The Director's Atlas

Sector Outlook



Market size and valuation

- ~US$3.5-4.5 bn, CY2025 estimate
- Electric passenger-car sales value
- 4.3% passenger-vehicle penetration

Primary economic engine

Mass-market electric crossovers, corporate and ride-hail fleets, highway fast charging and Tier 1/2 suburban dealerships.

Boardroom Focus

01 **Scale local battery supply and manufacturing capacity**

02 **Secure financing and viable charging partnerships**

03 **Build safe, connected cars with lower ownership costs**

For Business, Finance and Function Directors:
A starting point for roundtable conversations on growth, resilience and stakeholder alignment.

Transformations Our Programs Deliver

OUR COACH

For Business, Finance and Function Directors

Two outcomes	Foresight to lead through disruption. Influence to align stakeholders before action. Camera confidence, eloquence, vocal gravitas and a six-week peer network.

01 ENTERPRISE RESILIENCE

Foresight → Recognised Strategic Leadership

INSIDE YOUR COMPANY

Be recognised as the director who identifies structural shifts early and turns them into a clear agenda for investment and action.

OUTSIDE YOUR COMPANY

Build a reputation for judgement that clients seek by name, partners trust and competitors benchmark against.

02 STAKEHOLDER ALIGNMENT

Functional Authority → Enterprise-wide Influence

INSIDE YOUR COMPANY

Build a function backed by peers and the C-suite. Articulate ideas with clarity, eloquence and vocal gravitas, with confidence in the room and on camera.

OUTSIDE YOUR COMPANY

Be known for ethical influence and strategic judgement, supported by a trusted peer network built over six weeks.

Five paradigm shifts

What changes the basis of competition

01 Structural

A dominant incumbent → wider competition in electric crossovers and local production.

02 Technology

Imported battery packs → LFP platforms, local cells and highway fast charging.

03 Evidence and trust

Sales promises → real-world range, battery warranties and fleet utilisation.

04 Economics

Purchase price → lifetime costs, financing, battery plans and warranty exposure.

05 Socio-cultural

Green statement → family mobility, design and software, gated by charging access.

FOR YOUR NEXT LEADERSHIP DISCUSSION

Which of these shifts could change your competitive position - and which is missing from your leadership agenda?

Opportunity & Disruption

Where value can move in electric cars

01 Market opportunity

Sub-Rs15 lakh electric cars, efficient LFP packs, regional voice dashboards and highway charging hubs.

02 Disruption

High upfront prices, battery-safety scrutiny, limited purchase support and grid-capacity bottlenecks.

03 Sector impact

Discounts and warranties pressure margins; testing delays launches and home-charging gaps constrain adoption.

04 Strategic response

Localise motors and controllers, expand charging partnerships and design affordable connected platforms.

Opportunity → Disruption → Impact → Strategic Response

Sector Movement

Signals to fund, reshape or leave behind

EVOLVE

Reshape existing lines

Battery-pack plants, EV powertrain suppliers, digital vehicle retail and local motor or controller manufacturing.

SURGE

Scale emerging lines

LFP cell capacity, fast-charging crossovers, connected dashboards and battery-recycling hubs.

SHRINK

Reduce exposure

Sub-scale combustion-engine suppliers without EV plans and unhedged imported-component exposure.

SUNSET

Exit structurally weak models

Inefficient assembly workshops and import-only models unable to adapt to localisation and connected vehicles.

FOR YOUR NEXT LEADERSHIP DISCUSSION

What should your business fund, reshape or stop - and where does the leadership team disagree?

Governance Agenda

Regulatory and board priorities

01 Regulatory drivers

- Vehicle approval, battery safety and charging standards
- Manufacturing-scheme eligibility and localisation commitments
- Owner-data protection and connected-vehicle security

02 Board oversight priorities

- Scale capacity while assuring battery safety and vehicle quality
- Secure local cells, packs, power electronics and viable financing
- Expand charging access and connected-vehicle capabilities

Director's Future Role

Strategy, finance and operations

Strategy

Model affordable electric-car economics, LFP localisation and charging-corridor partnerships.

Transformation

Convert plants to electric platforms, assemble LFP packs and modernise dealer sales.

Finance

Improve vehicle margins, hedge imported cells and manage battery warranty exposure.

Risk & Compliance

Govern battery safety, localisation commitments, charging standards and owner-data controls.

Operations

Improve vehicle assembly throughput, charging operations and local supplier performance.

Supply Chain

Secure LFP cells, localise motors and controllers, and plan charging-grid equipment supply.

FOR YOUR NEXT LEADERSHIP DISCUSSION

Are strategy, finance and operations working from the same assumptions about growth, investment and risk?

Director's Future Role

Commercial, customer and product

Quality & Excellence

Validate packs and powertrains, charging compatibility and software update quality.

Business Development

Expand Tier 1/2 dealers and secure corporate-fleet leases and charging partnerships.

Sales

Grow suburban dealerships, corporate and ride-hail contracts, and financing partnerships.

Marketing

Demonstrate ownership costs, verified range and safety through regional campaigns.

Client Experience

Support home charging, software updates, roadside assistance and dependable fleet uptime.

Product & Technology

Design affordable crossovers with LFP packs, voice dashboards and predictive battery management.

Director's Future Role

Data, people and governance

Data & Analytics

Analyse battery and charging data, resale values, fleet performance and localisation costs.

Information Security

Secure connected-car platforms, software updates, charging interfaces and owner data.

People & Culture

Recruit battery and mechatronics talent; equip assembly and dealer teams for EV service.

Learning & Development

Develop high-voltage technicians, battery-pack skills and consultative EV selling.

Legal

Protect vehicle software and battery IP; govern safety filings, scheme commitments and data privacy.

ESG & Sustainability

Strengthen high-voltage assembly safety, fire protection and worker health across factories.

Turn Sector Intelligence into Enterprise Action

For Business, Finance and Function Directors

Which business priority needs clearer direction or stronger support?

EXPLORE ROUNDTABLE THEMES

01 Enterprise Resilience

Turn disruption into growth with a financially grounded resilience roadmap.

02 Enterprise Transformation

Convert strategy into execution, ownership and measurable change.

03 Stakeholder Alignment

Move from functional authority to enterprise-wide influence.

Let others see the capability those closest to you already recognise.

Grow in confidence, express yourself with eloquence, and become more recognised for the value you bring.

REQUEST AN INVITATION

Discuss your priority on WhatsApp

Bring one live business challenge. Let’s explore which roundtable is relevant to your priorities.

jatin@ourcoach.in

+91 99993 45967