

# Sale of Electric Vehicles

## Overview

Shifting people to electric transport systems is key to reducing GHG emissions and air pollution in urban India. Through ambitious targets and policies, EV adoption has risen to 6.3% of motor vehicle sales (WRI, 2025). However, widespread adoption of electric vehicles faces several behavioural challenges.

Transport accounts for  
**12%**  
of energy CO2 emissions

The Low Carbon Lifestyles (LCL) programme by CSBC leverages behavioural science for sustainable lifestyle choices. Through a detailed literature review, diagnostic field work, and design ideation workshops, we identified behavioural pathways and interventions to improve the sale of electric vehicles in urban India.

EVs account for  
**6.3%**  
of annual motor sales

Behavioural science can be used to improve how EVs are sold through training and offering unbiased tools to sales agents, introducing sales-based incentives, and creating experiential opportunities for customers.

## Behavioural Barriers

Target behaviour

Promotion of electric cars to customers

Target population

Sales agents who work at dealerships in large cities that sell EVs

- **Knowledge gaps about EVs:** Sales agents often lack clarity on car features, charging locations, total cost of ownership, or government subsidies and long-term savings which limits their ability to explain these to customers
- **Range anxiety among sales agents:** Sale agents often have doubts about EV range, even discrediting statistics provided by car companies or sharing negative anecdotes, displaying a limited awareness of charging infrastructure
- **Suitability bias for potential buyers:** Sales agents may rely on cues such as a customer's income, commute, current car, or gender misjudging potential EV buyers and missing sale opportunities
- **Bias around charging infrastructure:** Sales agents feel the growing charging infrastructure is inadequate and discourage buyers from relying on public charging



## Behavioural Pathways

### BEHAVIOURAL PATHWAY

### INTERVENTION IDEA



Introduce EV agents and incentives

Employ EV-specific sales agents and introduce incentives that are linked to EV sales to motivate agents



Conduct EV-specific sales training

Develop sales scripts on key details like charging infrastructure, government schemes, long-term cost savings

Create thumb rules to help identify potential customers for more effective and unbiased sales



Host experiential events for customers

Offering test drives, ride-alongs or having charged vehicles in the showroom may make agents more confident



Improve EV placement in showrooms

Making EVs more prominent in dealerships serves as a nudge to improve visibility and customer interest