

A Review- Research Paper on Marketing Strategy of “EMFLUX” Motors, India

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ABSTRACT

Marketing plays the most important role for any product to create awareness and for selling the products, marketing help to branding the product and brand recognition creates value for the product. There are lots of electric bike companies are manufacturing the electric bike and Emflux motor is one of them to stay in the top the marketing strategy must be unique and attractive on the same concept Emflux Motor work. The main objective of this paper to focused on marking strategy of Emflux Motors from 2016 onward and understanding how effectively they strategies and implement in the market and to understand the brand position after those all marketing strategies.

INTRODUCTION

Emflux Motors was unlisted private limited company of electric vehicle manufacturer founded by Varun Mittal, Ankit Khatri, Vinayraj Bangalore Somashekar in 2016 who believed in the potential of Electric Technology to completely change the landscape of transportation & mobility. The head office of the company is at Audugodi, Bangalore, Karnataka. They understand that mankind has only just begun to scratch the surface of the immense potential and opportunities that electric technology presents. Their mission is to empower 10 Million electric two wheeler's in India by 2027 with their two-pronged market focus, firstly build brand and loyalty by producing high performance electric motorcycle and secondly create an ecosystem of partner OEMs to whom they will become the technology and component supplier.

Objectives of The Paper

1. To find out which type of marketing strategies company used.
2. To find out how they positioned there brand in market.
3. Also, to find out which marketing strategy get more effective to company.
4. To find out the different challenges faced by company during the Indian market.

LITERATURE REVIEW

1. Mission of Company:
Company going to empower 10 Million electric two wheeler's in India by 2027 with their two-pronged market focus, firstly build brand and loyalty by producing high performance electric motorcycle and secondly create an ecosystem of partner OEMs to whom they will become the technology and component supplier.[1]
2. “Electric Bikes in the People’s Republic of China” concluded in their report that there has been a rapid transition to e-bikes and scooters. This e-bike growth has been partly because of improvements in rechargeable valve-regulated lead acid battery technology. Further growth in the market and a transition from VRLA to lithium-ion batteries will lead to greater improvements in performance and cost. Li-ion battery technology gains more real-world use in e-bike and other applications, it may become more competitive.[8]
3. “Electric Two-Wheelers in India and Viet Nam” in their research they found that, E -scooter adoption is dependent on a number of variables, including purchase price, operating costs, maintenance cost (battery purchase), performance, and regulation. One of the common themes among survey respondents and other transport experts in both cities is that e-scooters suffer a perception problem. Individuals seem skeptical of their reliability or perceive them to be low-power, low-performance vehicles whose quality is not proven. In fact, a poor reputation for quality is likely a significant factor.[9]

PRODUCTS

1. Emflux One Motorcycle: -

They first brought the Emflux One electric motorcycle earlier year. The bike comes with an impressive list of specs: - Its creator, the Bangalore-based EV startup Emflux, claims it is being powered by a liquid-cooled 50 kW (71 hp) motor capable of providing 84 Nm (62 lb-ft) of torque along the bike’s single-sided swingarm. They claim it is already achieving a 0-100 km/h (0-60 mph) time of just 3.0 seconds and a top speed of 200 km/h (120 mph) and that the bike hasn’t even reached its full potential yet. The 169 kg (373 lb.) Emflux One is said to be capable of reaching up to 200 km (121 mi) on a single charge of its Samsung battery, which

can be recharged from 0-80% in just 36 minutes. And with an expected price of under \$9k, the Emflux One is designed to be affordable compared to other high powered electric motorcycles.[1]



Fig. Emflux One Motorcycle

2. Emflux Two Motorcycle: -

Company expect to launch the Emflux Two until 2021. The company has stated that it is designed to be an even more affordable model to follow the Emflux One. The new Emflux Two will be based on the Emflux One. The AC induction motor is also expected to be the same on Emflux Two that will be good for churning out respective power and torque outputs of close to 67 bhp and 84 Nm. The Emflux Two will be able to sprint from 0 to 100 kmph in under 3 seconds and will be able to achieve a top speed of 200 kmph.[2]

Just like the Emflux One, the upcoming Emflux Two is also expected to get features like smartphone connectivity and a colored TFT instrument cluster. Like the Emflux One, the Emflux Two will most likely get top spec components like Ohlin’s suspension set up and Brembo brakes at both ends with Continental dual-channel ABS (Anti-Lock Braking System). We believe that the motorcycle will be priced north of Rs 5 lakh (on-road) and will be a hoot to ride.[2]

COMPETITORS

There are lots of Electric Motorcycle manufacturer competitors in Indian Market as follow [4][5]

Top Current Competitors	Other Current Competitors	Upcoming Competitors
1. Revolt RV400 2. Tork T6X 3. Ultraviolette Automotive	1. Hero 1.1. Electric Optima 1.2. Electric Optima Plus 1.3. Electric Cruz 1.4. Electric AXLHE-20 1.5. Electric Maxi 2. Avon E Scoot 3. Indus 3.1. Yo Xplor 3.2. Yo Spark	1. Evolet Hawk 2. EeVe Tesoro 3. TVS Creon 4. Bajaj Urbanite

Table - Competitors To Emflux Motors

MARKETING STRATEGIES

1. Emflux Motors caught everyone's attention at the 2018 Auto Expo: -

In Auto Expo-2018 at India Expo Mart, Greater Noida, Uttar Pradesh, India Emflux launch their first electric motorcycle to showcase their actual physical product with specification and with the expected price range tag to create awareness of product in market. They know that at auto expo there are lots of media people are present to cover the news of automobile and through which they promoted their motorcycle over the country without investing much more in that expo.

2. Social Media Marketing: -

They have active and interactive social media pages with a quality and updated posts which they used as a cheapest and large audience coverage platform for marketing and advertising they products because they know in India large audience using the social media platforms, and they also invest their funds in building the qualitative bike rather than investing in advertising and promotions. They have the following social media pages on different platforms listed below:

- Facebook - <https://www.facebook.com/emfluxmotors/> (6,319 followers)
- Twitter - <https://twitter.com/EmfluxMotors> (1,193 Followers)
- Instagram - <https://www.instagram.com/emfluxmotors/> (5,797 followers)

3. Media Presence: -

Emflux has created an online presence on all well-known automobile and newspaper sites which are listed below from those platforms they create awareness and gives a detail information and specification about that motorcycle to compete with those above competitors:

- Autocar India
- Inc42
- Car and Bike
- The Quint- Bloomberg
- ET Auto
- Financial Express
- Overdrive
- Drivespark
- International Business Times
- CleanTechnica
- Jagran Auto
- MotoMaxx
- MotoVaganza
- E27
- Motoroids

CHALLENGES FACING TOWARDS LAUNCH OF EMFLUX ONE

- 1 According to the company, all the components of its ONE, including Mechanical, Electrical and Design are manufactured at the Bengaluru facility which is causing the delay in the final product.[7]
- 2 Lack of investments is also an add-on which is slowing down ONE's development. The company is so far able to raise 4.65 crore from different entrepreneurs which is still not sufficient for a start-up to build a superbike from the scratch.[7]
- 3 Emflux Motors also stated that they have made some changes to the bike for better performance. The motor is optimized, the aesthetic design is improved in terms of 'surface flow' and 'maturity', the electronic circuit is being tested rigorously etc. [7]

CONCLUSION

Through the research it is found that Emflux Motors found the gap in Indian automobile market and after considering the limitations of fuel resources currently using they hit that gap with their unique electric motorcycle that caught everyone's attention at the "Auto Expo-2018" without investing much more funds they got the best initial platform for marketing their product. In marketing strategy, they focused on initially at lower cost more impact maker marketing platform like Social Media, Auto-Expo and Media Presence to create awareness of their product in market. Through research it is found that their marketing strategies are more effective to grab the automobile market but due to few challenges they lag behind, challenges like:

- All the components of its electric motorcycle, including Mechanical, Electrical and Design are manufactured at the Bengaluru facility which is causing the delay in the final product.
- Lack of investments which is slowing down Electric motorcycle development.
- They also stated that they have made some changes to the bike for better performance and this factor delayed the launched of the motorcycle in market.

Due to all those factors Emflux Motor delayed their launched of electric motorcycle in market and others competitors of electric motorcycle manufacturer like Hero, Revolt, Tork, Ultraviolette Automotive and few others got a opportunities to grab by the market and they launched theirs electric motorcycles in market before Emflux Motor .

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