TVS

iQube



Media Planning

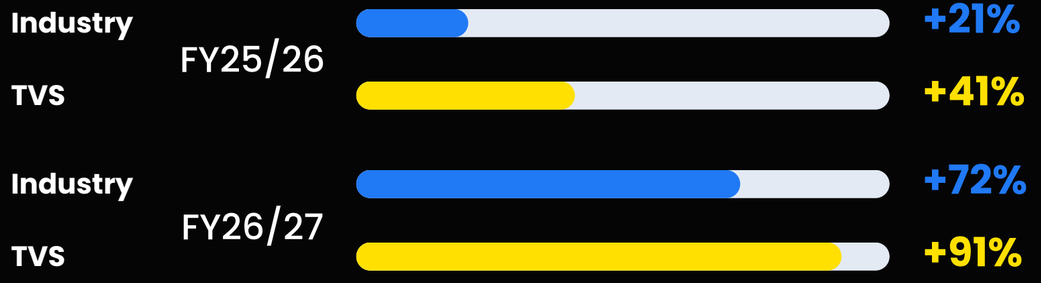
INDUSTRY INSIGHTS

GROWTH

Electric 2W

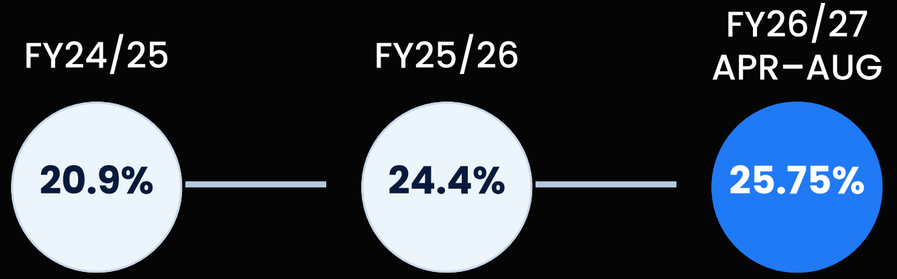


Electric Scooter / M-Cycle

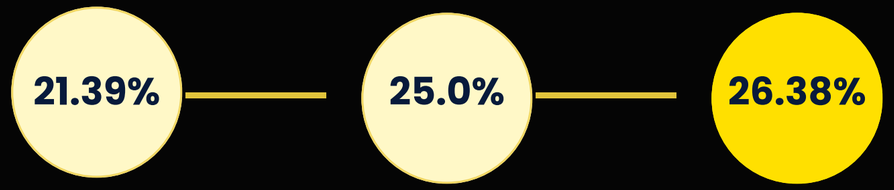


TVS MARKET SHARE

ELECTRIC 2W



E-SCOOTER



Source: Vahan

TVS iQube

India’s family EV is now a six-variant portfolio

6

VARIANTS ACROSS 2.3–5.3 KWH

₹95,124–₹1,46,877

EFFECTIVE EX-SHOWROOM PRICE RANGE

UP TO 212 KM IDC RANGE

118+ CONNECTED FEATURES

A broad ladder lets TVS recruit value seekers and premium family upgraders with one nameplate



COMPETITION ANALYSIS

DIRECTIONAL MARKET-SHARE CHECK



ATHER

450 SERIES

PERFORMANCE + SOFTWARE

3 variants | ₹1.36L+

17.1% → 16%

Market Share

BAJAJ

CHETAK 35 SERIES

BUILD + TRUST

3 variants | ₹1.10–1.35L

20.6% → 22.8%

Market Share

OLA

S1 GEN 3

TECH + VALUE

9 battery variants
₹0.85–1.70L

11.7% → 7.1%

Market Share



RAHUL MEHTA

THE PRACTICAL URBAN SWITCHER

"Smarter upgrade, no new inconvenience."

DEMOGRAPHICS

- **32** years old
- **₹15L** personal income
- **Metro**
- Married / young family
- Petrol 2W owner
- **20 km** daily

WHAT DRIVES THE BUY

- Lower everyday running cost
- TVS trust + practical smart features
- A scooter the household can use

WHAT STOPS THE BUY

- Range, charging and battery anxiety
- Upfront price + uncertain resale
- Nearby EV service capability
- "My petrol scooter still works"

HOW HE BEHAVES

- Google + YouTube + auto-site research
- Compares iQube, Chetak, Ather and Ola
- Checks savings, charging and owner reviews
- Spouse input → test ride → booking

Better Rides A Brighter Tomorrow

COMMERCIAL OBJECTIVE

SEPTEMBER–OCTOBER MARKET-SHARE BRIDGE

4,32,599 → INDIA E-SCOOTER SALES

2,16,300 → TOP 20 METROS @50%

57,059 → TVS @26.38%

64,889 TVS @30%

+7,830
TVS SALES NEEDED
× 70% iQube mix

= 5,481 Incremental iQube Sales

181 FLIPKART SALES + **5,300** LEAD-CONVERTED SALES at 1% → **5,30,000** LEAD GOAL

5,481 = 181 Flipkart sales + 5,300 sales generated from 5.3 lakh leads

Planning assumptions: metros = 50% of India demand; iQube = 70% of TVS; lead-to-sale = 1%

Media Plan



Search

Duration: **1 Sept – 31 Oct**

- **100 Keywords**
- Avg Monthly Search Volume: **1.27 cr**
- Avg CPC: **3.92**
- CR: **5%**
- Leads: **3,45,939**
- Cost: **₹2.7 cr**



Awareness

- Platforms: **Youtube, Meta**
- **Impact through: JioHotstar**
- Duration: **1 Sept – 10 Oct**
- Impressions: **42.72 Cr**
- Cost: **4.95 Cr**



JioHotstar

- Objective: **Awareness (Impact)**
- **Masthead, Bigg Boss**
- Campaign Duration:
  1 Sept - 3 Sept & 4 Sept - 6 Sept
- Asset duration: **15 secs & 30 secs**
- Deliverables:
  Reach- **3.3 cr + 66 lac**
  Frequency- **3 & 6**
  Impressions- **9.9 Cr + 3.96 Cr**
  Cost- **1.89 Cr**




01 | 0–3 SEC
A Brighter You Today
YOUR PHONE GOT SMARTER.
5:45 AM
Time to do more


02 | 3–6 SEC
YOUR WATCH GOT SMARTER.
Today
Team Meeting
9:00 AM
Gym
6:00 PM
8,432
steps


03 | 6–9 SEC
EVEN YOUR WALLET GOT SMARTER.
Chai
Coffee
Sandwich
Healthy Bites
A Better Day Ahead
Scan & Pay with UPI
UPI


04 | 9–12 SEC
WHAT ABOUT YOUR COMMUTE?
PETROL
E
F


05 | 12–22 SEC
SMART IS HOW YOU MOVE.
Turn right in 200 m
78 km
Q-Park Assist


06 | 27–30 SEC
TVS
YOUR LIFE GOT SMARTER.
YOUR COMMUTE SHOULD TOO.
TVS
iQUBE
ELECTRIC
SWITCH TO SMART MOBILITY.
A Smarter Tomorrow Together

YouTube

- Objective: **Awareness**
- **Non-Skippable Reach**
- Campaign Duration: **1 Sept - 10 Oct**
- Targeting: 25-44, Affinity: Green Living Enthusiasts, In-market: Scooters, Electric Scooters, Custom: Keywords- new scooters, electric scooters, URLs- bikewale.com, bikedekho.com
- Asset duration: **15 secs & 30 secs**
- Deliverables:

  Reach- **5.2 cr**

  Frequency- **4**

  Impressions- **20.8 cr,** Cost- **2.49 cr**




01 | 0–3 SEC
A Brighter You Today
YOUR PHONE GOT SMARTER.
5:45 AM
Time to do more


02 | 3–6 SEC
YOUR WATCH GOT SMARTER.
Today
Team Meeting
9:00 AM
Gym
6:00 PM
8,432
steps


03 | 6–9 SEC
EVEN YOUR WALLET GOT SMARTER.
Chai
Coffee
Sandwich
Healthy Bites
A Better Day Ahead
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Turn right in 200 m
78 km
Q-Park Assist


06 | 27–30 SEC
TVS
YOUR LIFE GOT SMARTER.
YOUR COMMUTE SHOULD TOO.
TVS
iQUBE
ELECTRIC
SWITCH TO SMART MOBILITY.
A Smarter Tomorrow Together

Meta

- Objective: **Awareness**
- **Reel**
- Campaign Duration: **1 Sept – 10 Oct**
- Targeting: 25-45, Top 20 Metros, Behaviors: Commuters, Interests: Electric motorcycles and scooters, Scooters (vehicle), TVS Scooty
- Asset duration: **30 secs**
- Deliverables:

  Reach- **2.01 Cr**

  Frequency- **4**

  Impressions- **8.06 Cr**

  Cost- **56.44 lac**


01 | 0–3 SEC
A Brighter You Today
YOUR PHONE GOT SMARTER.
5:45 AM
Time to do more


02 | 3–6 SEC
YOUR WATCH GOT SMARTER.
Today
Team Meeting
9:00 AM
Gym
6:00 PM
8,432
steps


03 | 6–9 SEC
EVEN YOUR WALLET GOT SMARTER.
Chai
Coffee
Sandwich
Healthy Bites
A Better Day Ahead
Scan & Pay with UPI
UPI


04 | 9–12 SEC
WHAT ABOUT YOUR COMMUTE?
PETROL
E
F


05 | 12–22 SEC
SMART IS HOW YOU MOVE.
Turn right in 200 m
78 km
Q-Park Assist


06 | 27–30 SEC
TVS
YOUR LIFE GOT SMARTER.
YOUR COMMUTE SHOULD TOO.
TVS
iQUBE
ELECTRIC
SWITCH TO SMART MOBILITY.
A Smarter Tomorrow Together



Duration: **1 Oct – 10 Oct**

Consideration

- Platforms: **Meta, GDN**
- **Impact through: bikewale.com**
- Duration: **1 Sept – 10 Oct**
- Traffic: **16.07 lac**
- CTR: **1%**
- Cost: **1.52 Cr**



Meta

- Objective: **Traffic**
- **Static, Carousel**
- Campaign Duration: **1 Sept – 10 Oct**
- Targeting: 25-45, Top 20 Metros, Behaviors: Commuters, Interests: Electric motorcycles and scooters, Scooters (vehicle), TVS Scooty
- Deliverables:
  Traffic- **3.02 lac**
  CTR- **1%**
  Cost- **30.24 lac**




TVS iQUBE ELECTRIC
TVS
SWIPE TO SEE
WHAT MAKES A COMMUTE SMART?
TVS iQube
01 — 07


TVS iQUBE ELECTRIC
TVS
SMART RANGE
GO FARTHER.
THINK ABOUT CHARGING LESS.
UP TO 212 KM IDC RANGE*
HOME
WORK
*Top variant. Under standard test conditions.
02 — 07


TVS iQUBE ELECTRIC
TVS
SMART CHARGING
YOUR CHARGING STATION COULD BE AT HOME.
PLUG & PLAY CHARGING WITH A 15A SOCKET.
03 — 07


TVS iQUBE ELECTRIC
TVS
SMART CONNECTIVITY
KNOW WHERE YOU'RE GOING.
AND HOW FAR YOU CAN GO.
TURN-BY-TURN NAVIGATION
DISTANCE-TO-EMPTY
500 m
Turn right onto 80 Feet Road
07:24 PM
78 km
RANGE
ECO
04 — 07


TVS iQUBE ELECTRIC
TVS
SMART MANOEUVRING
EVEN PARKING GETS SMARTER.
Q-PARK ASSIST
B1
05 — 07


TVS iQUBE ELECTRIC
TVS
SMART SAVINGS
LESS DEPENDENCE ON THE PETROL PUMP.
PETROL
CLEANER CITIES BRIGHTER TOMORROWS
Fueling A Brighter Tomorrow
MORE EFFICIENT EVERYDAY MOBILITY.
06 — 07


TVS iQUBE ELECTRIC
TVS
READY TO MAKE THE SMART SWITCH?
TVS iQube
EXPLORE iQUBE
SWITCH TO SMART MOBILITY.
07 — 07

GDN

- Objective: **Traffic**
- Campaign Duration: **1 Sept – 10 Oct**
- Targeting: 25-44, Affinity: Green Living Enthusiasts, In-market: Scooters, Electric Scooters, Custom: Keywords- new scooters, electric scooters, URLs- bikewale.com, bikedekho.com
- Deliverables:
  Traffic- **7.8 lac**
  CTR- **1%**
  Cost-**46.8 lac**



bikewale.com

- Objective: **Traffic (Impact)**
- **Static**
- Campaign Duration: **5 Oct – 7 Oct**
- Deliverables:
  Traffic- **5.25 lac**
  CTR- **1%**
  Cost- **75 lac**




TVS iQUBE ELECTRIC
TVS
SMART ISN'T A FEATURE.
IT'S WHAT IT SOLVES.
SMART RANGE
UP TO 212 KM IDC*
SMART CHARGING
PLUG INTO A 15A SOCKET
SMART CONNECTIVITY
NAVIGATION +
DISTANCE-TO-EMPTY
SMART
EVERYDAY RIDING
Q-PARK ASSIST
THIS DIWALI, DISCOVER A SMARTER WAY TO MOVE.
EXPLORE iQUBE >
SWITCH TO SMART MOBILITY.
*Top variant. Under standard test conditions.


TVS iQUBE ELECTRIC
THIS DIWALI
TVS
MAKE EVERY JOURNEY
BRIGHTER. AND SMARTER.
SWIPE TO SEE WHAT MAKES iQUBE SMART.
01 — 07


TVS iQUBE ELECTRIC
TVS
SMART RANGE
GO FARTHER. THINK ABOUT CHARGING LESS.
UP TO
212 KM
IDC RANGE*
*Top variant. Under standard test conditions.
02 — 07


TVS iQUBE ELECTRIC
TVS
SMART CHARGING
YOUR CHARGING STATION
COULD BE AT HOME.
PLUG & PLAY CHARGING WITH A 15A SOCKET
03 — 07


TVS iQUBE ELECTRIC
THIS DIWALI
TVS
SMART CONNECTIVITY
KNOW WHERE YOU'RE GOING.
AND HOW FAR YOU CAN GO.
TURN-BY-TURN NAVIGATION
DISTANCE-TO-EMPTY
200 m
Turn right
onto 1st Cross Road
102 km
RANGE
04 — 07


TVS iQUBE ELECTRIC
THIS DIWALI
TVS
SMART MANOEUVRING
EVEN PARKING GETS SMARTER.
Q-PARK ASSIST
05 — 07


TVS iQUBE ELECTRIC
THIS DIWALI
TVS
PETROL
SMART SAVINGS
LESS DEPENDENCE
ON THE PETROL PUMP.
MORE EFFICIENT EVERYDAY MOBILITY.
06 — 07


TVS iQUBE ELECTRIC
TVS
BRING HOME
SMARTER JOURNEYS
THIS DIWALI.
TVS iQube
EXPLORE iQUBE
SWITCH TO SMART MOBILITY.
07 — 07

Conversion

- Platforms: **Meta, Google**
- Bookings through: **Flipkart**
- Duration: **11 Oct – 31 Oct**
- Conversions:
  184061 leads & 362 bookings
- CR: **3.9% (leads)**
  & 1% (bookings)
- Cost: **5.35 cr**



Meta

- Objective: **Leads**
- **Static, Reel**
- Campaign Duration: **11 Oct – 31 Oct**
- Targeting: 75% of video, Website visitors
- Asset duration: **30 secs**
- Deliverables:
  Leads- **45k**
  CR- **3%**
  Cost- **1.12 cr**




TVS
iQUBE
ELECTRIC
100%
10:24 AM
102
km
ECO
Turn right
200 m
YOU'VE SEEN THE RANGE.
01 | 0–3s


A SMARTER
TOMORROW
TOGETHER
TVS
iQUBE
ELECTRIC
YOU'VE CHECKED
THE FEATURES.
02 | 3–5s


NOW
RIDE IT.
03 | 5–8s


300 m
Continue straight
30
km/h
ECO
Q-PARK
04 | 8–11s


TVS
iQUBE
ELECTRIC
A SMARTER
TOMORROW
TOGETHER
THE SMARTEST WAY TO DECIDE?
RIDE IT.
TVS
BOOK YOUR TVS iQUBE TEST RIDE >
SWITCH TO SMART MOBILITY.
05 | 11–15s


TVS iQUBE ELECTRIC
BRING HOME SMARTER JOURNEYS THIS DIWALI.
THE SMARTEST WAY TO DECIDE? RIDE IT.
Feel the instant acceleration.
Try the smart features.
Experience the commute for yourself.
BOOK A TEST RIDE ›
TVS
TVS
SMARTER TODAY CLEANER TOMORROW
RIDE TOWARDS A BRIGHTER TOMORROW
TVS iQube | SWITCH TO SMART MOBILITY


TVS iQUBE ELECTRIC
100%
10:24 AM
102 km
ECO
Turn right
200 m
YOU'VE SEEN THE RANGE.
01 | 0–3s


A SMARTER TOMORROW TOGETHER
TVS iQUBE ELECTRIC
YOU'VE CHECKED THE FEATURES.
02 | 3–5s


NOW RIDE IT.
03 | 5–8s


300 m
Continue straight
30 km/h
P
Q-PARK
04 | 8–11s


TVS iQUBE ELECTRIC
A SMARTER TOMORROW TOGETHER
BRING HOME SMARTER JOURNEYS THIS DIWALI.
TVS
THE SMARTEST WAY TO DECIDE? RIDE IT.
BOOK YOUR TVS iQUBE TEST RIDE >
SWITCH TO SMART MOBILITY.
05 | 11–15s

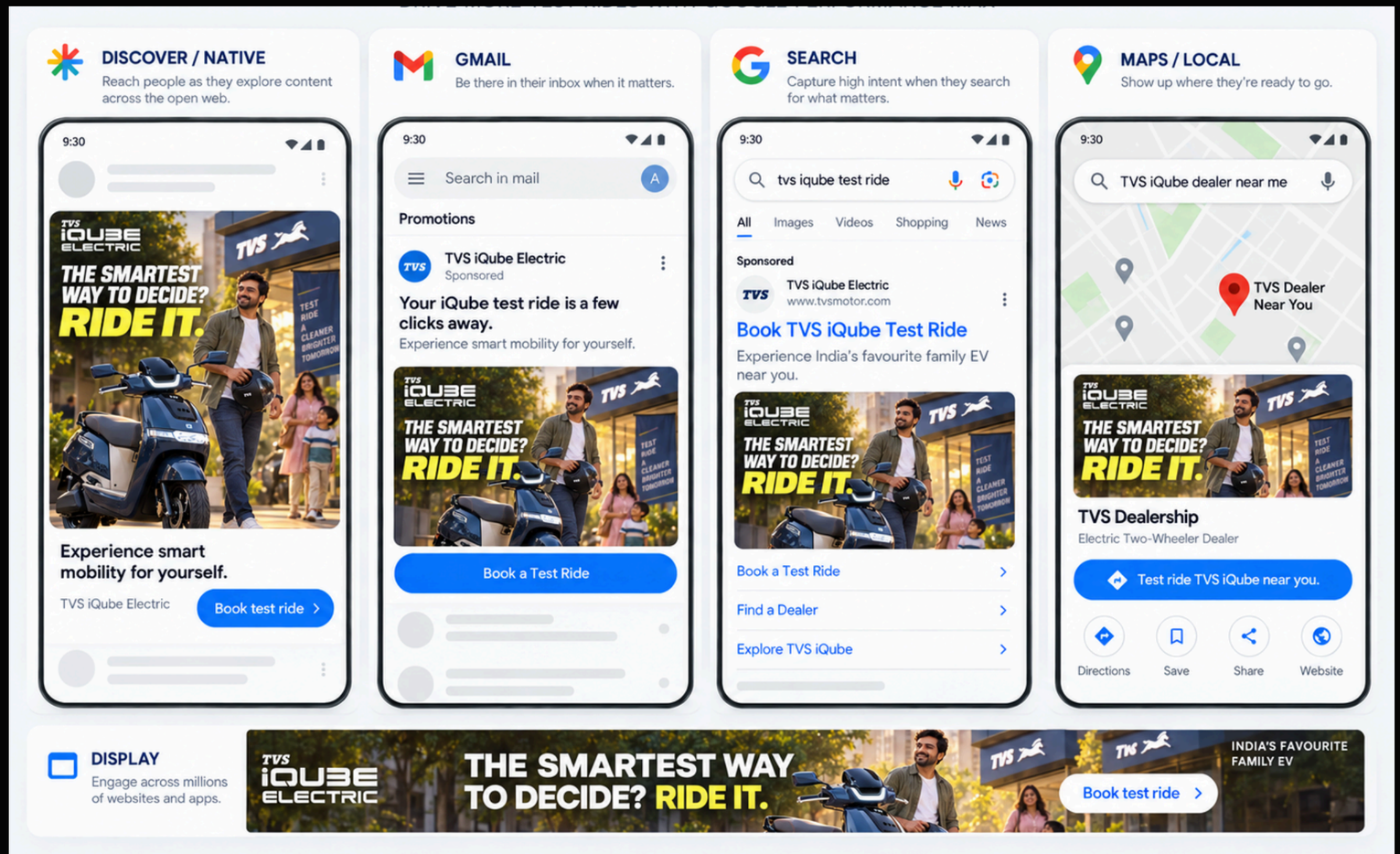
Google

- Objective: **Leads (Performance Max)**
- Campaign Duration: **11 Oct – 31 Oct**
- Deliverables:

  Leads- **1,39,061**

  CR- **5%**

  Cost- **4.17 Cr**



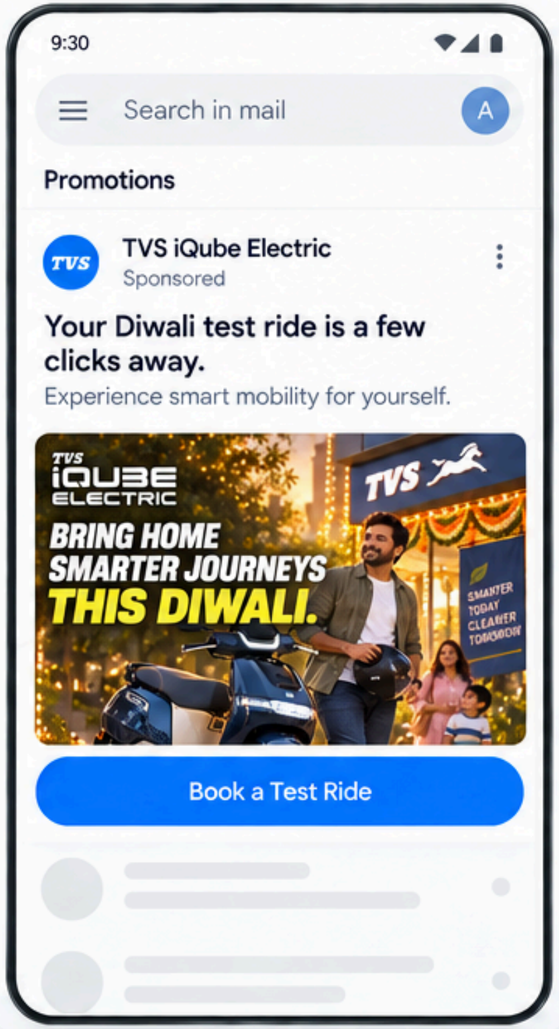
DISCOVER / NATIVE

Reach people as they explore content across the open web.



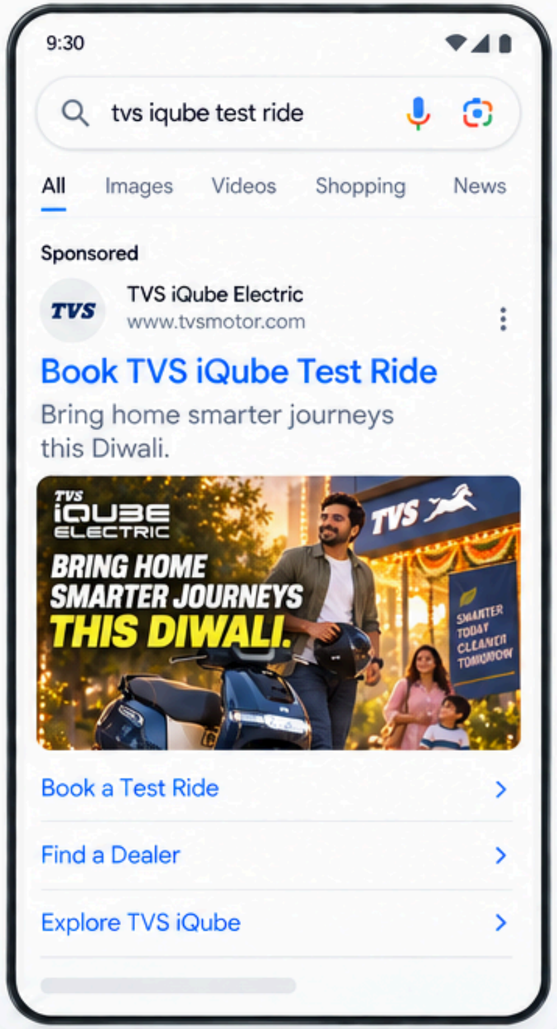
GMAIL

Be there in their inbox when it matters.



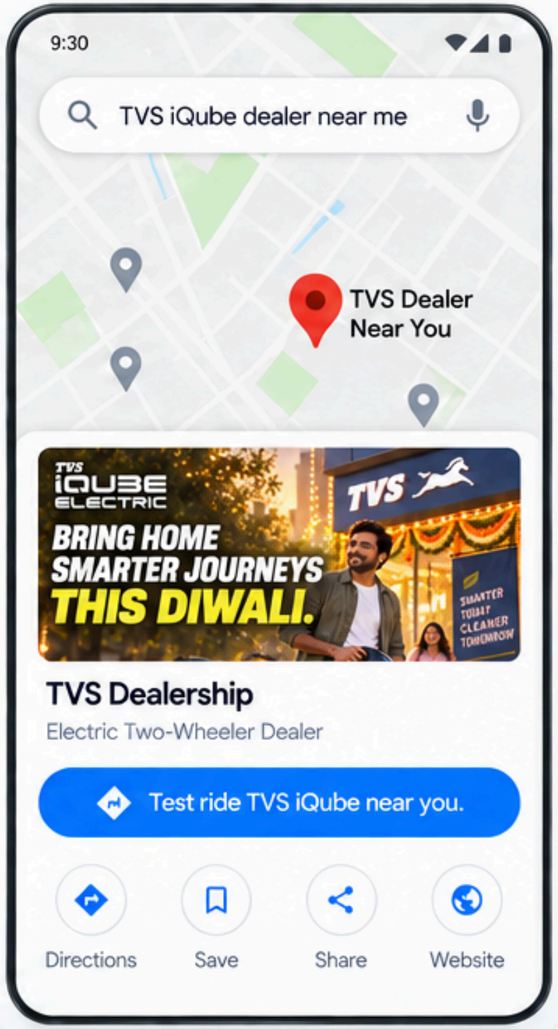
SEARCH

Capture high intent when they search for what matters.



MAPS / LOCAL

Show up where they're ready to go.



DISPLAY

Engage across millions of websites and apps.



Expected Results

TVS



TVS Market Share

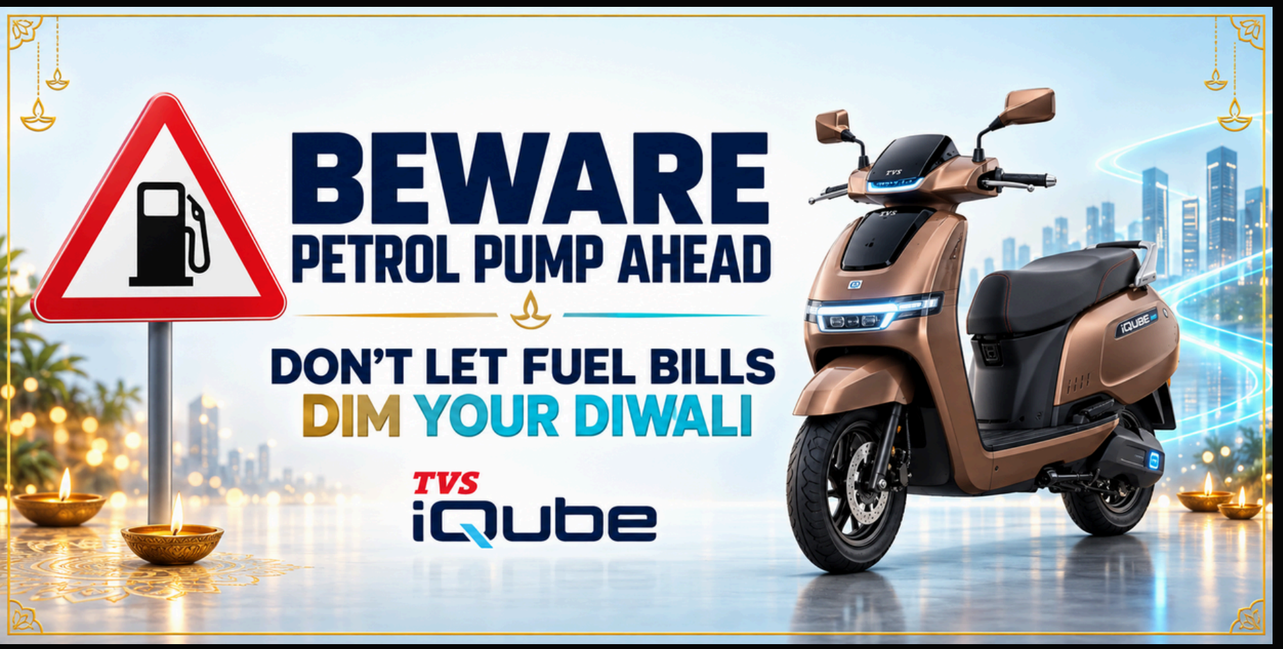
26.38% → 30%



While Going



After Leaving



While Going



After Leaving

TVS


WHEN REPAIRS KEEP COMING
IT'S TIME TO MOVE ON
UPGRADE TO SMART
TVS iQube


ONE MORE REPAIR
OR A SMART NEW BEGINNING
THIS DIWALI BRING HOME A SMARTER RIDE
TVS iQube

Brand Integration: Quiet Routes by iQube

VISIBILITY + HANDS-ON EXPERIENCE



TVS

Thank You



Presented by

Ishaan Jitiya
Pratham Shah
Jash Mehta
Kyrah
Labdhi
Divy Shah