

## ACCELERATING INDIA'S EV ADOPTION

Experience Before Ownership

## The Problem — Why India Hesitates

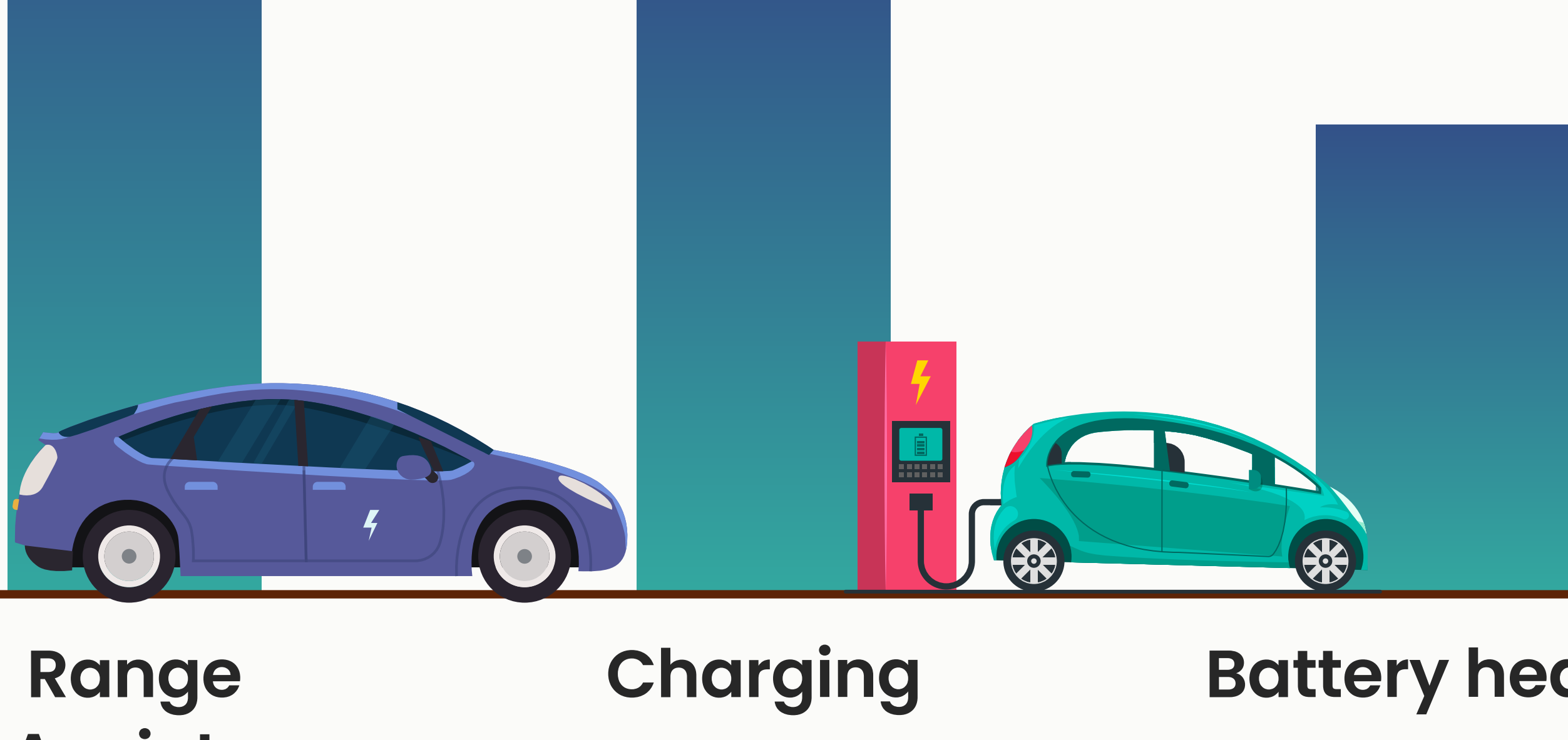
2%

EVs are of new passenger car sales in India, versus **~20% globally (2024)**. India's EV moment is real, but the adoption curve is slower due to limited familiarity and real-world use barriers.

(Share of new car sales), Source: IEA Global EV Outlook (global ~20% in 2024).



## Top 3 Barriers (All Driven by Anxiety)

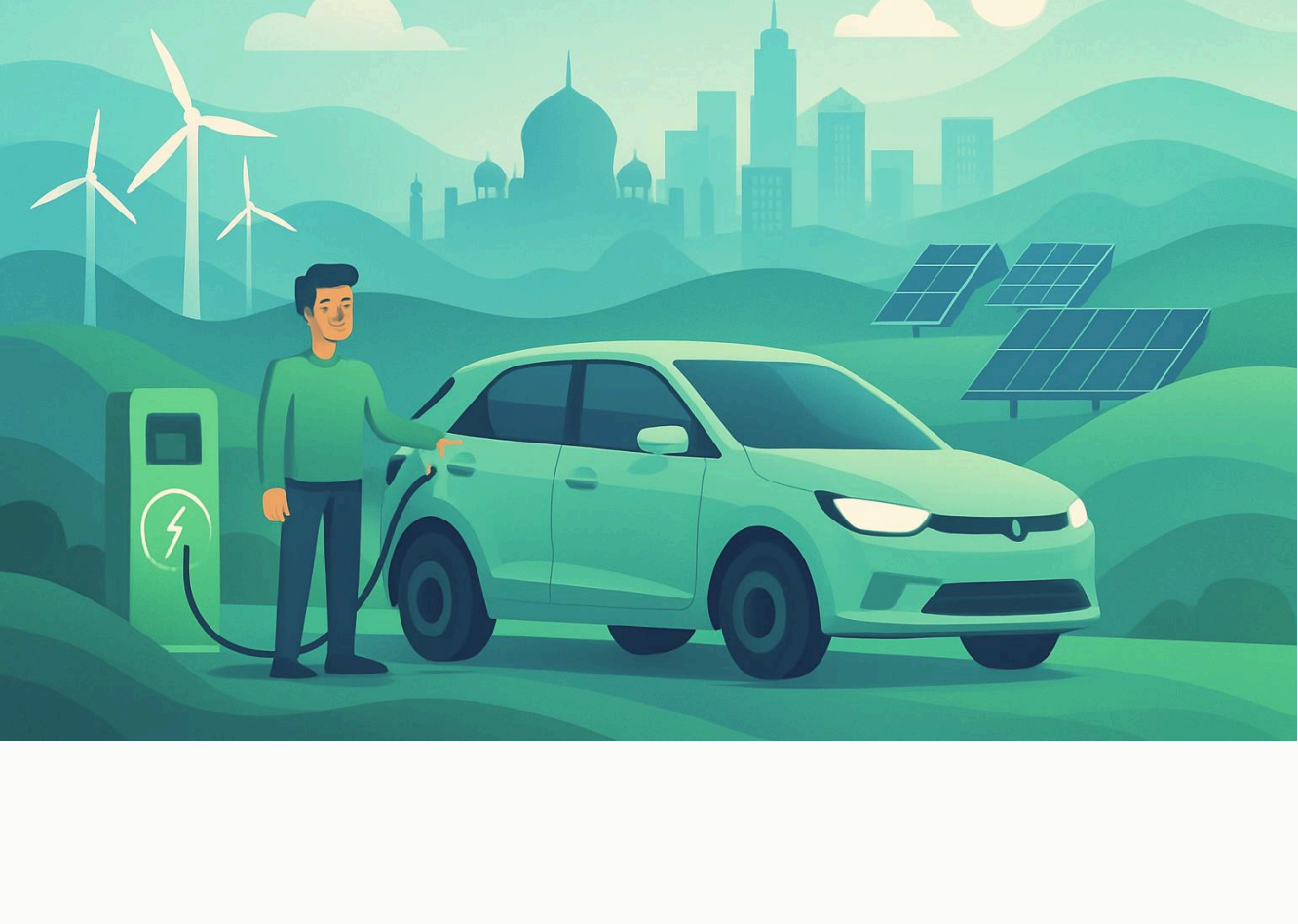


Range Anxiety

Charging access

Battery health concerns

## The Problem — Why India Hesitates



- ★ Patchy highway charging
- ★ Often requires multiple apps needed for payments
- ★ Charger mismatch / connector types
- ★ Long queues at fast chargers
- ★ Low availability near tourist corridors
- ★ Non-standard pricing

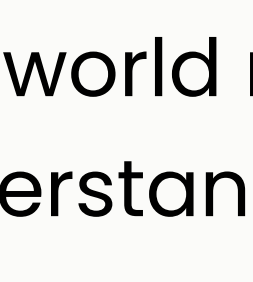
## The Solution: Experience Before Ownership

## Renting EVs Can Bridge India's Biggest Gap

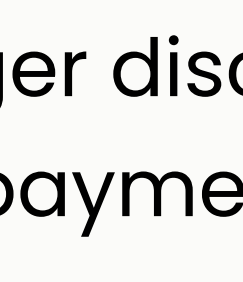


India doesn't have an EV demand problem — it has an experience gap.

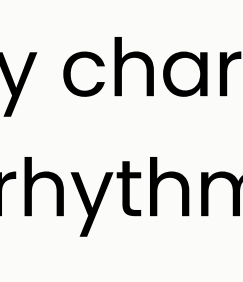
## What a Weekend With an EV Solves



Real-world range understanding



Charger discovery &amp; payments



Daily charging rhythm



True cabin comfort



Power delivery &amp; regen braking



Clarity on lifestyle compatibility



## Why Experience Matters

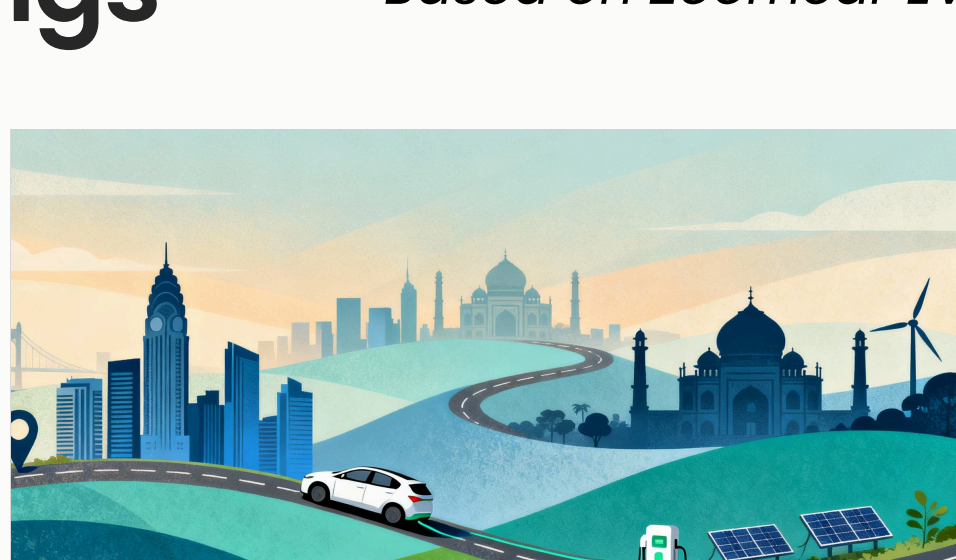
Many consumers prefer to experience an EV in real life before committing to purchase.

## Zoomcar Pilot Findings

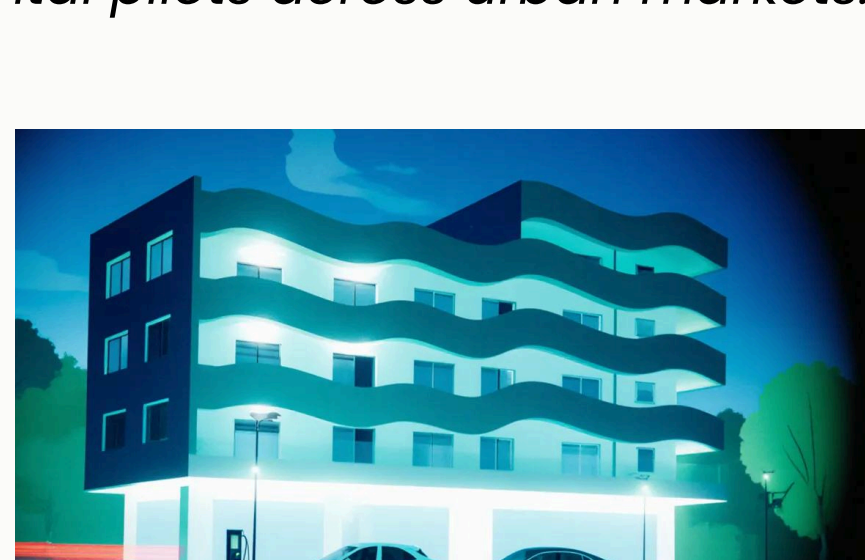
Based on Zoomcar EV rental pilots across urban markets.



EVs excel in: short-haul city trips, airport runs, first-time EV curiosity trips



EVs struggle in: outstation journeys, >150 km tourist routes, multi-city itineraries



Many apartment buildings still aren't EV-ready, making home charging a key adoption bottleneck.



Home/AC charging often needs **6-8 hours**; fast charging is shorter but depends on access and queues.



Awareness about regen braking, eco modes, preconditioning was very low

## Why 2026 Will Be A Turning Point

## Policy + Infra Tailwinds

A combination of strong policies and infra expansion is finally aligning:

## FAME III Incentives

Next phase of EV policy support (under discussion)



- ★ Booster for urban charging
- ★ Faster OEM adoption
- ★ Push for standardization

Source: Ministry of Power consolidated EV charging guidelines (Jan 2022).

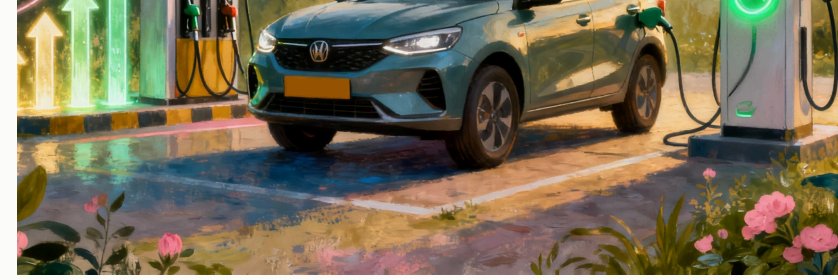
Source: Open Charge Alliance (OCPP interoperability).

## Charging Infra Growth



- ★ Public charging stations every **~25 km** on both sides of highways/roads (as per national guidelines).
- ★ OCPP-led interoperability is reducing fragmentation across charging networks.
- ★ Private networks expanding coverage across tourist corridors

## Consumer Economics Shift



- ★ Rising petrol costs
- ★ Lower EV running costs
- ★ Flexibility > ownership trend

## Zoomcar's EV Vision for 2026

## Experience Before You Buy Program

Zoomcar aims to help tens of thousands of users "test drive for real life" before committing to an EV.

## Zoomcar's 4-Point Plan



Pilot urban EV clusters in top cities



Collaborate with charging networks for seamless charging



Partner with OEMs to create EV trial packs



Build India's largest EV usage behaviour dataset from real trips

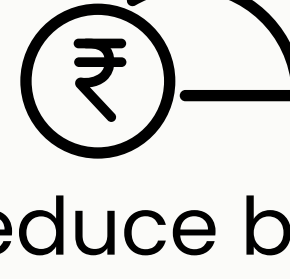
## Why It Matters



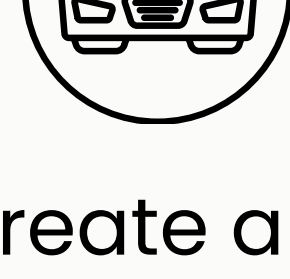
Accelerate the EV adoption curve



Provide industry insights



Reduce buyer hesitation



Create an access-led EV movement, not ownership-led

Sources: IEA Global EV Outlook (2024); Ministry of Power EV Charging Guidelines (Jan 2022); Open Charge Alliance (OCPP).

This report contains forward-looking statements about adoption of electric vehicles based on current expectations and involve inherent uncertainties.