



## **Promotion Strategies and Consumer Preferences in the Indian EV Market: A Comparative Study of Joma India EV Private Limited.**

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### **ABSTRACT :**

The Indian electric vehicle (EV) sector is undergoing significant expansion, propelled by advancements in technology, heightened environmental awareness, and shifting consumer attitudes. Within this evolving market, promotional strategies have emerged as a critical determinant of consumer preference and purchase behavior. This study undertakes a comparative analysis of the promotional strategies adopted by Joma India EV Pvt. Ltd. and its principal competitors, with the objective of evaluating their relative effectiveness in influencing consumer decision-making. Utilizing a mixed-methods approach encompassing primary data collection (structured surveys and semi-structured interviews) and secondary data analysis (industry reports, corporate communications, and promotional content), the research systematically examines the role of various promotional tools, including advertising, digital outreach, public relations, and sales incentives.

The study seeks to identify strategic differentials between Joma India and its competitors, and to assess the extent to which promotional activities align with and impact consumer preferences in the Indian EV context. The findings are anticipated to offer valuable insights for both academic inquiry and practical application, thereby contributing to the broader discourse on marketing strategies in emerging industries.

**Keywords:** Electric Vehicles (EVs), Promotional Strategies, Consumer Preferences, Marketing Communication, Joma India EV Pvt. Ltd., Competitor Analysis, Indian EV Market, Advertising Effectiveness, Digital Marketing, Consumer Behavior, Emerging Markets, Strategic Marketing

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### **Introduction:**

The global automotive industry is undergoing a fundamental transformation, with electric vehicles (EVs) emerging as a significant alternative to traditional internal combustion engine vehicles. In response to growing concerns over environmental sustainability, regulatory mandates for reduced carbon emissions, and advancements in battery technology, the EV market in India has witnessed substantial growth in recent years. Government initiatives such as the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme, along with rising consumer environmental consciousness, have accelerated the demand for electric mobility solutions. Amidst this dynamic environment, promotional strategies have become a key factor in shaping consumer preferences and driving competitive differentiation among market players.

Within this evolving sector, Joma India EV Pvt. Ltd. represents an emerging participant. Headquartered in Mumbai and founded in 2021 by Mr. Prashant Jha and Mr. Jawahar Pathak, Joma India EV Pvt. Ltd. has positioned itself as a multifaceted company within the broader electric mobility and energy solutions ecosystem. In addition to developing electric vehicles, the company extends its operations to the supply of DC power systems, EV chargers, and a variety of industrial and domestic electrical products. Guided by its vision—*"to advance power and electronics technology for smarter, more efficient, and environmentally friendly solutions"*—Joma emphasizes collaboration with its partners and stakeholders to foster a greener, more sustainable future.

As a relatively new entrant in a competitive and rapidly evolving market, Joma India's success will be significantly influenced by its ability to effectively communicate its value proposition to consumers. Given the critical role that promotional strategies play in building brand awareness, educating consumers, and influencing purchase decisions, a systematic evaluation of these strategies becomes imperative.

### *Objective of the Study*

This study aims to comparatively analyse the promotion strategies employed by Joma India EV Pvt. Ltd. and its principal competitors, and to assess the extent to which these strategies impact consumer preferences in the Indian EV sector. Specifically, the study seeks to identify the strengths and weaknesses of Joma India's promotional efforts relative to its rivals, explore the alignment between promotional activities and consumer expectations, and offer strategic recommendations for enhancing marketing effectiveness. The findings of this research are expected to contribute valuable insights to both academic literature and industry practice regarding promotional dynamics in emerging technology-driven markets.

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### **Literature Review:**

This chapter reviews existing studies on marketing strategies in the cosmetics industry, with a particular focus on EV industry and its positioning in the Indian market. It provides a theoretical foundation for analyzing the brand's strategic growth and consumer preference.

### *Overview of the Electric Vehicle Industry*

The global electric vehicle (EV) industry has emerged as a transformative force within the transportation sector, driven by technological advancements, environmental concerns, and evolving regulatory frameworks. The Indian EV market, in particular, has witnessed remarkable growth, catalyzed by government initiatives such as the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme, state-level subsidies, and supportive infrastructure policies. According to a report by the India Energy Storage Alliance (IESA), India's EV market is projected to grow at a compound annual growth rate (CAGR) of 36% until 2026, with the electric two-wheeler and three-wheeler segments leading the transition.

### *Evolution of the EV Market in India*

The evolution of the Indian EV market can be categorized into three distinct phases. The initial phase (pre-2010) was characterized by the presence of electric two-wheelers with limited performance capabilities and minimal consumer awareness. The second phase (2010–2019) witnessed the entry of organized players, technological improvements, and the inception of government-driven incentive schemes. The current phase (2020 onward) is marked by accelerated adoption, with greater product diversity across two-wheelers, passenger vehicles, and commercial fleets, supported by advancements in battery technology and charging infrastructure.

### *Consumer Preferences in the Electric Vehicle Sector*

Consumer preference in the EV sector is influenced by multiple factors, including cost of ownership, environmental consciousness, vehicle range, brand trust, technological features, and after-sales service. According to a 2023 survey by McKinsey C Company, approximately 60% of Indian consumers considering a new vehicle indicated a willingness to purchase an EV, primarily driven by concerns over fuel prices and environmental sustainability. Promotional strategies that emphasize cost-effectiveness, eco-friendliness, and the convenience of owning an EV have been found to significantly impact consumer buying decisions.

### *Competitive Landscape and Promotional Strategies*

The Indian EV market is highly competitive, with both established automotive manufacturers and startups vying for consumer attention. Players such as Tata Motors, Ola Electric, Ather Energy, and Hero Electric have leveraged aggressive promotional strategies, including extensive digital campaigns, experiential marketing through test drives, strategic partnerships, and loyalty programs.

Promotional strategies within the sector have evolved from simple advertising to sophisticated omnichannel approaches. Companies now utilize a mix of traditional media (print, outdoor, television) and digital platforms (social media, content marketing, influencer collaborations) to engage potential customers. Emotional appeals related to environmental responsibility, technological innovation, and futuristic lifestyles are often central to EV marketing narratives.

### *Key Market Players*

The Indian EV ecosystem includes a range of significant players:

- **Tata Motors:** A market leader in electric four-wheelers with products like the Tata Nexon EV and Tiago EV, known for heavy investments in promotion and after-sales infrastructure.
- **Ola Electric:** A dominant player in the electric two-wheeler market, leveraging aggressive pricing, influencer campaigns, and direct-to-consumer sales models.
- **Ather Energy:** Focuses on premium electric scooters and highlights technological innovation, customer experience centers, and personalized marketing.
- **Hero Electric:** One of the oldest players in the electric two-wheeler segment, known for wide reach in semi-urban and rural markets through franchise-based models.
- **Bajaj:** In the four-wheeler segment, Bajaj promotes its electric heavy transport ZS EV, emphasizing international quality standards and advanced technology.

According to an IBEF (India Brand Equity Foundation) report from 2024, startups and new entrants such as Joma India have significant opportunities to capitalize on niche markets, partnerships for charging infrastructure, and innovative consumer engagement models to differentiate themselves. (IBEF,2024)

### ***Statement of the Problem***

The Indian electric vehicle (EV) market is expanding rapidly, driven by environmental concerns, government support, and technological innovation. In this competitive environment, emerging companies like Joma India EV Pvt. Ltd. must adopt effective promotional strategies to build brand recognition and influence consumer preferences. However, there is limited research comparing the promotional strategies of new entrants with established players, and how these strategies impact consumer decision-making. This study addresses this gap by analyzing and comparing the promotional approaches of Joma India and its competitors and evaluating their effectiveness in shaping consumer preferences in the Indian EV sector.

### ***Objective of the study***

- To compare the promotional strategies employed by Joma India EV Pvt. Ltd. and its key competitors in the Indian electric vehicle (EV) market.
- To assess the effectiveness of these promotional strategies in influencing consumer preferences and purchasing decisions.
- To identify the strengths and weaknesses of Joma India's promotional efforts relative to its competitors.
- To explore the alignment between promotional activities and consumer expectations in the EV sector.
- To provide actionable recommendations for improving promotional strategies and enhancing brand positioning in the competitive EV market.

### ***Research Methodology***

This study uses a mixed-methods approach, combining primary and secondary research to analyse the promotional strategies of Joma India EV Pvt. Ltd. and its competitors.

### ***Research Design***

The research will be descriptive and exploratory, using both qualitative and quantitative methods to assess the effectiveness of promotional strategies in influencing consumer preferences in the Indian EV market.

### ***Data Collection Method***

- **Primary Data:** Surveys and interviews; 70-80 consumers and industry professionals will be conducted to gather insights on consumer preferences and marketing strategies.
- **Secondary Data:** Data will be gathered from industry reports, company materials, and academic literature related to the EV sector.

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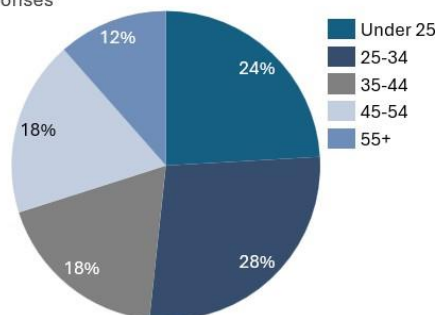
## **Data Analysis and Interpretation**

Quantitative data Survey data will be analyzed using statistical methods like descriptive analysis and regression. Qualitative Interview data will be analyzed thematically to identify key patterns and insights.

### **1. Age Group**

#### **• What is your age group?**

90 Responses

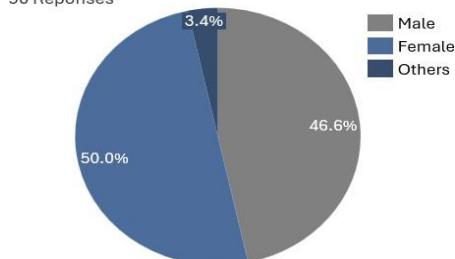


**Interpretation:**

The survey data shows that 28% of respondents are under 25, indicating strong interest in EVs among younger consumers. The largest group, 18% (25-34 years), suggests young professionals are key targets for modern, cost-effective EVs. 18% each in the 35-44 and 45-54 age groups indicate a mature market focused on reliability and long-term value. 12% above 55 reflects lower engagement from older consumers, requiring targeted messaging to address adoption concerns.

**2. Gender****• Gender**

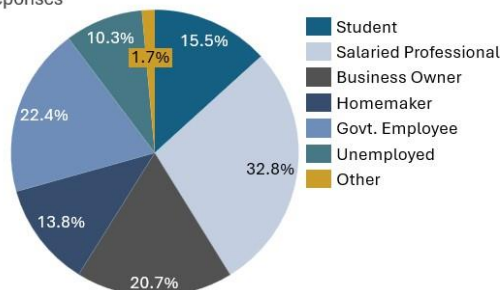
90 Responses

**Interpretation:**

In the survey of 58 respondents, 50% identified as female, 46.6% as male, and 3.4% as other. The balanced gender representation ensures that the insights gathered regarding promotional strategies and consumer preferences are reflective of a broad audience. This diversity strengthens the reliability of the study in analyzing the effectiveness of Joma India EV Pvt Ltd.'s promotions compared to its competitors.

**3. Occupation****• Occupation**

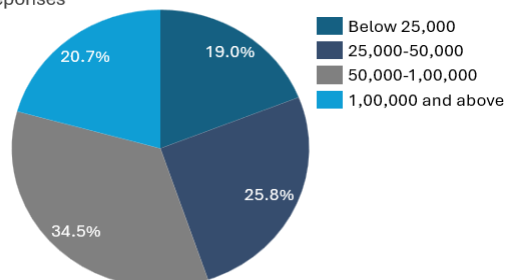
90 Responses

**Interpretation:**

Among the 90 respondents, the majority were salaried professionals (32.8%), followed by government employees (22.4%) and business owners (20.7%). Students, homemakers, unemployed individuals, and others made up the rest. This distribution highlights that the survey captured insights from a varied professional background, enriching the analysis of consumer preferences.

**4. Monthly Income Range****• Monthly Income Range**

90 Responses

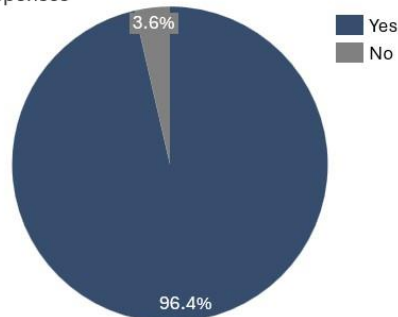


**Interpretation:**

Among the 90 respondents, the highest proportion (34.5%) reported a monthly income between ₹50,000–₹1,00,000, followed by 25.8% earning between ₹25,000–₹50,000. About 19% had incomes below ₹25,000, while 20.7% earned above ₹1,00,000. This diverse income distribution ensures that consumer preferences are analyzed across different economic segments.

**5. Brand Perception****• Have you heard about Joma India EV?**

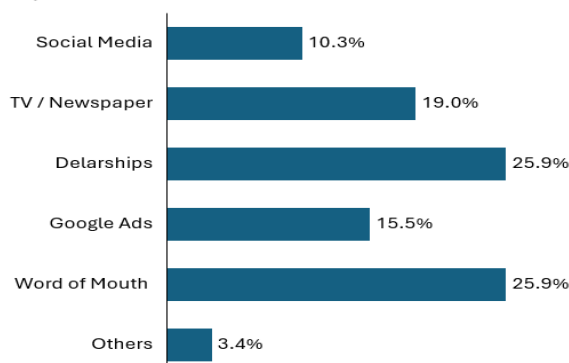
90 Responses

**Interpretation:**

Out of 90 respondents, 96.4% stated that they have heard about Joma India EV, while only 3.6% were unaware. This indicates a strong brand awareness among the surveyed participants, reflecting effective promotional efforts.

**6. Brand Communication Channel****• Brand Communication Channel**

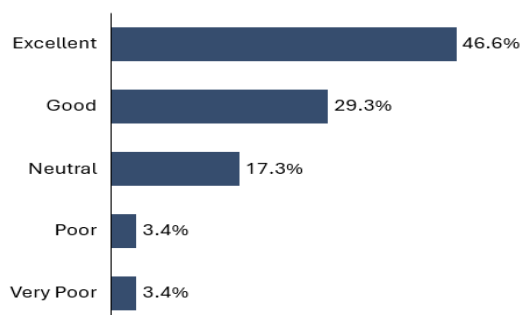
90 Responses

**Interpretation:**

Among the 90 respondents, 25.9% first heard about Joma India EV through word of mouth (friends/family), followed by 25.9% through exhibitions or dealerships, and 19% through TV/newspaper ads. Google Ads 15.5% and social media 10.3% were less dominant channels, while 3.4% mentioned other sources. This highlights the strong role of personal recommendations and physical presence in creating brand awareness.

**7. Promotional Campaigns****• How would you rate promotional campaigns of Joma India EV**

90 Responses



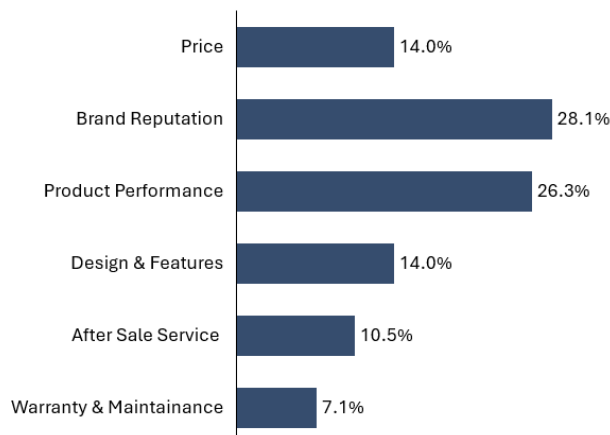
**Interpretation:**

Out of 90 respondents, 46.6% rated Joma India EV's promotional campaigns as excellent, and 29.3% rated them as good. Around 17.3% remained neutral, while only a small percentage rated the campaigns as poor 3.4% or very poor 3.4%. This suggests that the majority of consumers have a highly positive perception of Joma's promotional efforts.

**8. Factors Influencing the Consumer/Industry Experts**

• What factors influence your interest in Joma India EV's products ?

90 Responses

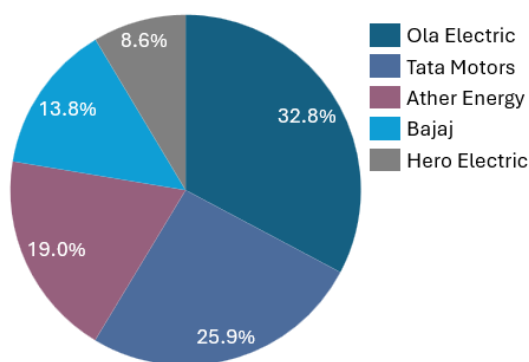


Among 90 respondents, the most influential factor in creating interest in Joma India EV's products was brand reputation (28.1%), closely followed by product quality (26.3%). Design and features and price were equally important, each influencing 14% of the respondents. After-sales service influenced 10.5%, while warranty was the least influential factor at 7.10%. This shows that strong branding and high product quality are the key drivers of consumer interest.

**9. G. Competition Brand Awareness**

• Which other EV brands are you aware of?

90 Responses

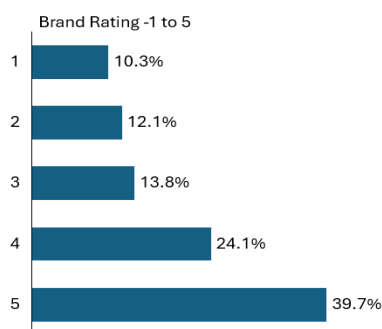
**Interpretation:**

Among 90 respondents, Ola Electric emerged as the most recognized EV brand with 32.8% awareness, followed by Tata Motors at 25.9%. Ather Energy was known to 19% of respondents, while Bajaj Chetak had a recognition of 13.8%. Hero Electric was the least recognized, with only 8.6% awareness. This suggests that Ola Electric and Tata Motors have built stronger brand visibility compared to others in the EV market.

## 10. Brand Promotion Rating Comparative to Competition

- Compared to competitors, How attractive are Joma India EV's promotion?

90 Responses



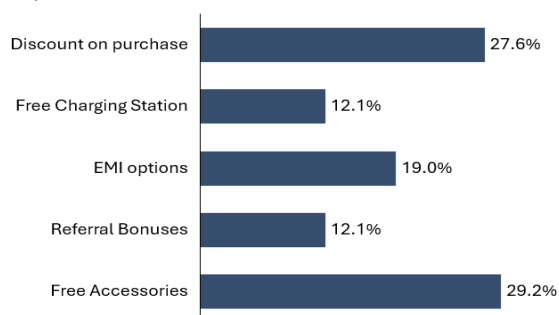
### Interpretation:

The survey shows a significant portion of respondents (39.7%) found Joma India EV's promotions very attractive. However, the data is limited without knowing the sample size, target audience, and competitor analysis. Despite this, the high rating suggests they are perceived favourably compared to competitors.

## 11. Promotion Types Impact

- Compared to competitors, How attractive are Joma India EV's promotion?

90 Responses



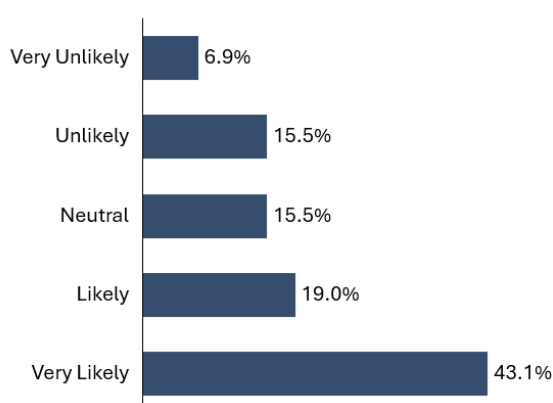
### Interpretation:

Bar graph shows that free accessories and discounts are the most popular promotional offers, suggesting customers prioritize tangible benefits and cost savings. The low interest in referral programs might be due to a lack of trust or awareness.

## 12. EV possible future trends

- How likely are you to purchase an Electric Vehicle in next 2 years?

90 Responses



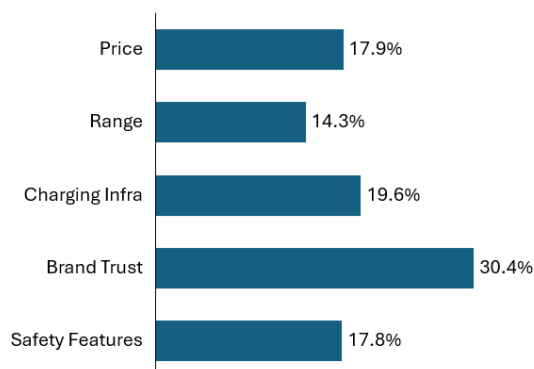
**Interpretation:**

The bar graph indicates a strong likelihood of electric vehicle adoption within the next two years, with 43.1% of respondents expressing a high probability of purchase. This suggests a growing consumer interest in electric vehicles, potentially driven by factors such as rising fuel costs, environmental concerns, and government incentives promoting electric vehicle adoption.

**13. Factors Influencing the Purchase**

- What is the most important factor when choosing an EV brand

90 Responses

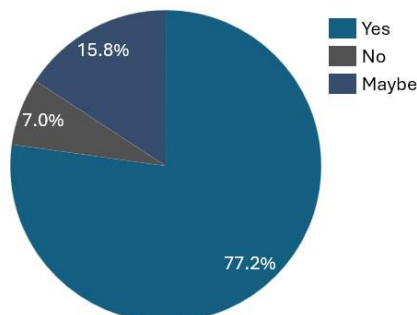
**Interpretation:**

Bar graph reveals that "Brand reputation" is the most significant factor (30.4%) influencing EV brand choice, highlighting the importance of brand image and consumer trust in the electric vehicle market. "Price" and "Range" are also crucial considerations, suggesting a balance between affordability, driving distance, and brand perception. The relatively high percentage for "Charging infrastructure" (19.6%) indicates the growing importance of a robust charging network for EV adoption.

**14. USP Communication to Consumer**

- Do you think Joma India EV's marketing effectively highlights its unique selling points (USPs)?

90 Responses

**Interpretation:**

The pie chart indicates a strong positive perception of Joma India EV's marketing effectiveness in showcasing its unique selling propositions (USPs). A significant majority (77.2%) of respondents believe the company effectively highlights its USPs, suggesting successful marketing efforts. However, it's important to note that a small percentage (7%) believe the marketing is ineffective, indicating potential areas for improvement. While the survey results are encouraging, further analysis is needed to determine the impact of marketing on sales figures and overall brand perception.

**Conclusion**

The research aimed to evaluate the promotion strategies of Joma India EV Pvt Ltd and its competitors and assess their impact on consumer preferences. The findings indicate that Joma India EV has successfully achieved high brand awareness among consumers, with 96.4% of respondents recognizing the brand. Younger demographics, particularly those under 34 years, exhibit a strong inclination toward electric vehicle (EV) adoption, suggesting a significant opportunity for market expansion.



Promotional strategies such as word-of-mouth marketing, exhibitions, and dealership engagement have been particularly effective in building Joma's brand image. Consumer preferences are heavily driven by brand reputation, product quality, and price, highlighting the importance of trust and value in the decision-making process.

While the majority of respondents perceive Joma's marketing positively, competition from established players like Ola Electric and Tata Motors remains strong. Hence, while Joma has made commendable progress, there remains a need for strategic refinement to enhance competitiveness and sustain long-term growth.

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## Summary of Findings

The study found that Joma India EV Pvt Ltd has achieved a strong brand presence, with 96.4% of respondents aware of the brand. Younger consumers, particularly those under 34 years of age, show the highest interest in electric vehicle adoption. Word-of-mouth referrals, exhibitions, and dealership visits emerged as the most influential promotional channels for creating brand recognition. Brand reputation, product quality, and price were identified as the primary factors influencing consumer preferences. Despite positive perceptions of Joma's promotional efforts, established players like Ola Electric and Tata Motors currently enjoy stronger brand visibility in the market.

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## Recommendations for Joma

- **Strengthen Digital Engagement:** Target younger consumers through social media marketing, influencer collaborations, and digital campaigns that highlight environmental and technological benefits.
- **Enhance Brand Trust:** Showcase customer testimonials, service quality, and warranty features to further build brand reputation.
- **Expand Physical Presence:** Increase participation in exhibitions, strengthen dealership networks, and offer in-person experiences to boost visibility.
- **Focus on Affordability and Range:** Continue to promote competitive pricing and strong vehicle range, addressing two of the most important consumer concerns.
- **Improve After-Sales Support:** Develop robust after-sales service programs to reinforce consumer trust and encourage loyalty.

## Implications for the Indian EV Industry

The study underscores a growing willingness among Indian consumers to adopt EVs within the next two years, driven by environmental consciousness, rising fuel prices, and favorable government policies. Key factors such as brand reputation, affordability, range, and charging infrastructure will play a decisive role in market expansion. For the industry as a whole, strengthening trust, improving technology, and expanding public charging networks are critical for sustaining the current momentum in EV adoption.

## Scope for Future Research

Future research could broaden the geographic and demographic scope to include rural and semi-urban populations, where EV adoption patterns may differ. Additionally, longitudinal studies tracking the direct correlation between promotional strategies and actual purchasing behavior could offer deeper insights. Research into consumer loyalty patterns, post-purchase satisfaction, and the impact of evolving government policies on EV market dynamics would further enrich understanding in this growing sector.

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