

# **Automobiles & Components**

India

Sector View: Cautious NIFTY-50: 22,548 February 27, 2025

# EV policy overhaul ahead

According to various news articles, the government is expected to come up with a revised EV policy to encourage global OEM participation, given no takers for the existing policy. While we await the fine print of the revised policy, we believe that there will be limited impact on the existing listed OEMs' sales if the government keeps the floor for imported cars at US\$35k. However, if the government removes the restriction on the floor price, the EV PV segment can witness increased competitive intensity. Affordable Tesla Model 2 (potential launch in CY2025E) can disrupt the domestic EV market and accelerate EV adoption.

# Scheme to manufacture electric PVs in India has not found any takers

In March 2024, the Indian government had approved a scheme to promote India as a manufacturing destination for electric vehicles. The policy was aimed at attracting investments in the EV space from global marquee players. Based on the policy, a company could import CBU electric vehicles with a customs duty of 15% (versus current 100%) for a CIF value of >US\$35k. In order to be eligible for the policy, the company must make an investment of >Rs41.5 bn and should commence manufacturing of EVs within three years. In addition, the companies must achieve a mandatory domestic value addition (DVA) requirement of 25%/50% in 3/5 years. However, the scheme has not found takers despite interest shown by multiple OEMs such as Tesla, Toyota and Hyundai Motors.

#### Government to reintroduce EV policy to encourage global OEMs participation

The policy has seen no participation from global OEMs, possibly due to concerns about investment requirements for dedicated EV facilities. As a result, the government is expected to come up with a new EV policy, which may allow global OEMs to evaluate demand for EVs before investing in manufacturing facilities. As per various new articles, the revised policy will take into account investments in EV assembly lines (within existing factory premises), R&D and charging infrastructure, which will assist global automakers. Further, the period to apply for the scheme might be 120 days so that an EV maker can test the market in the initial period and then can apply for manufacturing incentives.

### New policy may have implications for existing OEMs in the medium term

While we wait for the fine print of the new EV policy, we believe the policy may have implications for existing OEMs in the medium term. While we have discussed multiple scenarios, we believe scenario-3 (allowing Chinese OEMs) will have significant negative implications for the entire PV sector. However, scenario-1 (floor on CIF value at US\$35k) will have no significant impact on the listed OEMs, given that the majority of their models are significantly priced below that threshold, and we believe the consumer set will be different. In scenario-2 (no floor on CIF value), there can be risk from Tesla's potential foray into the mass market EV (Model 2) in CY2025E, with an expected price range of US\$25k. At this price point, we believe the product will create strong customer pull, given the company's brand equity and prowess in battery technology and software. This can have negative implications for M&M and Hyundai Motors, given they derive decent volumes from vehicles priced at an ex-showroom price above Rs1.5 mn.

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#### As per EV manufacturing policy, the import duty on PVs will be reduced to 15% for CBU units

Exhibit 1: Import duty structure on passenger vehicles, March fiscal year-ends, 2024 (%)

Criteria	Shipping type	Import duty (%)
Existing duty structure		
CIF > USD40k	CBU	100.0
CIF < USD40k	CBU	60.0
Used vehicle	CBU	125.0
All imports	CKD (pre-assembled)	25.0
All PV imports	CKD (not pre-assembled)	15.0
EV manufacturing policy		
CIF > USD35k	CBU	15.0

Source: Company, Kotak Institutional Equities

#### New EV policy may have implication for the existing OEMs

While we await the fine print of the revised EV policy, we are discussing few scenarios below and its implication for existing OEMs.

# Scenario 1: Policy remains broadly unchanged with no investment commitment required to set up manufacturing plant in India in the near term

As per the current EV policy, there is lowering of import duty for vehicles with CIF price of >US\$35k. In addition, there is a cap on annual import at 8k vehicles, which would be applicable as per the policy. We believe that there will be a negligible impact on the domestic passenger vehicle market, owing to (1) higher price points of the imported electric vehicles, where the market size is limited in India and (2) the cap on imports on an annual basis. Based on our analysis, the landed cost of Tesla would range from Rs3.7-9.3 mn after adjusting for the revised duty structure. In addition, this assumes that the government will allow Tesla to import vehicles from China. However, in case Tesla imports vehicles from the US (Texas/California) or Germany (Berlin), the prices will be higher.

#### The landed price for Tesla models is coming around Rs3.7-9.3 mn excluding all the incentives

Exhibit 2: Landed price estimates of imported EV vehicles for Tesla models, March fiscal year-ends, 2024 (Rs mn, US\$)

Models	Battery size (kWh)	Range (kms)	Base price in USD (excluding incentives, fees and taxes)	Transportation cost (USD)	CIF in USD (Cost, Insurance and Freight)	Import duty @ 15% (USD)	Landed price (USD)	Landed price (Rs mn) (excluding GST)	Landed price (Rs mn) (including GST)
Model 3	40	265	32,750	2,750	35,500	5,325	40,825	3.6	3.7
Model 3 Performance	76	488	54,990	3,250	58,240	8,736	66,976	5.8	6.1
Model 3 LongRange RWD	57.5	409	42,490	3,000	45,490	6,824	52,314	4.6	4.8
Model S	95	663	79,990	3,750	83,740	12,561	96,301	8.4	8.8
Model X	100	580	84,990	3,850	88,840	13,326	102,166	8.9	9.3
Model Y RWD	62	539.2	36,000	2,870	38,870	5,831	44,701	3.9	4.1
Model Y Performance	75	443.2	51,940	3,189	55,129	8,269	63,398	5.5	5.8
Model Y Juniper	78.4	523.2	59,990	3,350	63,340	9,501	72,841	6.3	6.7

Source: Company, Kotak Institutional Equities estimates

# Scenario 2: No investment required in the near term, along with no floor on CIF value of imported vehicles and no annual cap

This scenario will allow global OEMs to import vehicles at any price points with no annual cap. Our analysis of global OEMs (VW, Nissan, VinFast, Citroen, Hyundai and Kia Motors) offerings suggest that EV models could be imported at a landed cost of Rs1 mn to Rs4.4 mn. We have not considered luxury OEMs in this analysis, as we believe that there will be no customer overlap between luxury brands and mass market OEMs. We believe there will be limited negative impact on existing OEM offerings, as the launch of newer models might expand the EV market, which will benefit all the industry participants. Further, we believe that M&M and Tata Motors have similar/better brand equity in India if we compare it with VW, Nissan and Citroen. One of the key challenges for EV adoption in India at the current juncture is the lack of charging infrastructure, where all the OEMs will have to focus on expanding the coverage exponentially hereon.

In addition, Tesla will be entering into the affordable EV segment (Model 2), with an expected launch date in CY2025E. The launch price of the model is expected to be around US\$25k, which will enable the company to enter a broader market by addressing the more price-sensitive consumer segment. While we await the details about the model, Tesla launching EV product at a price point of Rs2-3 mn can attract buyers and will pose risk to incumbents especially M&M and Hyundai, given that they have maximum sales from vehicles sold above Rs1.5 mn. However, Tesla will also have to develop its supercharger network in India to drive rapid adoption of its models, which will remain a key monitorable.

### Volkswagen, Citroen and MG have competitive EV portfolio globally

Exhibit 3: Landed price estimates of imported EV vehicles for global EV OEMs, March fiscal year-ends, 2025

Models	Battery size (kWh)	Range (kms)	Base price in USD (excluding incentives, fees and taxes)	Transportation cost (USD)	CIF in USD (Cost, Insurance and Freight)	Import duty @ 15% (USD)	Landed price (USD)	Landed price (Rs mn) (excluding GST)	Landed price (Rs mn) (including GST)
Volkswagen ID.4	58	428	22,000	660	22,660	3,399	26,059	2.3	2.4
Volkswagen ID.3	45	330	16,500	495	16,995	2,549	19,544	1.7	1.8
Volkswagen ID.6	55	436	35,600	1,068	36,668	5,500	42,168	3.7	3.9
Nissan Leaf	40	310	29,280	806	30,086	4,513	34,598	3.0	3.2
Nissan Ariya	63	526	39,770	1,015	40,785	6,118	46,903	4.1	4.3
Citroen e-C3	29	257	21,000	640	21,640	3,246	24,886	2.2	2.3
Citroen e-C4	50	352	23,000	755	23,755	3,563	27,318	2.4	2.5
Hyundai Inster	42	325	23,495	635	24,130	3,619	27,749	2.4	2.5
Hyundai Ioniq 5	63	440	30,700	834	31,534	4,730	36,264	3.2	3.3
Hyundai Ioniq 6	53	429	35,200	924	36,124	5,419	41,543	3.6	3.8
Kia EV6	77	528	40,500	1,030	41,530	6,230	47,760	4.2	4.4
Kia Niro	65	456	36,440	949	37,389	5,608	42,997	3.7	3.9

Source: Company, Kotak Institutional Equities estimates

# VinFast has entry-level electric vehicles that are price competitive compared to Indian models

Exhibit 4: Landed price estimates of imported EV vehicles for VinFast models, March fiscal year-ends, 2024 (Rs mn, US\$)

Models	Battery size	Range (kms)	Base price in USD (excluding incentives, fees and taxes)	Transportation cost (USD)	CIF in USD (Cost, Insurance and Freight)	Import duty @ 15% (USD)	Landed price (USD)	Landed price (Rs mn) (excluding	Landed price (Rs mn) (including
VF3	18.6	210	9,412	282	9,694	1,454	11,148	1.0	1.0
VF5 Plus	37.23	326	18,824	565	19,388	2,908	22,296	1.9	2.0
VF6	59.6	410	25,098	753	25,851	3,878	29,729	2.6	2.7
VF7	75.3	450	29,804	847	30,651	4,598	35,249	3.1	3.2
VF8	87.7	425	38,039	1,012	39,051	5,858	44,909	3.9	4.1
VF9	123	531	65,882	1,569	67,451	10,118	77,569	6.7	7.1

Source: Company, Kotak Institutional Equities estimates

### Adoption of EVs remain limited despite offerings in the range of Rs0.8-1.8 mn for base variants

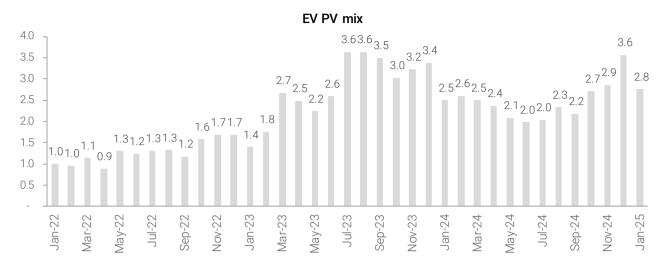
Exhibit 5: Ex-showroom prices of mass market EVs by OEMs in India (Rs mn)

Indian OEMs	Battery size (kWh)	Range (kms)	Ex-showroom price (Rs mn)
Tata Punch EV	25	265	1.0
Tata Nexon EV	30.2	312	1.5
Tata Tiago EV	19.2	250	0.8
Tata Tigor EV	26	315	1.3
Tata Curvv EV	45	430	1.8
Mahindra XUV 400	34.5	375	1.6
Hyundai Creta EV	42	390	1.8

Source: Company, Kotak Institutional Equities estimates

#### EV adoption remains limited in the domestic market at around ~2.5-3%

Exhibit 6: EV penetration in the domestic PV market (%)



Source: Company, Kotak Institutional Equities estimates

#### Scenario 3: Scenario 2 and no restriction on Chinese OEMs

In the above two scenarios, we had assumed that government will not allow Chinese OEMs to import from China. However, if the government allows Chinese OEMs also to import from China (very unlikely outcome), then we believe it is a structurally negative outcome for the listed OEMs in India. Given that Chinese OEMs are significantly ahead in terms of (1) scale and efficiency, (2) technological advancements and (3) market penetration in the China market, Indian OEMs will not be able to compete with them on pricing, in our view. For instance, BYD can import vehicles for a pricing as low as Rs1 mn, which can impact all the OEMs, in our view. While we believe this is an unlikely scenario, there will be significant risk of multiple de-rating of the entire PV sector if the Indian government allows Chinese OEMs under this scheme.

# BYD has a very strong portfolio with significantly lower price compared to other EV OEMs across the segments

Exhibit 7: Landed price estimates of imported EV vehicles for BYD models, March fiscal year-ends, 2025

	Battery	Range	Base price in USD (excluding	Transportation	CIF in USD (Cost,	Import duty @	Landed price L	anded price (Rs mn)	Landed price (Rs mn)
Models	size	(kms)	incentives, fees and taxes)	cost (USD)	Insurance and Freight)	15% (USD)	(USD)	(excluding GST)	(including GST)
BYD Seagull	30	305	9,628	289	9,916	1,487	11,404	1.0	1.0
BYD Atto 3	61	521	21,580	528	22,108	3,316	25,424	2.2	2.3
BYD Dolphin	45	340	13,766	372	14,137	2,121	16,258	1.4	1.5
BYD Seal	61	460	24,800	592	25,392	3,809	29,201	2.5	2.7
BYD Tang	86	400	30,317	703	31,020	4,653	35,673	3.1	3.3
BYD Sealion 7	83	482	25,940	615	26,555	3,983	30,538	2.7	2.8
BYD Song	72	420	20,980	516	21,496	3,224	24,720	2.2	2.3
BYD Qin Plus	48	400	15,200	400	15,600	2,340	17,940	1.6	1.6

Source: Company, Kotak Institutional Equities estimates

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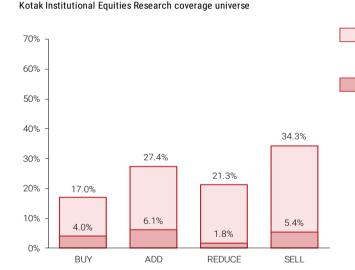
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Customer Care/ Complaints	Mr. Ritesh Shah	Kotak Towers, 8th Floor, Building No.21, Infinity	18002099393	ks.escalation@kotak.com
Head of Customer Care	Mr. Tabrez Anwar	Park, Off Western Express Highway, Malad (East),	022-42858208	ks.servicehead@kotak.com
Compliance Officer	Mr. Hiren Thakkar	Mumbai, Maharashtra - 400097	022-42858484	ks.compliance@kotak.com
CEO	Mr. Shripal Shah		022-42858301	ceo.ks@kotak.com

In absence of response/complaint not addressed to your satisfaction, you may lodge a complaint with SEBI at SEBI, NSE, BSE, Investor Service Center | NCDEX, MCX. Please quote your Service Ticket/Complaint Ref No. while raising your complaint at SEBI SCORES/Exchange portal at https://scores.sebi.gov.in. Kindly refer https://www.kotaksecurities.com/contact-us/ and for online dispute Resolution platform - Smart ODR