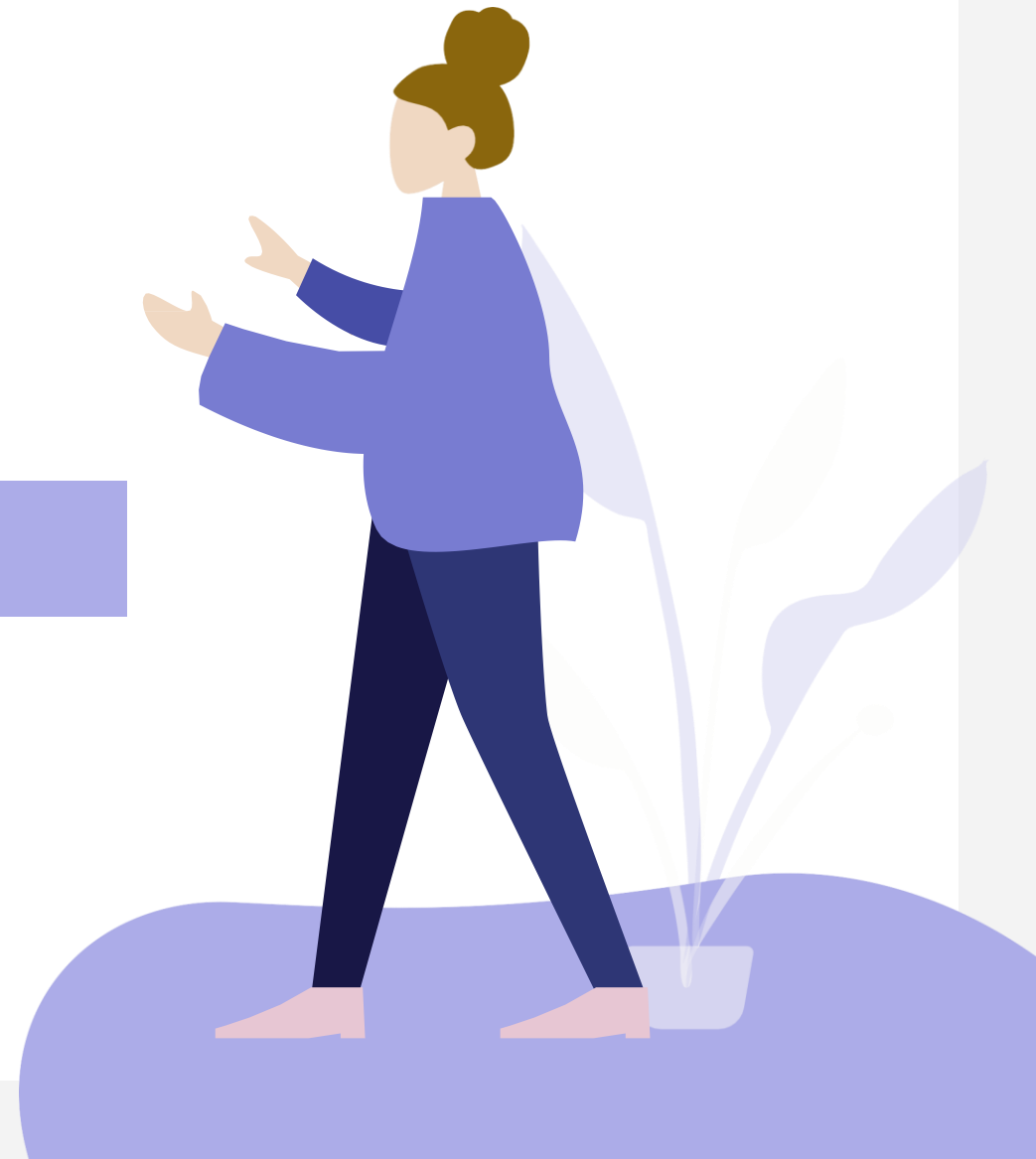


INDIA UNLOCKS

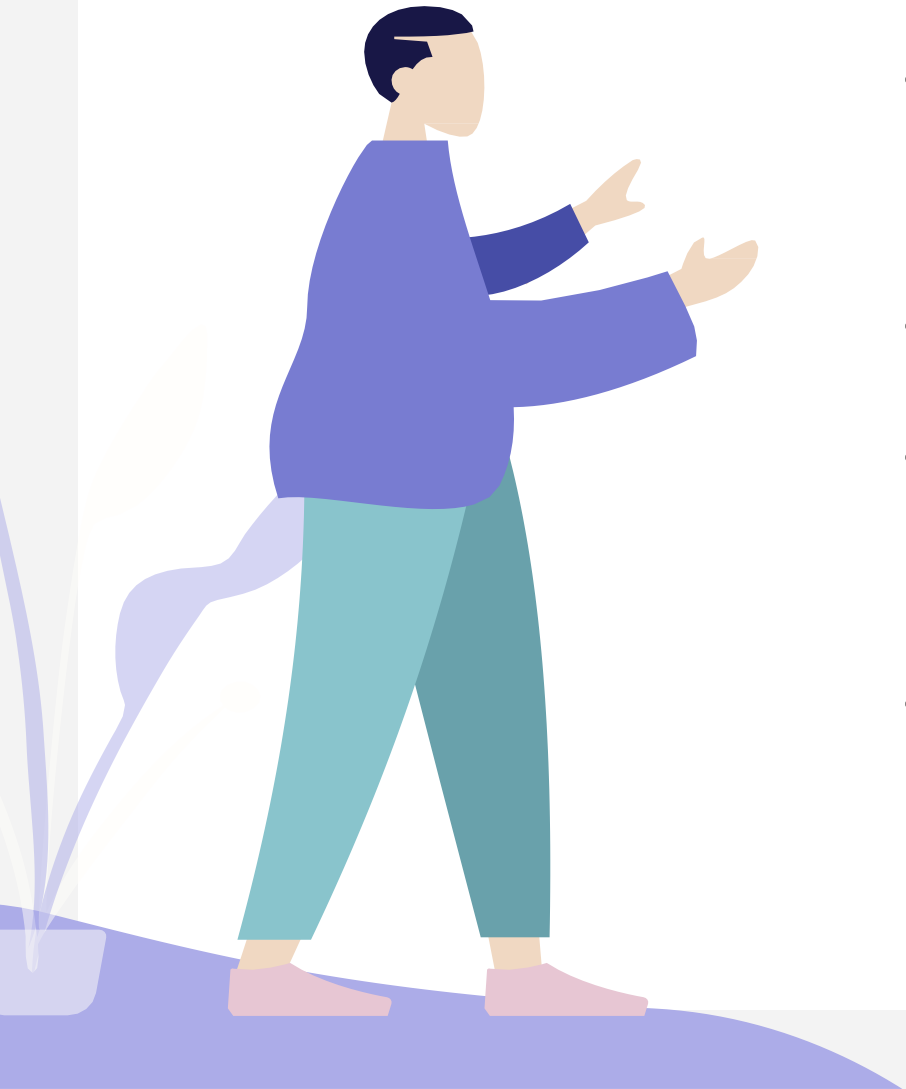
BATTERY BUYING BEHAVIOUR IN INDIA

A comprehensive survey on 2W and 4W category

A girnarSOFT Initiative | Sep, 2020



WHY DOES THIS SURVEY MATTER?



- Respondents of this survey are *“in-market buyers”* who have *“high intent”* to purchase a battery
- Respondents are based across India
- The data collection has been done through a telephonic interaction
- In-market audience*(N) = 448

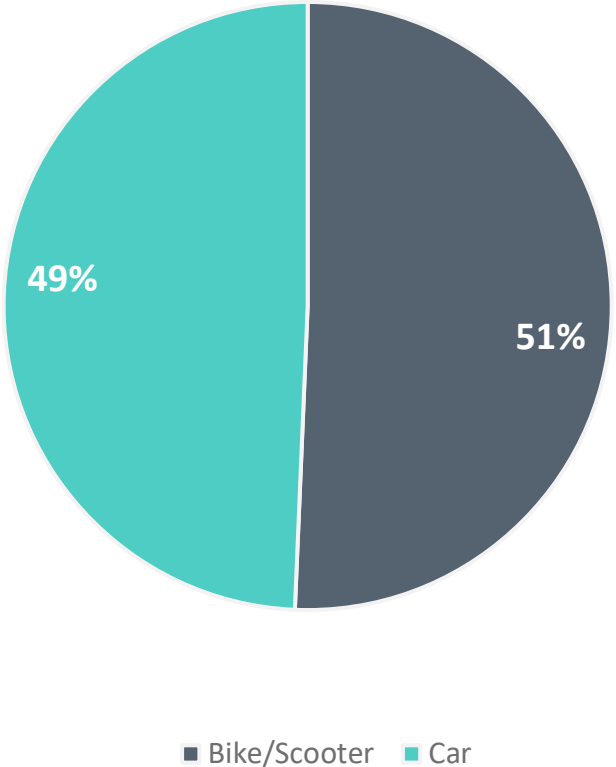
SEGMENTS CONSIDERED IN THE SURVEY

TWO-WHEELER | FOUR-WHEELER



For which vehicle type were you looking for a battery?

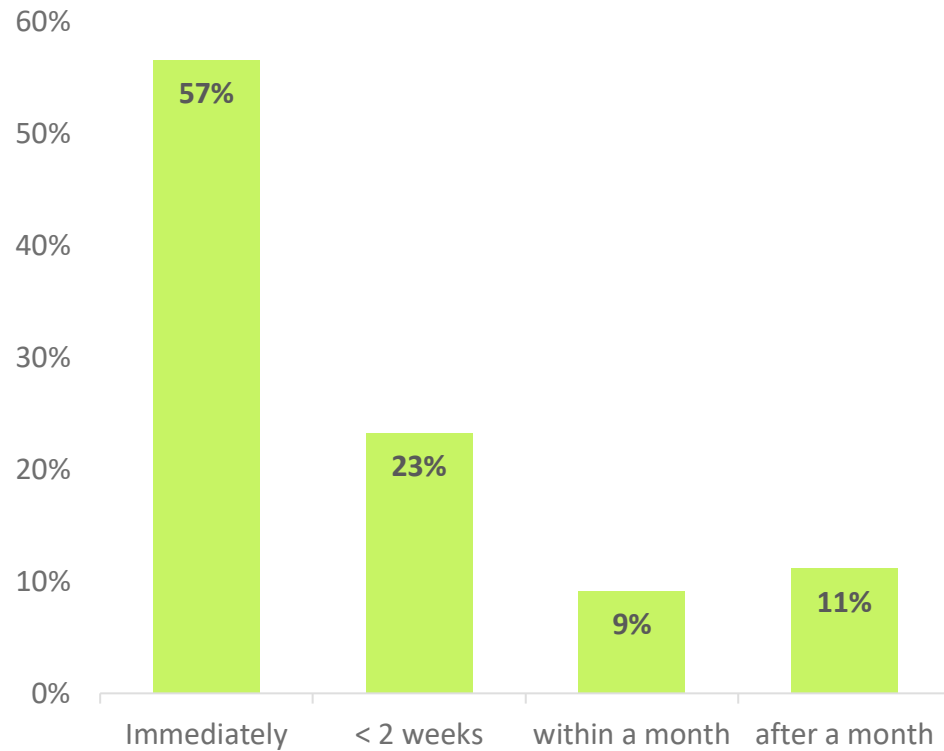
51% respondents are looking for battery for their 2-wheeler



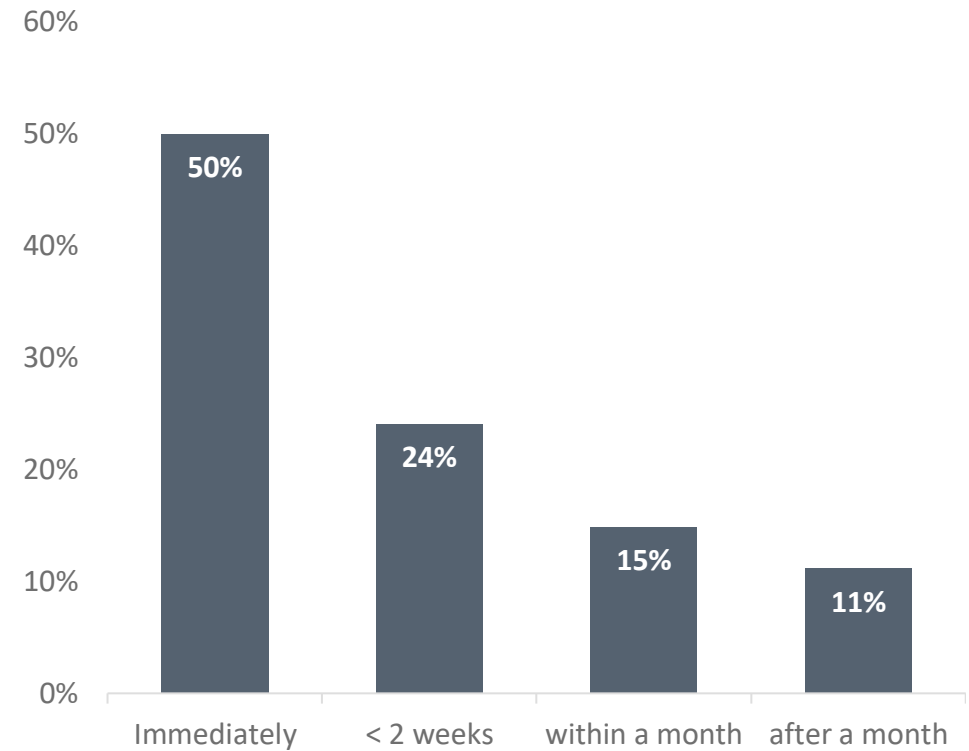
How soon will you change your vehicle's battery?

50%+ respondents need to make the purchase immediately

BIKES/SCOOTER



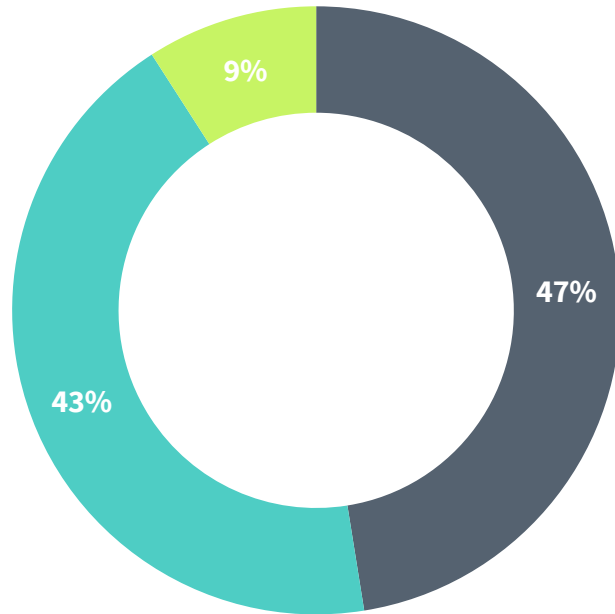
CAR



How will you prefer getting your battery installed?

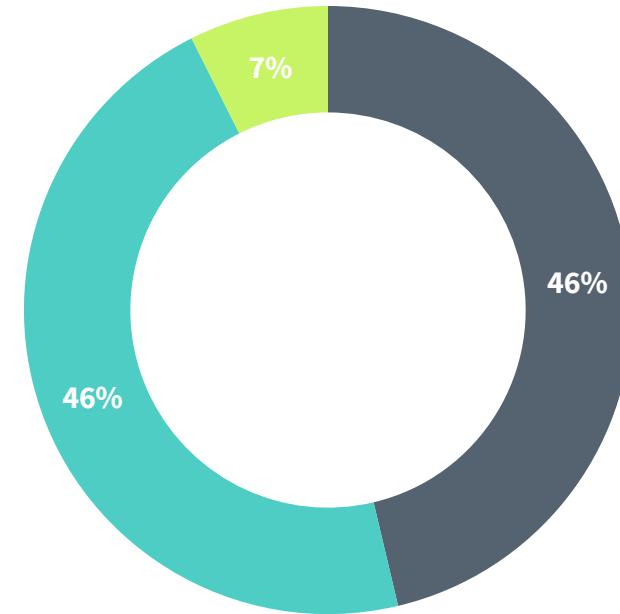
43-46% respondents are willing to opt for home delivery and fitting

BIKES/SCOOTER



- Will take to workshop
- Home delivery & fitting
- Vehicle pick & drop

CAR

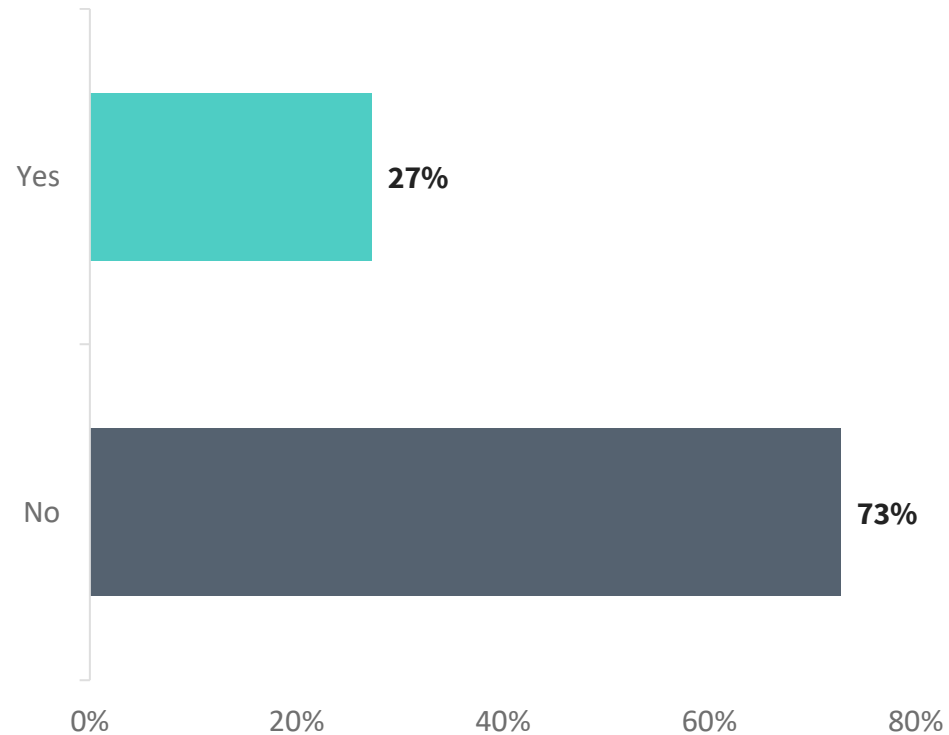


- Will take to workshop
- Home delivery & fitting
- Vehicle pick & drop

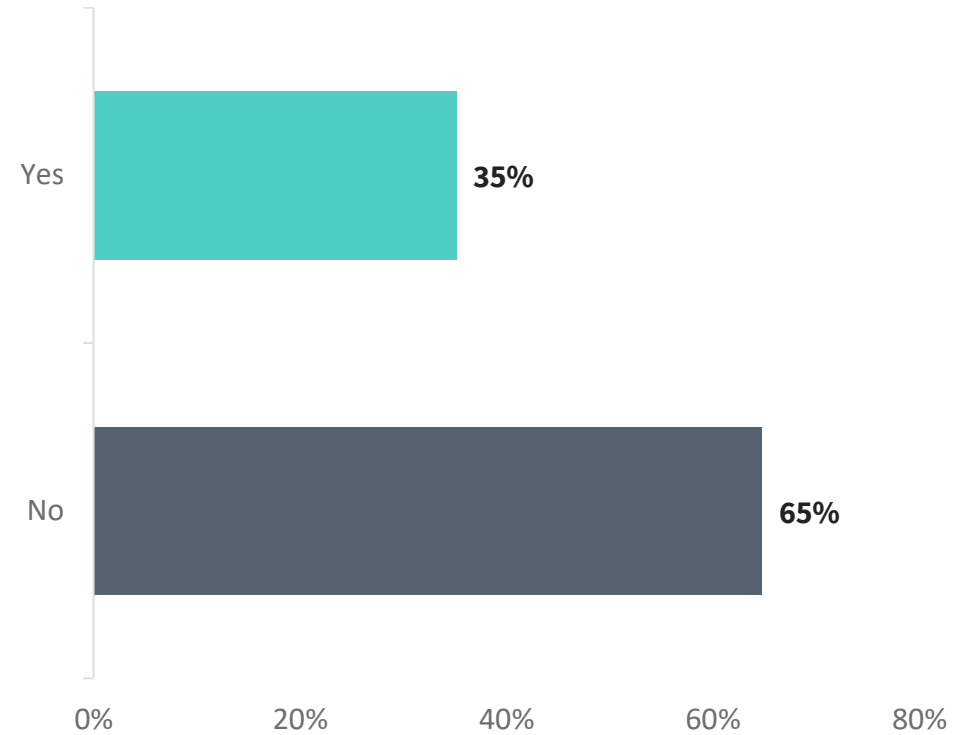
Will you avail home delivery and fitting for an extra cost?

27-35% respondents are willing to opt for home delivery at extra cost

BIKES/SCOOTER



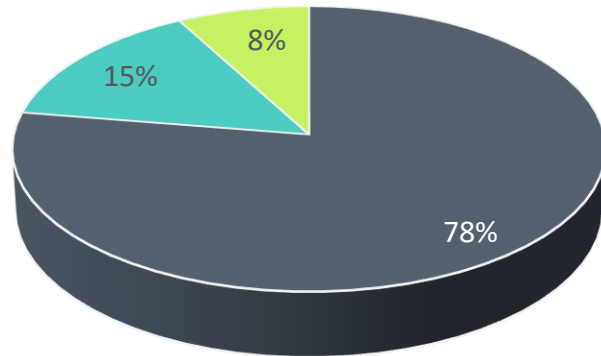
CAR



How did you decide you require a battery change?

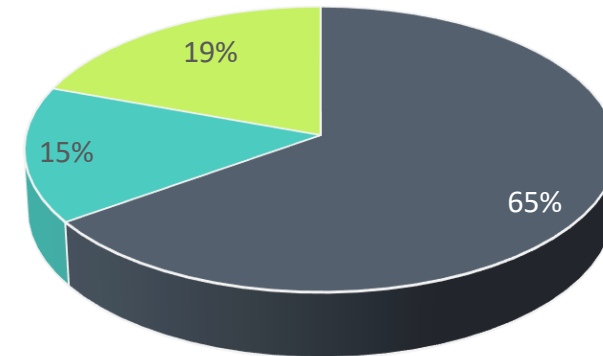
65%+ respondents change their battery only when they face an issue

BIKES/SCOOTER



- Issue with vehicle
- Mechanic advised
- Follow manufacturers interval

CAR

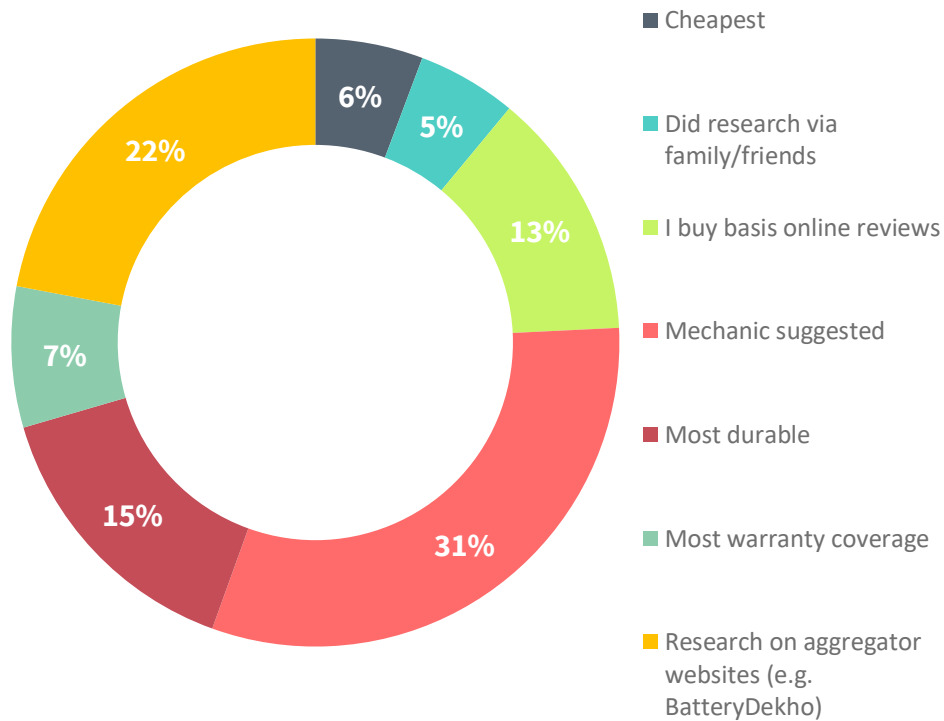


- Issue with vehicle
- Mechanic advised
- Follow manufacturers interval

How did you choose which battery to buy?

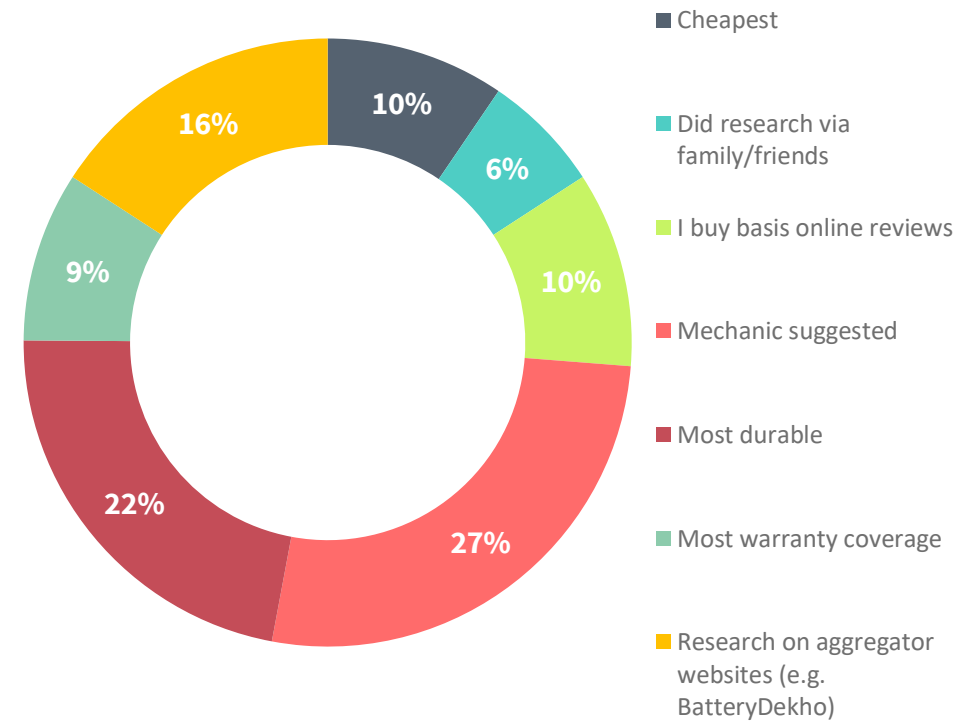
Suggestion by mechanic followed by research on aggregator sites are most preferred ways of selection

BIKES/SCOOTER



Suggestion by mechanic followed by durability are preferred ways of selection

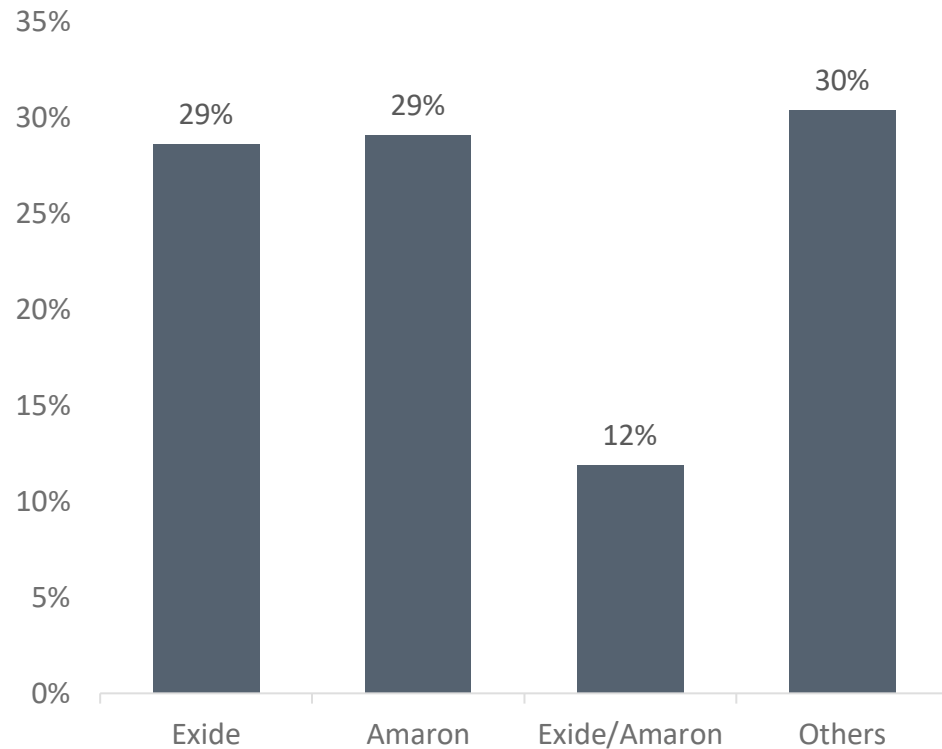
CAR



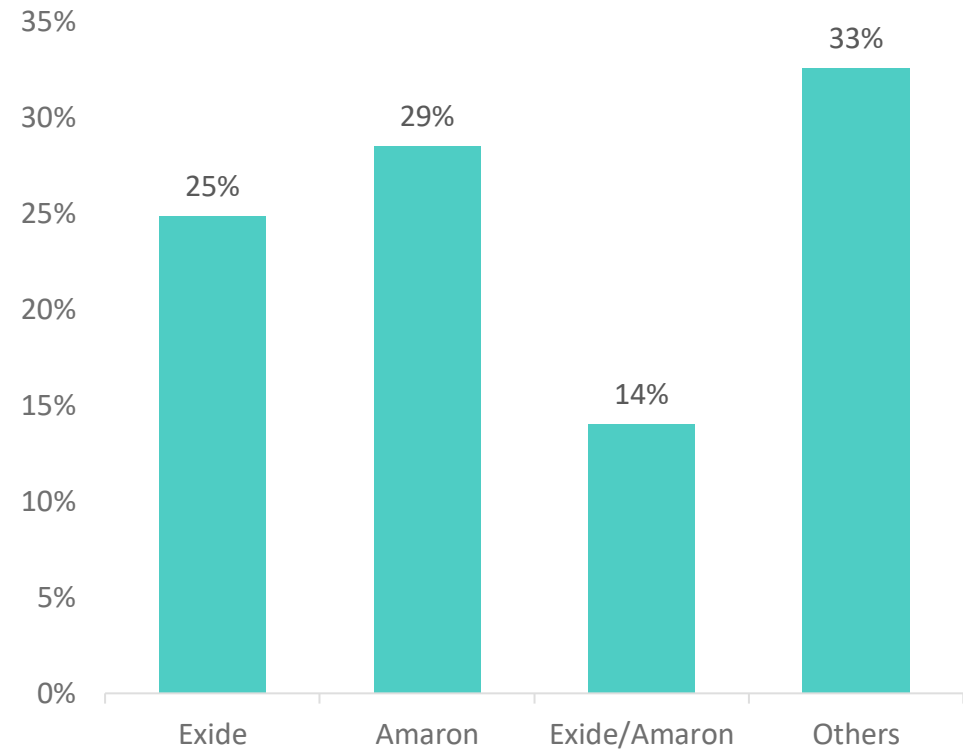
Which of the following brands are you aware of?

Exide and **Amaron** occupy top of mind recall

BIKES/SCOOTER



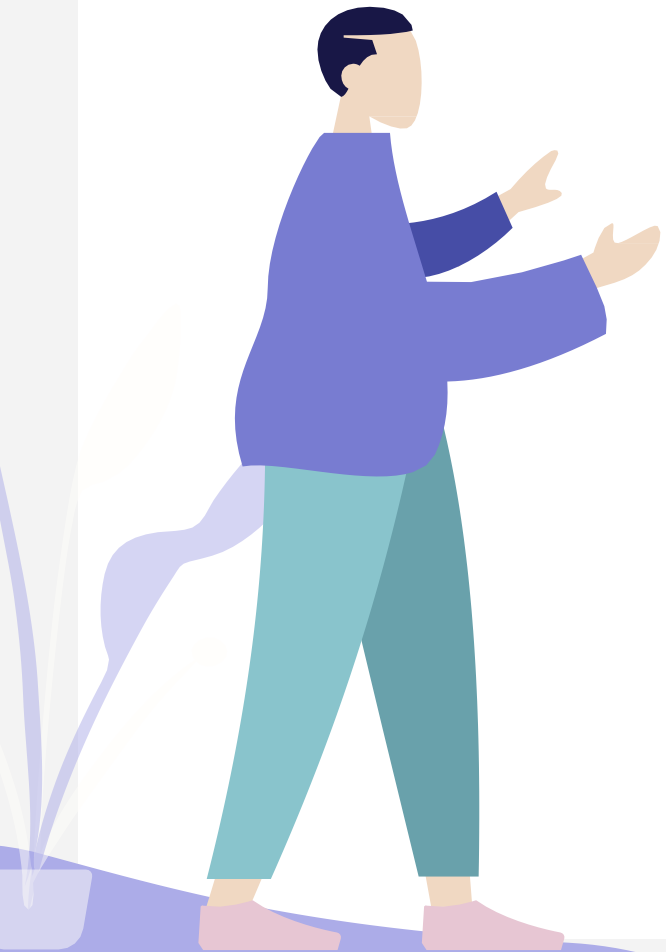
CAR



Key findings of this survey



- Home delivery and fitment is seen as an emerging trend
- Consumers willing to pay extra for convenience and safety
- Suggestion by mechanic, aggregator sites and durability are top sources/reasons to consider for selection
- There is a percentage of consumers who follow manufacturer's interval of replacement



Thank You

We truly appreciate your time and effort