

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



## Case Study

**IIMK/CS/151/MM/2022/05**

**March 2022**

**Ola Scooter – The first mass market electric automobile**

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## **Ola Scooter – The first mass market electric automobile**

### **Abstract:**

Earlier this month, the long-awaited OLA electric scooter became available in India for the first time. The scooter has already attracted a lot of attention because of the low prices and high-quality features it is offering at launch. According to Ola Electric, they were able to produce 1,000 units per day in January, but only sold 1,102 units in February 2022. There were just a few hundred of the 1,000 electric scooters Ola Electric started making in the first week of January, a start-up giant. According to data provided by the Federation of Automobile Dealers Associations, the Bangalore-based company sold 1,102 electric scooters in January (FADA). Even more interest is expected in the future. In January, Ola Electric's retail sales were lower than usual because its vehicles were being transported, according to Ola Electric. A vehicle with registration can be delivered in less than ten days to any location in the country, according to the Federal Auto Dealers Association. Because there was no lockdown, RTOs were fully functional during the third wave of the pandemic. What should Ola do to make the product a success is at the heart of the case.

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