

# Moving India

**Perspective of industry stakeholders on decarbonisation strategies in India**

# The Opportunity at a Glance

**Using Forum's public-private reach in India, we can accelerate the transition towards electric mobility deployment in a fast-growing and disjointed public-private mobility ecosystem.**

This means:

- Help Indian government and companies meet their Paris agreement goals by 2030
- Accelerate finalization of State EV policies that incentivize public adoption and India-based manufacturing for Indian and global companies
- Developing performance-based EV deployment roadmaps that can be replicable across different Indian states and across different emerging and developing markets.
- Ignite Investor appetite for large-scale, long-term infrastructure investment



## Current Conditions

- Severe air pollution
- Oil deficit country
- Largest EM market for EV
- Govt regulations FAME I&II and EV policies
- Private sector and start-ups need non-fiscal incentives to scale up
- Disjointed ecosystem of public & private players
- Public adoption and purchase price

## Strategies

- Leverage network of Indian Automotive partners – approx. 30% of Governors are Indian.
- Leverage neutrality, and work across National and several State Govts in non-partisan ways
- Performance-based EV regulation – using ground deployment for policy making
- Connect across International NGOs community to share best practices & learning

## Actions

- State Policies: Deliver EV policy finalization at laggard states
- Rapid Deployment: Pilot fleet adoption for both movement of goods and people
- Thought-Leadership: Design contextualized toolkits for multiple states
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## Vision

- India can be a “lighthouse” for the Developing and Emerging Markets
- Ongoing discussions with partners & govts in Indonesia and Rwanda

# Ecosystem for an Integrated approach

*This is a growing, non-exhaustive list.*

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## Governments

- Ministry for Road Transport & Highways
- Ministry of Energy
- Ministry for Railways & Commerce
- Niti Aayog
- Chief Minister of Punjab
- All Cities from Smart Cities Mission
- Ludhiana Smart City Limited
- InvestPunjab
- Chief Ministers of Karnataka, Telangana, Andhra Pradesh, Maharashtra, Gujarat, Tamil Nadu, New Delhi, Punjab, etc.

## Think-tanks & Civil Society

- Indian School of Business
- IIT Delhi
- TUMI
- NUMO
- RMI
- Ola Mobility Institute
- ITDP
- GIZ
- WRI
- World Bank
- IFC
- His Royal Highness Sustainable Markets Initiative
- TERI
- ICCT
- EV100
- RAP
- LBNL
- CEEW
- CSTEP
- Ceres
- NRDC

## OEMs incl Trucks

- Mahindra and Mahindra
- Tata Motors
- Sun Mobility
- Hyundai
- AB Volvo
- Eicher Motors
- SML Isuzu
- Scania
- Ashok Leyland
- Bajaj Auto
- Hero Motors

## EV Fleet Owners

- EESL
- Leaseplan
- ANI Tech (Ola Cabs)
- Uber
- Lithium Urban Technologies
- Mozev Buses
- DHL
- AllCargo
- Yulu
- Bounce
- TVS
- Municipal Corp of Buses

## Utilities & Energy Providers

- Reliance
- NTPC
- Amar Raja
- Enel
- Indian Oil
- ABB India
- Chargepoint
- Engie
- ACME

## ICT & Telecom

- Google
- Microsoft
- American Tower
- Bharti Enterprises
- Tata Consultancy
- Infosys

## Investors

- Sun Group
- Sequoia
- Softbank
- Capricorn
- IFC

## Consumer

- Amazon
- Zomato
- Flipkart
- Reliance
- Walmart
- IKEA
- DoorDash
- Grofer
- ShadowFax

## Infrastructure

- GMR
- Hindustan Construction
- Reliance

The image features a modern architectural scene with a wooden deck, glass railings, and a building with a blue-tinted facade. The World Economic Forum logo, a white circle with a diagonal slash, is overlaid on the text. The background shows a line of tall pine trees under a clear sky.

# WORLD ECONOMIC FORUM

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COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

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