November 21, 2023 at The Leela Palace, Chennai

Post Event Report
Under the leadership of

M. K. Stalin
Chief Minister, Tamil Nadu
Overview

The inaugural Autocar Professional India EV Conclave, convened as a pivotal platform aligned with the Government of Tamil Nadu’s vision of Tamil Nadu as the EV capital of India.

Esteemed auto industry leaders, policymakers, and stakeholders engaged in insightful panel discussions and technical sessions, strategizing sustainable growth and fostering crucial partnerships.

With a focus on policy frameworks, market trends, technological advancements, and investment prospects, the Conclave aimed to drive knowledge exchange and collaborative initiatives in line with the Tamil Nadu Government’s objectives for a robust electric mobility ecosystem.
Conclave Highlights

- Industry Insights
- Case Studies
- Networking Opportunities
- Expert Perspectives
- New Partnerships
- Future Outlook

30+ Speakers
6 Panels
6 Technical Sessions
300+ Attendees
Power-Packed Panels

Evolution of India's EV Landscape
- Shailesh Chandra, MD, Tata Motors Passenger Vehicles & TPEML
- Balbir Singh Dhillon, Head, Audi India
- Dhanendra Nagwanshi, Global Electrification Leader, SABIC USA
- Ravi Chidambaram, CEO, Tata AutoComp Systems

Building the Supply Chain
- Rahul Bharti, Executive Director, Maruti Suzuki India
- Aditya Jairaj, Deputy MD, Stellantis India
- Vivek Vikram Singh, MD and Group CEO, SONA Comstar
- Nileshkumar Kukalyekar, Regional Commercial Director - India, Middle East & Africa, Envalior India

Two-Wheelers Leading the EV Charge
- Eric Vas, President - EVs, Bajaj Auto
- Ravneet Phokela, Chief Business Officer, Ather Energy
- Vinay Harne, Advisor - Technology, TVS Motor Company
- Sanjay Behl, CEO & ED, Greaves Electric Mobility
Power-Packed Panels

Policy Enablers and Regulatory Impact

Nitin Sheth
CEO, New Mobility, Reliance Industries

Sachin Shilavat
President & Head OEM and Automotive Alliances, Reliance General Insurance

Suman Mishra
MD & CEO, Mahindra Last Mile Mobility

Kalyan Kumar Paul
MD, TI Clean Mobility

Transformation of Last-Mile Mobility

V Vishnu IAS
MD & CEO, Guidance Bureau

Gopala Krishnan
CMO, Hyundai Motor India

Amitabh Saran
Founder & CEO, Altigreen Propulsion Labs

Mahesh Babu
CEO - Global, Switch Mobility

Strengthening EV Charging Infrastructure

Virendra Goyal
Head BD - EV Charging, Tata Power

Arjun Singh
Founder, HopCharge

Karthikeyan Palanisamy
Co-Founder & CEO, Zeon Charging
Technical Sessions

Future-ready Mobility Materials

Thermal Management In EVs

Disrupting EV Battery Systems with Thermoplastic

Providing Raw Material Solutions for Manufacturing

EV Vehicle for Fire Fighting Solutions

Building the Future with Technology

Sanjay Singh
Strategic Marketing & OEM Leader, ASCEND Performance Materials

Basil Siddeeqi
MD, Alkraft Thermotechnologies

Ajith Babu
Account Manager - Technical, SABIC

Dakshit Agarwal
CEO, International Trading Corporation

Jaideep Wadhwa
MD, Sterling GTake E-Mobility

Unnikrishnan Nair PM, MD Anlon Technology Solutions

+ A Concurrent Roundtable on Standards for Safe, Secure, Sustainable Indian EV Ecosystem
“We are in the process of developing a green hydrogen hub. If we have a robust EV charging infrastructure, then the transition from fossil-fuel dependency to green energy sources and renewables will benefit all.”
Dr TRB Rajaa, Minister of Industries, Investment Promotion & Commerce Department, Tamil Nadu Government

“The long-term story of battery electric vehicles is not a choice. It is imperative because all the nations have signed for net carbon zero. The same pressure is on all OEMs. There is no choice. It is only a matter of how fast this is going to happen.”
Shailesh Chandra, MD, Tata Motors Passenger Vehicles & TPEML

“95% of the market is not into the electric vehicle space. The people who attempt to discover electric vehicles are in one frame. There are a lot of people sitting on the other side, and to unlock them you need multiple offers – price point-wise, motivation-wise – and that is what fuels the market.” - Ravneet Phokela, Chief Business Officer, Ather Energy
“Subsidy should continue for a predictable amount of time. It cannot be up and down. So if there is a certain consistency and subsidy is there for a certain longer period, then all the research and development will be in the right direction.”

Vinay Harne, Advisor, Technology, TVS Motor Company

“The EV ecosystem is evolving and the industry is collectively making significant investments to create the supply chain, which is going to take time as we are still in the early stages of EV adoption in India.”

Suman Mishra, MD and CEO, Mahindra Last Mile Mobility

“Electric mobility has to be a marathon, not a sprint. All of us have to be patient. We have to have sustainable actions in place including from manufacturers, charging infra companies and the government.”

Balbir Singh Dhillon, Head, Audi India
High-caliber Attendees

- Tata Motors
- Daimler Truck
- Renault Nissan Mitsubishi
- Ather
- Bosch
- Stellantis
- Hero Electric
- TVS
- Log 9
- Gulf
- Mahindra Rise
- ZYPP
- Okaya Electric Vehicles
- Siemens
- Ashok Leyland
- JBM Group
- Yazaki
- Yuma Solar Energy
- Bajaj
- Maruti Suzuki
- embitel (A Carao Group Company)
- Fortum Charge & Drive
- masstrans
High-caliber Attendees

GENSOL  ZF  Tech Mahindra  VerdeMobility  hopcharge
Ford  BOLT.EARTH  VI  TENNECO  Mercedes-Benz
ALTIGreen  HEXALL  ZEON  ANAND  SWITCH
mahindra  LAST MILE MOBILITY  ANLON  HYUNDAI  EV Urjaa
Volvo  Saab  OLA  Kubota  Escorts Kubota Limited  Royal Enfield
High-caliber Attendees
Target Audience

Automotive OEMs ➔ Battery, parts & components ➔ Charging Infrastructure ➔ Tech Companies ➔ Academia & Trade

Primary Target Audience

Secondary Target Audience
Registration & Attendees

#IndiaEVConclave was an invite-only event with capped event attendees.

User Registers
Autocar Professional team runs an eligibility check
Followed by a double tele-verification process
User gets a confirmation email
Attendees from across India

Industry professionals from across India converged at the #IndiaEVConclave, reflecting a gathering exclusively composed of key stakeholders, decision-makers, and experts within the electric vehicle sector, ensuring a focused and specialized participation.
Event Promotions

#IndiaEVConclave hashtag was extensively used throughout the online campaign.

Pre-Promotions
- Consolidated **Microsite** consisting of key addresses, speakers, panel topics, and registration form
- **Social Media** - LinkedIn, X, and Facebook coverage
- **Paid Marketing** - LinkedIn identified as the primary platform keeping in mind the target audience
- **Print Ads** coverage in two editions in Autocar Professional magazines November editions
- **Email and SMS marketing**
- **Web Articles** about event-specific with redirection to the microsite

Event Coverage
- **Social Media**
  - Live Tweets
  - LinkedIn posts
- **TV Coverage**
- **Resharing** key personality posts on LinkedIn

Post Promotions
- **Special edition** of India EV Conclave in December 1 issue of Autocar Professional
- Social Media amplification of the event on Facebook, X, and LinkedIn across video and static post format
- Interview bytes of power-packed speakers on YouTube
- **Web Articles** on autocarpro.in
The outreach for #IndiaEVConclave achieved remarkable success, evidenced by substantial engagement across various platforms. Key performance indicators included robust attendee registration, heightened social media impressions, elevated website traffic, increased interaction rates on live coverage, and a notable surge in engagement through email, SMS, and print mediums.

**Data includes pre-promotions and event coverage only.**

**Social Media**
- Impressions: 279,348**
- Engagement: 3.55%**

**Website**
- Article Views: 102,723**
- Unique Visitor: 16,750

**Email**
- CTR: 1.02%

**SMS**
- CTR: 5.56%
Print Ads

Autocar Professional
November 1 and
November 15 editions
Tamil Nadu’s EV policy drives ecosystem integration

‘Our ambition is to make Tamil Nadu the R&D capital of India, if not Asia’
Electrification: Driven by net-zero carbon emission goals

With regulations and tax incentives pushing electric vehicle adoption, the EV market is witnessing a surge in its adoption. This is testament to the growing awareness about the benefits of EVs, especially concerning the reduction of carbon emissions. The growing EV market has given rise to many new innovations and advancements, both in terms of technology and infrastructure.

The electrification of transportation is not only a step towards achieving net-zero carbon emission goals but also a move towards a more sustainable future. The growth of the EV market is expected to continue at a rapid pace, driven by the increasing demand for cleaner and more efficient transportation solutions.

Magic mantra: How EVs changed last mile mobility

Electric vehicles have become an essential tool in last mile delivery, offering a range of benefits over traditional delivery methods. The advent of electric vehicles has revolutionized the way goods are transported in urban areas, offering significant environmental benefits.

From reduced fuel consumption to zero emissions, electric vehicles have played a crucial role in reducing carbon footprint in the logistics industry. Moreover, the use of electric vehicles has improved the efficiency of last mile delivery, reducing the carbon emissions associated with transportation.

Despite the numerous benefits, the adoption of electric vehicles in the logistics industry has faced several challenges, including high initial costs and the lack of charging infrastructure. However, with continuous advancements in technology, these challenges are expected to be overcome, making electric vehicles a more viable option for last mile delivery.

The electrification of transportation is not only a step towards achieving net-zero carbon emission goals but also a move towards a more sustainable future. The growth of the EV market is expected to continue at a rapid pace, driven by the increasing demand for cleaner and more efficient transportation solutions.
A dedicated microsite was crafted exclusively for the India EV Conclave, serving as a centralized hub for information, registration, and updates, offering attendees a streamlined and immersive experience tailored specifically for the #IndiaEVConclave, enhancing accessibility and engagement for participants.

www.autocarpro.in/india-ev-conclave
Web Banners

Web banners were strategically positioned on autocarpro.in, and they played a pivotal role in reaching specialized audience i.e. deeply engaged in the automotive industry, effectively amplifying visibility and interest in the #IndiaEVConclave from targeted and relevant visitors.

![Web banners example](image-url)
Social Media

Pre-promotions on LinkedIn, X and Facebook were implemented to generate buzz, captivating audiences’ interest ahead of the event, thereby creating a compelling narrative and fostering engagement among targeted communities.
Social Media in real-time

Live coverage was strategically conducted on Facebook, X, and LinkedIn to maximize outreach and engagement, fostering real-time interaction and broadening the event's global visibility among varied audiences.
YouTube

Watch the entire panel sessions from the India EV Conclave 2023, where visionaries converge to navigate the landscape of sustainable mobility.

https://www.youtube.com/@AutocarProfessional1/videos
Lead Generation

LinkedIn ads were utilized for the #IndiaEVConclave to precisely target industry professionals, decision-makers, and stakeholders within the EV sector, ensuring focused outreach and engagement among a relevant set of audience.
Other Communications

SMS and emalers served as additional channels for outreach, facilitating direct communication with an EV-specific audience, and ensuring comprehensive coverage to inform, engage, and invite participation.
The comprehensive post-event coverage on the website encapsulated the highlights, discussions, and innovations showcased at the India EV Conclave, providing in-depth insights and a lasting repository of industry advancements.
If we remove EV subsidy, we will derail the adoption: Mahesh Babu

With the government having a second look at reintroducing the FAME subsidy in its third iteration by April 2024, the industry is of the belief that incentives must continue at least until the nation achieves a double-digit penetration across vehicle categories.

Tamil Nadu is among the few states with a future-ready EV policy, the minister stated.

Jointly presented by Tata Motors and Altair, where innovation is unlimited

‘Electrification is a global opportunity for India,’ KK Paul of Ti Clean Mobility

Robustness of supply chain to meet the EV industry’s QCD requirements, as well as the foray of technology-led startups in the EV ecosystem is set to streamline the ecosystem and accelerate EV adoption in India, giving it a global opportunity.

If we remove EV subsidy, we will derail the adoption: Mahesh Babu

Tamil Nadu to develop green hydrogen hub, increase installed energy capacity from 50 to 75%

Electrification is a global opportunity for India: KK Paul of Ti Clean Mobility

https://www.autocarpro.in/news/if-we-remove-ev-subsidy-we-will-derail-the-adoption-mahesh-babu-117925


Ev transition is a marathon, Govt support needed for a decade – Balbir Dhillon, Head, Audi India

The head of Audi India says the commitment from the government, vehicle makers and the infrastructure have to be "sustained" in functions for at least a decade to ensure a stable market is created.

https://www.autocarpro.in/news/ev-transition-is-a-marathon-govt-support-needed-for-a-decade-%e2%80%93-balbir-dhillon-head-audi-india-117986

Tamil Nadu to see five fold increase in charging stations by 2025

As of September 2022, Tamil Nadu had nearly 4.14 lakh electric vehicles on the road.

https://www.autocarpro.in/news/tamil-nadu-to-see-five-fold-increase-in-charging-stations-by-2025--117884

Transition to BEV not a choice, an imperative, Tata Motors on course for 50% penetration by 2030, says Shailesh Chandra

“We are very clear that we will be 30% by 2030 as a company and do everything to bring all ecosystem players together to work towards that kind of target,” Chandra said.

External Media Coverage (Earned Media)

External media extensively covered the #IndiaEVConclave, showcasing its industry significance, amplifying its reach.

**The Indian Express**

**Business Standard**

**Money Control**
External Media Coverage (Earned Media)

Industrial Economist

TN Govt is drawing strategies to reach out to people with EVs: TRB Rajaa

Delivering the keynote address at the “India EV Conclave 2023” here, Rajaa said, “This conclave will be a beginning to advance automobile and electronics as well.

DT Next

Times Drive
External Media Coverage (Earned Media)

**India TV**

**Business Today**
External Media Coverage (Earned Media)

Subsidies galore on offer for firms setting up battery swapping stations: TN Minister at EV conclave

News Drum

Press Trust of India

Business Outlook
External Media Coverage
(Earned Media)

Karthikayan Palaniappan - 2nd Co-Founder & CEO at Zure Charging
3rd - Edited
Honoured to be a speaker at the IndiaEVConclave, organized by the Government of Tamil Nadu, Guidance Tamil Nadu, and Autocar Professional, India's leading B2B automotive brand.

Arjan Singh - 2nd Founder of HiCharge
3rd - Edited
Great engagement with industry leaders. Day filled with learnings from co-panelists and hopefully meaningful expression of my views and vision for future of e-mobility in India.

Autocar Professional
73,647 followers
3rd - Edited
Snapshot: The IndiaEVConclave held on November 21 in Chennai sparked some elucidating ideas & conversations into the future of India’s EV industry. Autocar Professional thanks the audience, panellists, speakers, ar... see more

Vinod Kumar Singh, MD and Group CEO, Mr. Vinod Kumar Singh, shared his insights at the IndiaEVConclave

The global supply chain is reconfiguring. It's built our own niches. It has to be about technology, more about new therapeutics, not necessarily just the whole. Apart from the final assembly line, the supply is similar. The return is much better.

Vivek Vilenir Singh, MD and Group CEO, Vinod Kumar Singh, at IndiaEVConclave

TRB Raja, Industries Minister, Tamil Nadu
NIFTY 50
19779.30
85.50
0.34%
Dr. TRB Rajaa - 3rd+ Minister for Industries, Investment Promotion & Co

Exciting News Alert!

Join the revolution in sustainable mobility... see more

Subramanium Thanikachalam
Purchasing Project Manager Electric Vehicles at Stellantis
Reposted from Aditya Jainaj • 49

It was an insightful event hearing from stalwarts of the industry. All the more proud to have been the Project Manager of fastest ICE to EV launch in the country.

Dr. TRB Rajaa - 3rd+ Minister for Industries, Investment Promotion & Co

Today is an exciting day for us as we showcase Tamil Nadu's EV sector strengths via the "India EV Conclave 2023", a power-packed event organized in part... see more
Industry leaders discussed the evolving electric vehicle landscape in India and its impact on last mile connectivity. See more...

Join us in shaping the future of electric mobility!

25+ Speakers
20+ Exhibitors
4 Conference Sessions
300+ Registrations

Electrifying Tomorrow
Navigating the EV Transition
November 21, Tuesday
The Leela Palace, Chennai

You are cordially invited to The India EV Conclave
9:30 AM onwards
Tuesday, November 21
The Leela Palace, Chennai

Join us in driving the future of electric mobility!

25+ Speakers
6+ Exhibitors
4 Conference Sessions
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Evolution of India's EV landscape
Two-wheelers leading the EV charge
Building the EV supply chain in India
Policy enablers and regulatory impact
Transformation of mobility
Strengthening EV charging infrastructure

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Register Now!
About Autocar Professional

Autocar Professional is India's premier B2B automotive media brand, that focuses on the Indian automotive industry. Our comprehensive coverage includes vehicle and component manufacturers as well as auto retail and finance. Other vital areas covered by us include fuels, roads and infrastructure which impacts the development of the auto sector.

Autocar Professional also features regular updates of auto markets in rest of Asia including China and Southeast Asia. And we have some of the world's biggest names in the industry writing for us. In a nutshell, what is delivered to you twice a month is nothing but the best in automotive intelligence.
Thank you for being a part of the #IndiaEVConclave 2023 — an event that united industry leaders, sparked innovation, and drove forward the future of electric mobility.

Together, we've set the stage for a sustainable and dynamic tomorrow, and we are just getting started. Stay tuned for the post event coverage.