



Sangam Case Study Competition

Case statement:

Electro is an emerging Electric car manufacturer based out of Bengaluru and currently has a manufacturing plant set up in the outskirts of the city. The company has tested various prototypes and launched a completely electric car a few months ago and currently has a market share of **5%** in the electric car segment in India.

With the entry of various big players in the Indian market, marketing their product and reaching out to a large proportion of the Indian audience has become challenging. The electric car market now faces competition from various markets such as the regular cars segment as well as substitute Electric Vehicles. Therefore, the company wants to understand how big the market is and has asked you to profile the various sources of competition that the company is likely to face in the future.

The company's vision is to expand its market share to **30%** within the next three years in India and has asked you to formulate a strategy to help them reach this goal.

Note: You can refer to any source for market research and attach the sources. The product specifications of Electro are hyperlinked. [Click here](#)

Rules for the competition:

1. The competition is exclusively for NITT students.
2. A team must have **3 to 5 members**.
3. A single individual may not be a part of more than one team.
4. Plagiarism is strictly discouraged.
5. The decision of the judges is deemed final and binding.
6. There is a slide limit of **15 slides** per group (including the title slide)
7. The presentations are to be submitted to **sangam@pragyan.org**