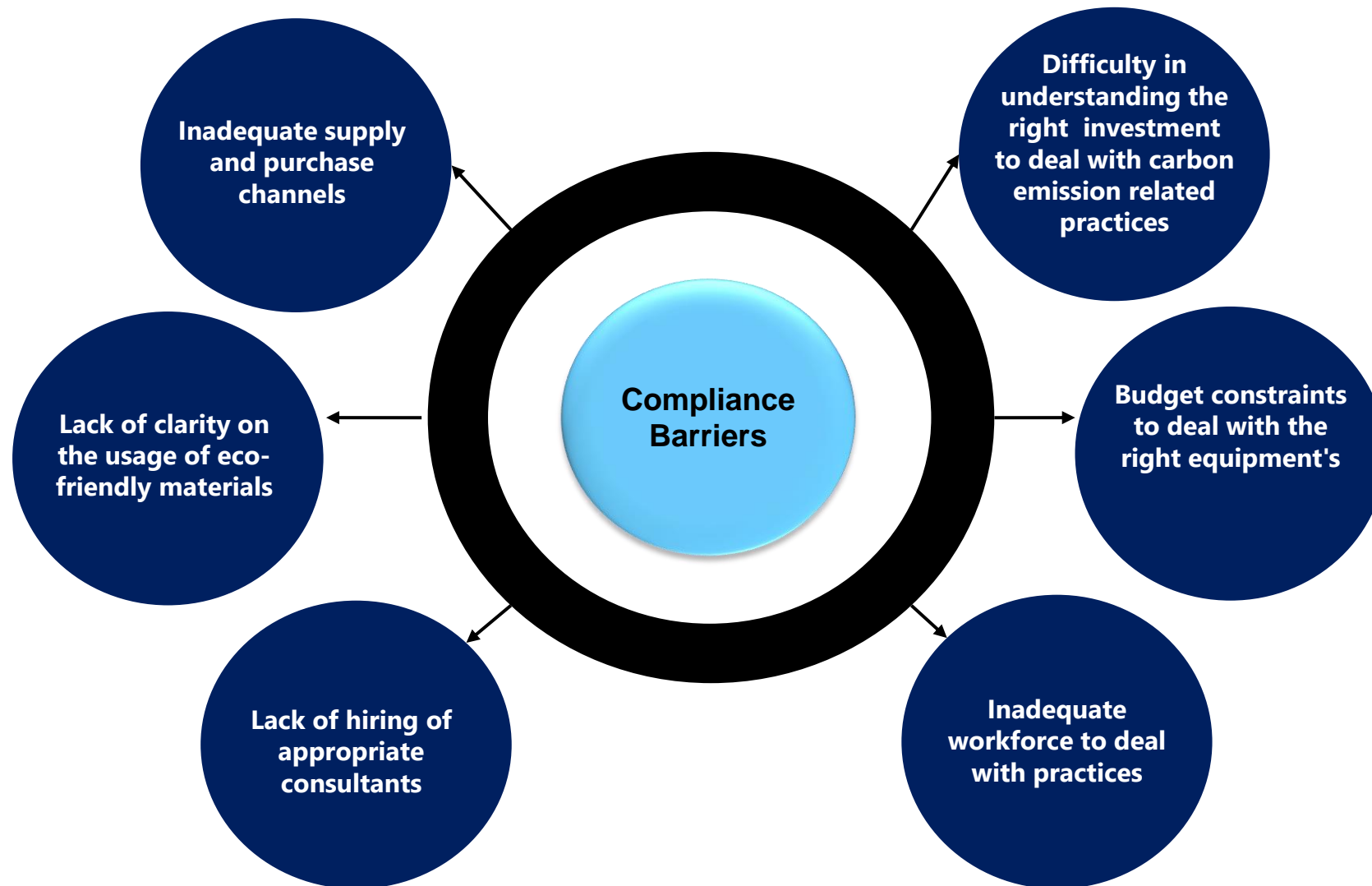


# SUSTAINABILITY CASE STUDIES



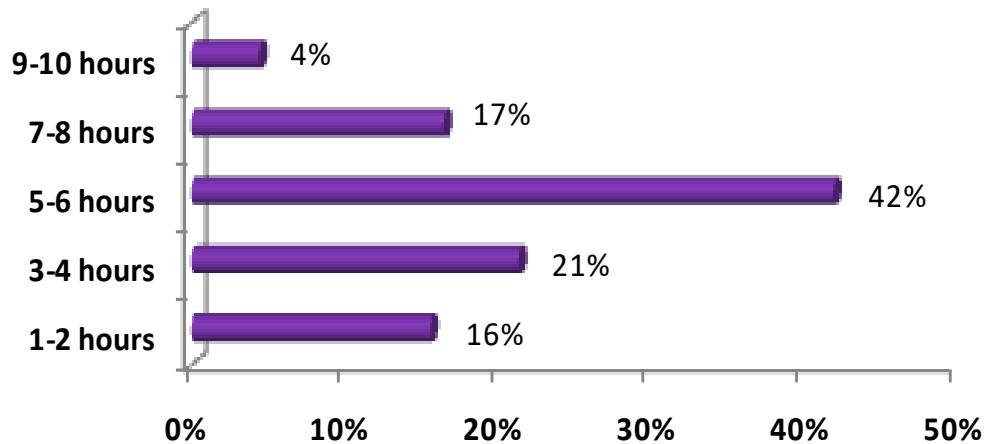
# Compliance Barriers – Key Challenges



# Expected charging duration

Through the study it is evident that customers are precisely looking roughly at 5 hours for the car to be fully charged to be operational for the drive.

## Expected charging duration



Mean – 5 Hours

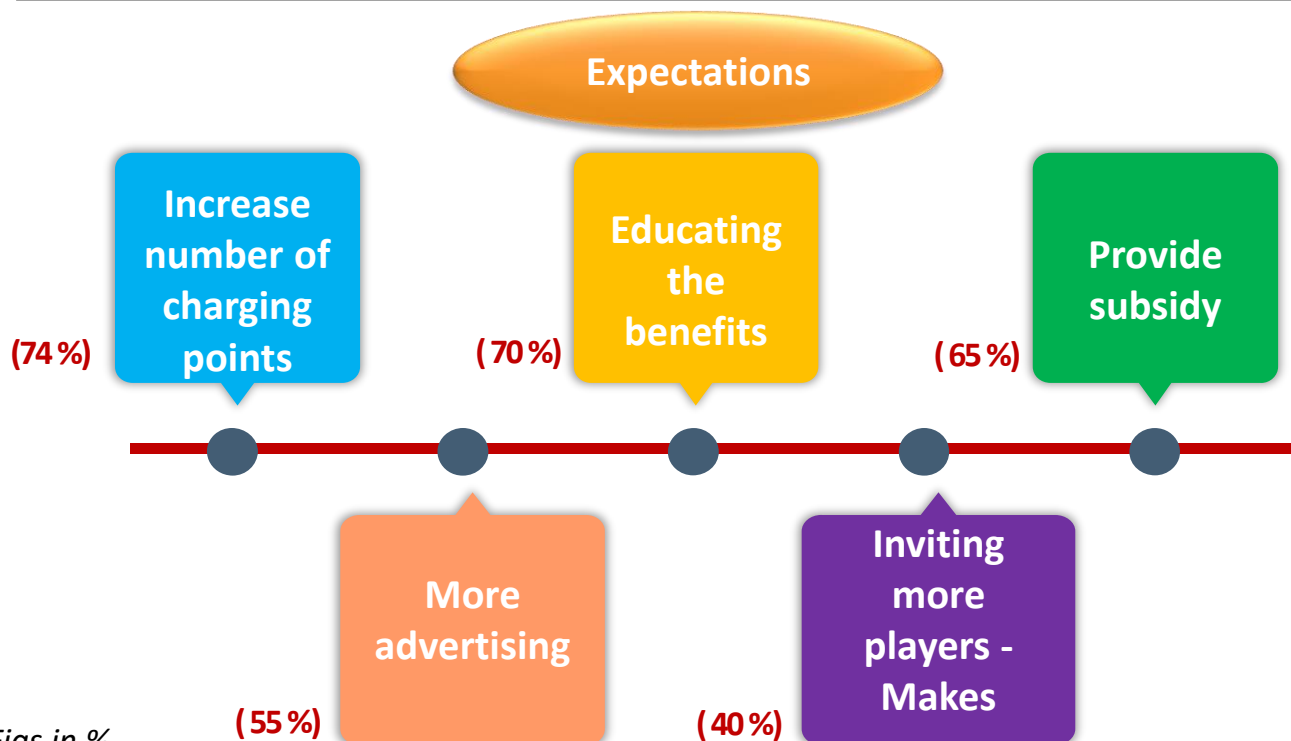


## Charging Facility Industry Outlook

- The time it takes to charge an electric car can be as little as 30 minutes or more than 12 hours. This purely depends on the size of the battery and the speed of the charging point.
- For many electric cars, one can add upto 100 miles of range in ~35 minutes with a 50kW rapid charger.
- Rapid chargers are the fastest way to charge the electric vehicle, providing between 60-200 miles of range in 20-30 mins.
- A typical electric car (60kWh battery) takes just with a 7kW charging point under 8 hours to charge from empty-to-full.

# Expectations from Government in EV space

Primarily the customers are looking forward for basic infrastructure in terms of increasing the number of charging points. Also the need of imparting education to accentuate is required and thus providing subsidy from the Government to gain momentum in the Indian market. In recent times the EV market in India is witnessing a huge leap with promising polices from the Indian government granting huge support to the manufacturers enhancing confidence levels.



# Case Study #1 : ESG (Environmental, Social, and Governance) study



## Research objective

To understand steps being taken towards ESG from the target audience (CSOs and CMOs)



## Sample size

**Total sample :** 50 from each category

**Coverage :** Pan India



## Methodology, Target Audience

Conducted DIs (Depth Interviews) with Chief Sustainability Officers (CSOs)

CMOs

Top 100 companies with net-zero declarations were covered for this study



## Our study insights assisted the client

Meaningful insights were provided to the client which helped in understanding how the top companies takes adequate measures in reducing carbon emissions.

New ways of further reducing the carbon emission were showcased in the report.



## Case Study #2 : Market Landscape Study (Filtration)



### Research Objective

- To understand the size of the addressable markets that exists with the filtration products in markets and their long-term growth rates



### Sample size

**Total sample :** 85 IDIs from each category  
**Coverage :** Pan India



### Methodology, Target Audience

- Conducted DIs (Depth Interviews) with GMs and above in the company associated.
- The sectors covered for this study –
  - ☐ Environmental
  - ☐ Logistics and supply
  - ☐ Diagnostic
  - ☐ Agriculture
  - ☐ Food and Beverage
  - ☐ Industrial
  - ☐ Healthcare



### Our study insights assisted the client

The study helped the client in understanding the white spaces from different segments of the industry. i.e. soil testing , water testing etc.the kind of equipment being used and enhancements that can be offered keeping in mind filtration products

## Case Study #2 : EV Study



### Research Objective

To understand the driving habits of the consumers using EV (electric vehicles)



### Sample size

**Total sample :** 50 IDIs from each category

**Coverage :** Pan India



### Methodology, Target Audience

- IDIs (In-Depth Interviews) among owners of EV
- Males / Females



### Our study insights assisted the client

The study helped the client in understanding the driving habits with EV...how they start their journey till the end of the day were showcased, the time spent in charging filled with other activities to reimburse the time spent at the petrol station were picked up and shared with the client effectively

「 Thank You 」

