FUTURE PROSPECTS OF ELECTRIC VEHICLES IN INDIAN MARKET: MARKETING OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The global automobile industry is seeing a major shift towards e-mobility over the past decade. There is a rapid increase in concept cars being turned into production cars over the years. Following the suit, India also has big plans for the emerging Electric Vehicles and its technologies in the country. In this study it is aimed to highlight, counter and suggest some solutions to the challenges that lie ahead.

Keywords: Electric vehicle, battery, fast charging, public transport, futuristic mobility solution.