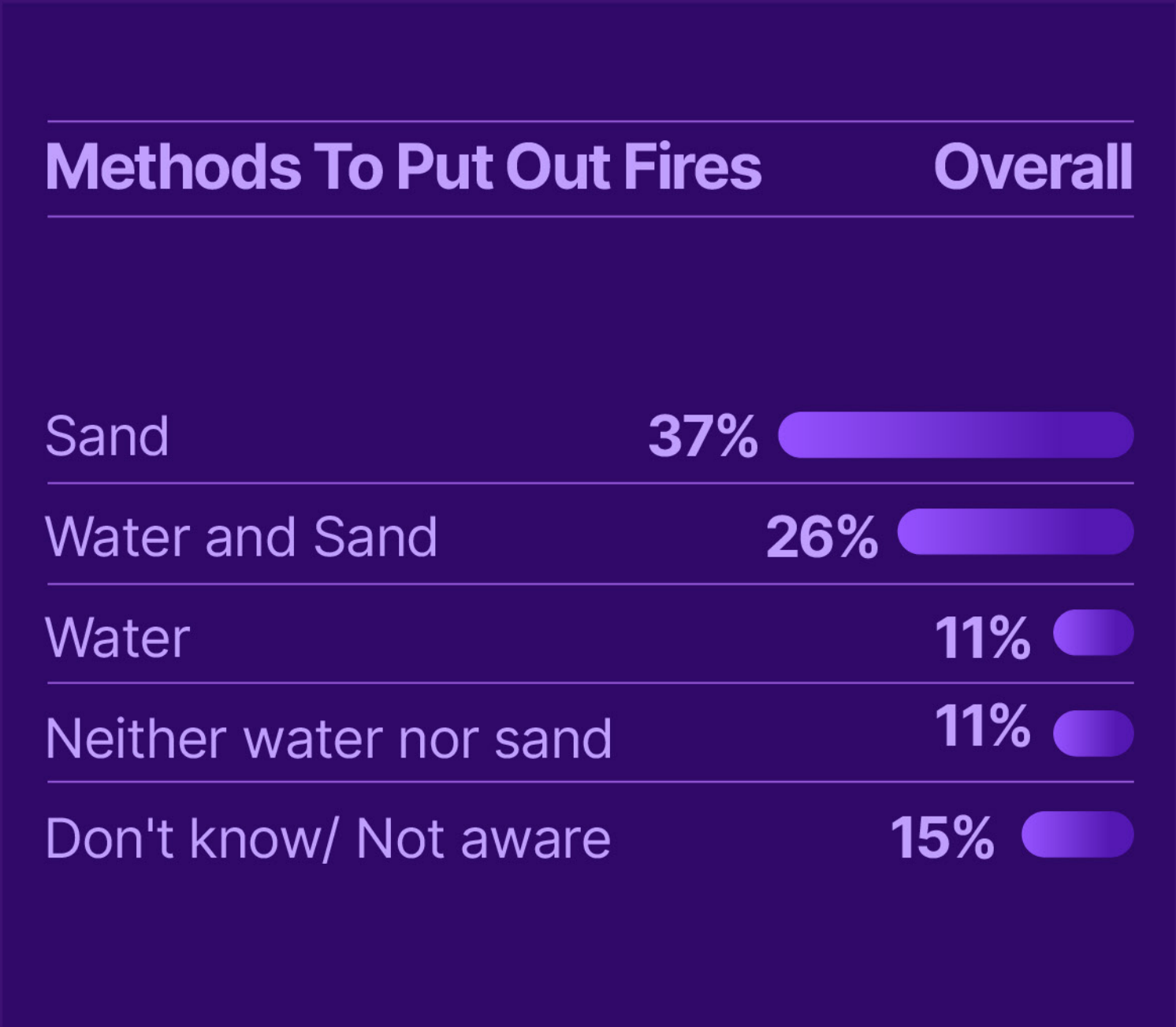


30%  
Intenders



# ***EVs: The Need To Bridge Knowledge Gaps***

Worryingly enough, 63% of respondents are unaware that sand is the most convenient solution for putting out an EV fire.



While 8 in 10 correctly recognize that charging behavior does have a role to play in their EV battery life, most inaccurately assume that battery life lasts only between 2 to 5 years. This suggests the need for EV companies to highlight the battery life of EV more clearly in their communications.

# Charging Behavior Affect Battery Life

Yes No Don't know/ Not aware



# Expected Battery Life Before Replacement

Less than 2 years	14%
2 years	23%
3 years	22%
5 years	21%
More than 5 years	15%
Don't know/Not aware	5%

Average 3 Years



# ***It's Time For EV Specific Insurance***

**4 in 5 say that insurance providers need to create EV specific insurance products.**

**Additionally, close to 70% say that they would pay a premium to get EV specific insurance**

Insurance providers need to create insurance products keeping in mind EVs specifically



Insurance providers need not create EV specific insurance, as long as basic insurance needs are met



There aren't enough trusted insurance providers who provide insurance specifically for EVs.



There are enough trusted insurance providers who provide insurance for EVs.



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I would pay a premium to get an EV specific insurance



I wouldn't want to pay anything extra for EV specific insurance



***However, 1 in 2 owners don't know if there are enough trusted insurance providers for their EVs.***

Insurance providers need to create insurance products keeping in mind EVs specifically

Owners



Intenders



Insurance providers need not create EV specific insurance, as long as basic insurance needs are met

Owners



Intenders





There aren't enough trusted insurance providers who provide insurance specifically for EVs.

4W intenders



2W intenders



There are enough trusted insurance providers who provide insurance for EVs.

4W intenders



2W intenders



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I would pay a premium to get an EV specific insurance

4W intenders



2W intenders



I wouldn't want to pay anything extra for EV specific insurance

4W intenders



2W intenders



# *Online insurance companies rank #1 for 4W intenders when it comes to EV related insurance.*

Where Consumers Are Getting Their EV Insurance From

OEM Authorized Dealership  
(the vehicle providers from whom you purchased the EV)

4W intenders



2W intenders



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Online website/app of insurance companies (e.g ACKO etc.)

4W intenders



2W intenders



Online insurance aggregators  
(e.g. Policy Bazaar, Bank Bazaar etc.)

4W intenders



2W intenders



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Recommendations from friends  
and family

4W intenders



2W intenders





# Conclusion

The growth of EVs in India has been rapid and therefore it's vital that EV manufacturers understand the pulse of the consumer and work towards addressing their concerns.

Our report clearly indicates a mixed perception when it comes to EVs, especially regarding the total cost of ownership and larger infrastructure concerns.

There is a clear need for the EV industry ecosystem to come together and work towards educating consumers on the benefits of EV Ownership while clarifying concerns around charging, battery life and charging infrastructure.

# Methodology



ACKO worked with YouGov to speak to 1000+ respondents from NCCS A & B households between the age groups of 28 to 40.

The respondents were either EV Owners or EV intenders who were looking to purchase an EV in the next 12 months.

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