

The Market Is Standing on an Illusion

37.69% CAGR.

13.4M units forecast by 2030.

BUT, the growth is real, the trust is not.

AVORE | Brand Strategy



 Google Docs



Electric Vehicle Market in India 2025-2030 Part-I.pdf

Demand Is Sorted. Trust Is Not.

Over **60% of audiences** approaching the EV purchase decision turn around, not because they don't want one, but because they don't understand what owning one truly means.

⚠ The category is overpromising. Battery, charging, ROI, buyback; all under-assured.

Strategic Recommendations for OEMs, Marketing Teams, and Dealers



The Numbers Tell the Story

74.39%

Net Promoter Score

Owners are happy. The product delivers.

61%

Non-Buyers Fear Problems

Pre-purchase fear is persistent and powerful.

36%

Fear Battery Cost

Will ₹1.5L spent today become useless in 3 years?

The gap isn't in the product, it's in the perception.

[2025 India Two-Wheeler Initial Quality Study \(2WIQS\)](#)

[EV adoption India 2025 | Zoho Survey](#)

[Electric Car Cost, Infrastructure Concerns For Indian Consumers: Deloitte](#)

The Battery Fear Is Real

Will ₹1.5L spent today become useless in 3 years? Or when it comes to replacing the battery?

EVs are perceived as a **risky asset with an unpredictable future**. Battery replacement cost is the single biggest psychological barrier to purchase.



Metal vs. Plastic Fatigue



Reliability Gap

Statistics show **98 problems per 100 EVs**, versus only **53 for ICE vehicles**.

Reliability plays a critical role in the buying decision. Perception of build quality is holding the category back.



Perception Is Haywire

Eco-friendly messaging **never shapes a buyer's decision**. It's a brownie point at best.

- ❏ No morality angle will ever enter the picture at the moment of purchase. Emotional and rational fears dominate, not values.

The Back-Up Mentality

Always Second

An EV will never be the first choice for a household, it is always the second or experiment vehicle.

The Safety Net

There is always a backup, in case something "goes wrong."
The ICE bike stays in the garage.

4 Fears That Obstruct Adoption



Range Anxiety



Battery Issues



Service Dependency & TAT



Charging Troubles

 Address fears, not features.

The Competitive Landscape

Ather

Feature-heavy. Speaks to specs, not souls.

Ola

On a hype scale, pun intended.

Matter

Sold as "an electric bike just like a petrol bike."

Revolt

Just another China-centric brand.

Oben

Relatively non-existent in consumer consciousness.



So Where Is the Gap?

What are the possibilities of positioning?

The space is wide
open.

BRAND ARCHITECTURE

We Start With Brand Archetype

Creator

We built what the category forgot it needed. No dependency on hefty charging setups. No borrowed tech. No uncertainty. A human-first ecosystem, engineered in-house.

Ruler

We don't follow standards, we set them. Every system. Every component. Built under our control. This is how it should have been built, and we've done the work to prove it.

For AVORE, it has always been a **Pragmatic Disruptor**, we gave it a new edge: **Creator × Ruler**.



It Is Still a Bike.

Everyone in the EV industry has positioned themselves as a vehicle that offers more, but no one is making them accept the fact that it is **still a bike.**

ROUTE 1

Some personalities don't demand attention. They earn it.
Dynamic. Powerful. Never overcompensating.
They move among the rest, blending in, until you experience them.
And then you understand.
They are, more than anything else, **ELECTRIFYING**.

Brand Thought: Electrifying From Within

ROUTE 1

Brand Bridge



For the people of AVORE, the bike is

Coded From Within

and for the riders, it is

Electrifying From Within

ROUTE 1 | EXPERIENTIAL

The Electrified Arena



Midnight Drive

Rides with bike clubs and stunt clubs;
immersive, after-dark brand experiences.



Electrifying Launch

"Vastrapur Lake pe hone wala hai
zabardast electrification" - lure people in,
then launch the bike.



Petrol Pump Hoardings

*"If you had an AVORE, you could fill up at
home."* Targeted copy at the moment of
pain.

Touchpoint Marketing

1

Cafes

Plug point + reserved parking painted: *"Reserved For The Electrifying"*

2

Turfs & Arenas

Nets painted as blue thunder jolts with AVORE logo. Host *The Electrified Cup* tournaments.

3

Power Grids

Banners on visible electric stations: *"This Is What Powers AVORE."*

4

Cigarette Shops

"Herogiri phu-phu karne mein nahi, ELECTRIFICATION mein hai!"



Why Route 1 Works

This concept stays true to the fact that AVORE, beyond everything, is making a **bike**. We live up to the same thrilling, electrifying narrative that drives the motorcycle market, an approach **no other EV brand in direct competition has taken**.

Too much noise.

Some talk features. Some talk thrill. A lot talk about the roar of the throttle. Everyone wants to say why *they're the best*.

⚠ That's the problem. AVORE doesn't need to join the noise.

Brand Thought: Above The Noise

Literally

An electric motorcycle is silent. No engine roar. No exhaust.

Metaphorically

AVORE does not need to shout. The product speaks. While others make noise, AVORE simply works.

Competitively

Dismisses every competitor without naming one. The noise is everything else. AVORE is above it.

Culturally

The buyer has seen through the chaos, done their research, and arrived at the clear, quiet, correct answer.

ROUTE 2

Brand Bridge

A motorcycle built entirely in India; every component, every line of code, every system engineered in-house from the ground up.

For Its Builders

Coded From Within

For Its Riders

Above The Noise

The Silent Booth



Pop-Up Silence Zones

In the most chaotic public spaces — malls, railway stations, busy markets. A clean, dark, circular installation using directional sound dampening creates a pocket of near-silence.

In the centre: the **AVORE EX**. Collaterals carry one line, *Above The Noise*.



Why Above The Noise Works

It does not ask the audience to believe anything. It simply removes the noise long enough for them to hear the truth that one brand in this entire market **built everything themselves**, stands behind everything they built, and has nothing to hide and everything to show.

ROUTE 3

Brand Thought: It's Simply MORE

→ Higher Range

More than what competitors can provide.

→ Every Feature

An unparalleled riding experience.

→ Convenient Charging

Mental peace for owners, charge anywhere.

→ Indigenous Technology

In-house developed software. Tried, tested, true to originality.

Brand Bridge: It's Simply...MORE

We subtly communicate that we've gone all in to create an indigenous motorcycle. But since you don't care about that there's a plethora of reasons to consider AVORE.



Dependable



Convenient



Fully Loaded



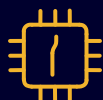
Genius



Indigenous



Powerful



Smart



Reliable



Future-Ready

Experiential: MORE



Flash Protests

Technicians and engineers protesting in random places wearing AVORE-branded gear.



Street Furniture

Giant socket at high-traffic areas: *"We built an entire charging system, so you only have to use the plug."*



Mock Assembly Stations

Public challenge to assemble the bike. When they fail: *"Leave It To Those Who Know How."*



Silent Test Rides

Staff with tape on mouths. No sales pitch. Visitors ride and write their own reviews; released as brand testament.

Why Route 3 Works

Quirky, content-native, and aligned with our target audience. We address the **biggest USP and differentiator**; indigenous engineering and communicate it with a different emotion. We are evidently saying: AVORE offers **MORE** than the competition.



Before We Talk Media, Let's Talk Reality

In EV category, demand is already there...
but decisions are stuck because of fear.

- **60% drop-offs due to confusion**
- **Battery fear**
- **Trust gap**

DIGITAL STRATEGY

So Digital Has Only One Job

Not awareness. Not hype.

Digital's job is to REMOVE FEAR.

- That's why our strategy is not funnel-first.
It's psychology-first.

Funnel Approach

IGNITION (Awareness)

Goal: Make people stop and think - EV is possible

TRUST BUILDING (Consideration)

Goal: Kill fears → range, battery, charging

ACTION (Conversion)

Goal: Test ride → booking

“We are not pushing users down a funnel. We are pulling them out of hesitation.”

TOP FUNNEL

Awareness + Buzz Strategy

We don't reveal the bike.
We reveal the problem.

Performance Ad communication Hooks:

1. Petrol ₹100+
2. Cost pain
3. Don't buy a bike before watching this

Awareness Budget Breakdown

Goal: Reach every prospect currently riding bikes.

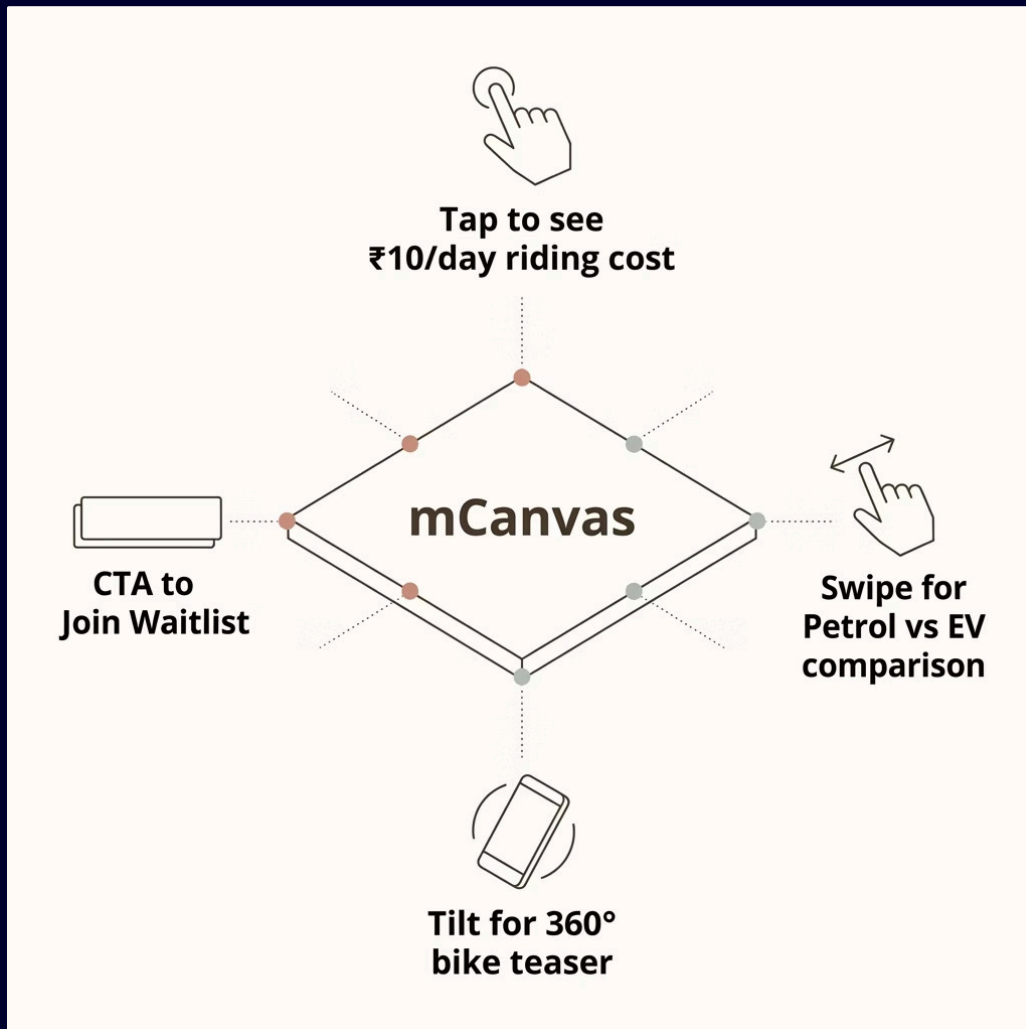
Duration: 20-25 days before launch.

Heaviest investment in Meta and Influencers for maximum reach and credibility.

- ① Execution: Teaser campaign ("Coming Soon") — no full reveal. Build curiosity + brand recall.

mCanvas:

People don't believe ads. They believe what they experience.



Why It Matters

Turns passive viewers into active users. Solves the Awareness → Consideration drop. Builds a strong retargeting audience.

Outcome

- 2–3x engagement vs display ads
- More qualified traffic
- Stronger top/mid-funnel performance

Awareness: Expected Results

2-3Cr+

Reach

People across India

80L

Video Views

50–80 lakh views

5%

Engagement Rate

3–5% across platforms

2L

Site Traffic

1–2 lakh visitors

Before test ride, we bring the bike to their home.



No App Needed

Open camera → place bike in real environment → walk around it → tap hotspots: Battery, Dashboard, Motor.

Viral Hook

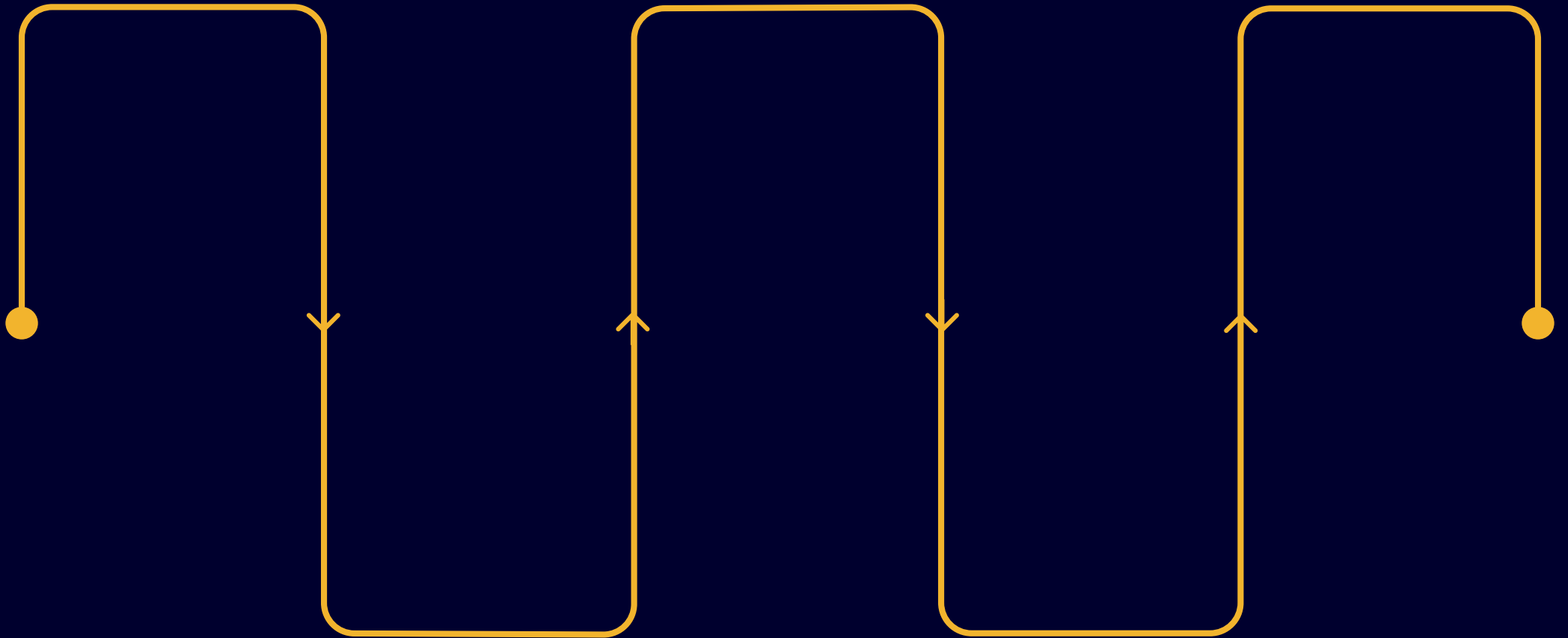
"Take a selfie with your future bike", share on Instagram with hashtag.

CTA inside AR: **"Book Test Ride"**

LANDING PAGE

Landing Page Funnel

Objective: Convert traffic → Waitlist → Booking. **Expected CVR:** 5–10%.



Address fears, not features

This is what our content answers.

YouTube

Influencers Collab's

Retargeting Campaigns

Digital PR Activities

Battery kitna chalega?

Charging kaha karu?

Resale price kya hoga?

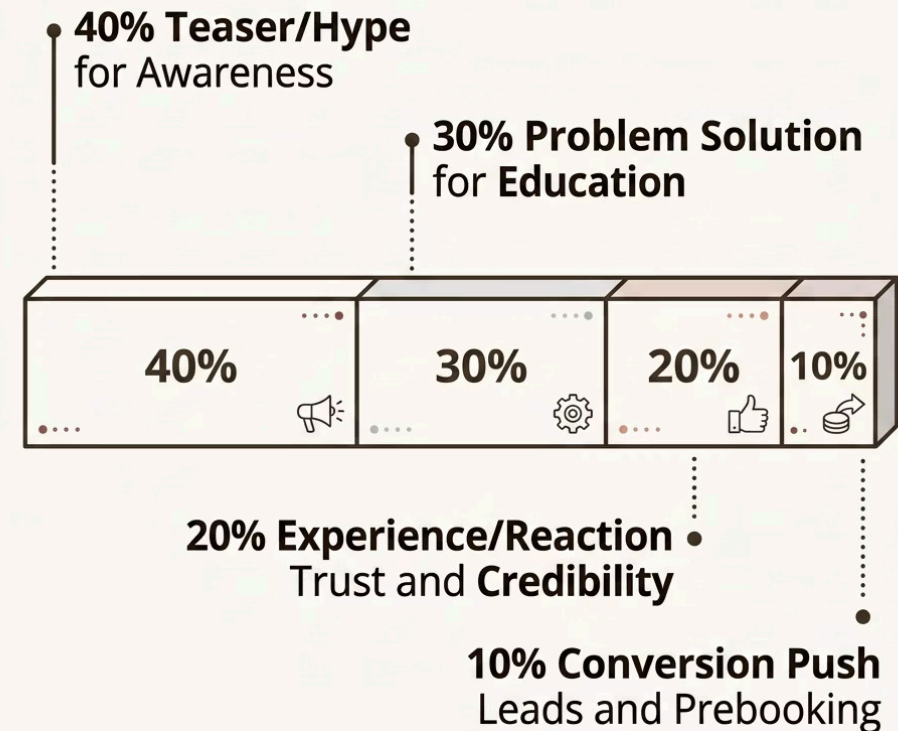


Influencer Script Kit

Creator Mix

- **Auto influencers** → trust
- **Tech creators** → features
- **Lifestyle creators** → aspirational
- **Local creators (per city)** → conversions

❶ Objective: Build curiosity, drive waitlist signups, create FOMO before launch.



Consideration: ₹25–30 Lacs

Goal: Educate + build trust. **Waitlist target:** 10,000 users.

1

YouTube

Organic + Ads — ₹2.5 lac

2

Google + Meta

Landing page + WhatsApp automation — ₹10 lac

3

Retargeting

Meta + Google lookalike — ₹3 lac

4

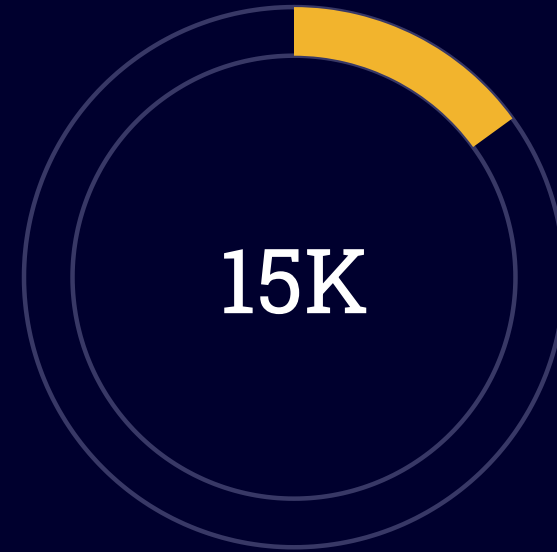
Influencer Collab + PR Activities

Landing page amplification — ₹12 lac

Consideration: Expected Results



Website Visitors



Leads / Waitlist

What Gets Executed

- EV education: range, charging, savings
- Push urgency: early access for first 10,000 users
- Snapchat retargeting- ₹1.2 lac

EV is not bought online.
It is decided after a test ride.

BOTTOM FUNNEL

Conversion: 3 Cities Only

Goal: 25,000 bookings total | 5,000 on launch day. 15-20 days before launch day.

Meta Lead Ads

City-targeted lead generation
campaigns Test Ride

Google Search

"EV bike near me" | "best electric bike
in India" | "electric bike test ride"

WhatsApp Automation

Instant follow-ups + test ride booking
via Interakt.

City-Wise Budget Split

■ Pune ■ Ahmedabad ■ Surat

Pune — 40%

High EV adoption + premium audience.

Ahmedabad — 30%

Strong buying power + home base advantage.

Surat — 30%

High disposable income + strong youth buyer segment.

Conversion Budget: ₹14–16 Lacs

Expected Results

- Pre-bookings: 5,000
- Test rides: 7,000–10,000

Execution

- Same-day test ride booking
- Finance approval support
- Referral campaigns

■ Meta

■ Google PPC

■ WhatsApp Ads

BONUS TACTICS

High-Conversion Tactics



Test Ride Hack

"Book today → ride within 24 hours"

critical for EV conversion.



Referral Loop

"Invite 3 friends → get ₹2,000 benefit."



Scarcity Strategy

"Only first 10,000 bookings get special price."



Influencer Domination

20 creators per city. 50+ pan India.

Launch day is not announcement. It's a conversion event

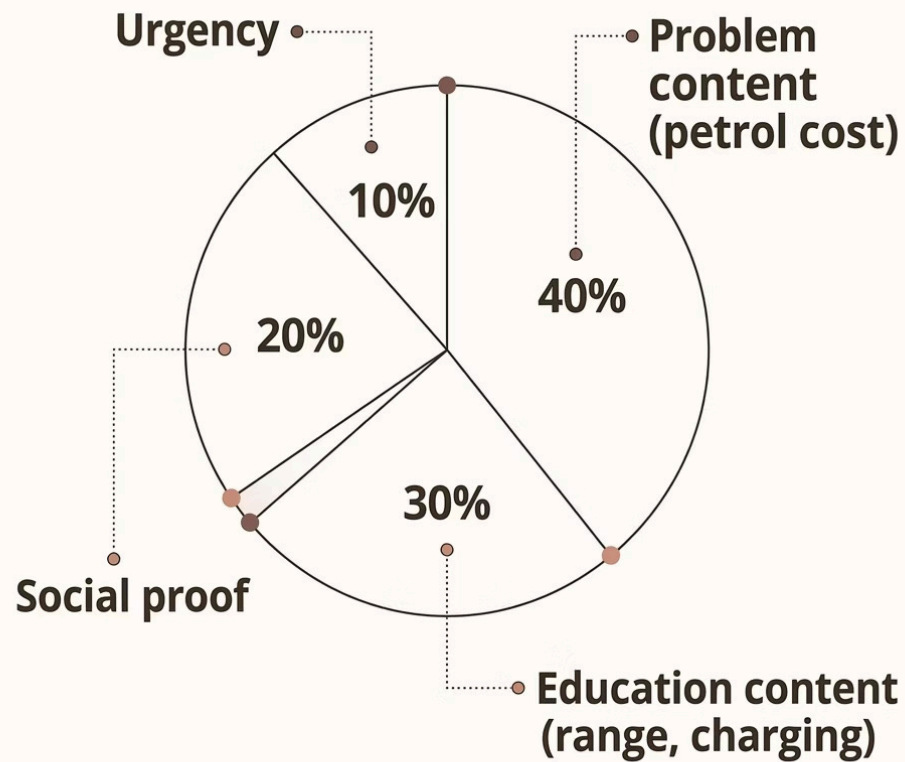
Goal: 5,000+ bookings in 24 hours.

- **Live Launch Event**
YouTube + Instagram simultaneous broadcast.
- **Influencer Push**
All creators go live on the same day.
- **Heavy Retargeting**
Pre-loaded retargeting ads fire before launch day.
- **Urgency**
"Limited slots", scarcity drives immediate action.

Launch Week Budget: ₹10–15 lakh burst.



Creative Strategy & Hook Bank



Hook Bank (Use in First 3 Seconds)

- "Petrol ₹100+... still okay?"
- "Biggest EV myth — busted"
- "Don't buy a bike before watching this"
- "₹10 per day riding cost"
- "India is switching to EV... are you?"

ADDITIONAL CAMPAIGN

WhatsApp Flow: Interakt

01

Welcome

"Thanks for your interest in India's next EV revolution"

02

Qualification

City? Budget? Buying timeline?

03

Info Flow

Price ₹1.15–1.70L | Range | Charging time | Savings

04

CTA

"Book a test ride in your city"

05

Follow-Ups

Day 1: Reminder | Day 3: Benefits | Day 5: Urgency

06

Handover

Hot leads → sales call within 5–10 mins

WhatsApp Ad & Funnel Ad Scripts

Top Funnel

Goal: Scroll stop, curiosity, mass reach. Hook: *"Petrol ₹100+... still okay?"*

Middle Funnel

Goal: Build trust, remove doubts. Hook: *"Biggest EV myth, busted."*

Bottom Funnel

Goal: Leads, test ride, booking. Hook: *"₹10 per day riding cost."*

WhatsApp Click Ad

Hook: "Want full details + early access?" **CTA:** "Tap 'Send Message'"

The Strategy in One Line

Address fears, not features. Build trust, not hype. Let the product speak and make sure the right people are listening.



AVORE

The Brand

Creator × Ruler. Indigenous. In-house. Uncompromising.

The Routes

Electrifying From Within | Above The Noise | Simply MORE

The Budget

₹47L Awareness → ₹30L Consideration → ₹16L Conversion
→ ₹15L Launch Burst

The Goal

4–5 Cr reach. 5K Bookings. 20K-25K Waitlist.

Coded From Within. Built for India. Ready to ride.