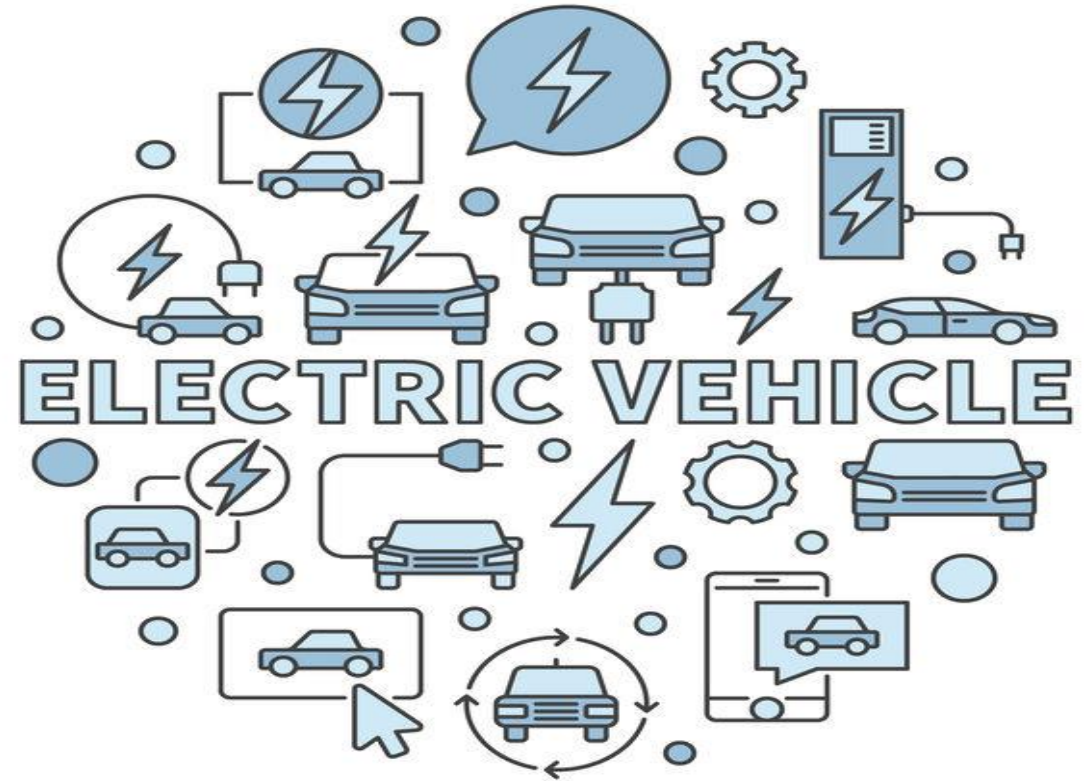


# Electric Vehicles - Talent Landscape

---



Your Trusted Partner in Building Teams



# Introduction

- Auto industry globally is witnessing a paradigm shift in the way the consumer meets transportation needs.
- We are at the cusp of mobility disruption brought about by awareness for environment and energy security clubbed with technological enhancements, digitalization, innovative business models and ever - increasing customer expectations.
- The rapid development in the field of electric mobility in the recent times is the greatest opportunity and the most pragmatic approach to ride this transformation wave.



## Prospects

- Indian auto industry is one of the fastest growing markets globally but the footprint in global EV space is just 0.5%. As per Data Labs, in India, adoption of EV is going to be dominated by commercial vehicles rather than PV segment and is predicted to have market share of 70% by 2030.
- The focus, now, is on the electrification of 2 wheelers and 3wheelers which is growing at an accelerated pace. Society of Manufacturers of Electric Vehicles has said that out of the total sales in FY20, 1.52 lakh units were two-wheelers, 3,400 cars and 600 buses.
- It is just a matter of time that India makes a bigger splash in the global green mobility scene.

## Roadblocks

- As the EV technology is evolving fast, a lot depends on the government's policies which need to be necessarily adaptive as well as thoroughly planned so that transformation takes place with minimum disruption impacting socio-economic framework in terms of industrial growth, employment and livelihood of people in auto industry.
- Since this EV development is at a nascent stage in India, almost every organisation will have an issue with talent acquisition and development: lack of experience as well as expertise.
- A sustainable marketplace and a robust manufacturing eco- system of electric vehicles must be created to achieve the targeted vision

# Talent Availability and Challenges

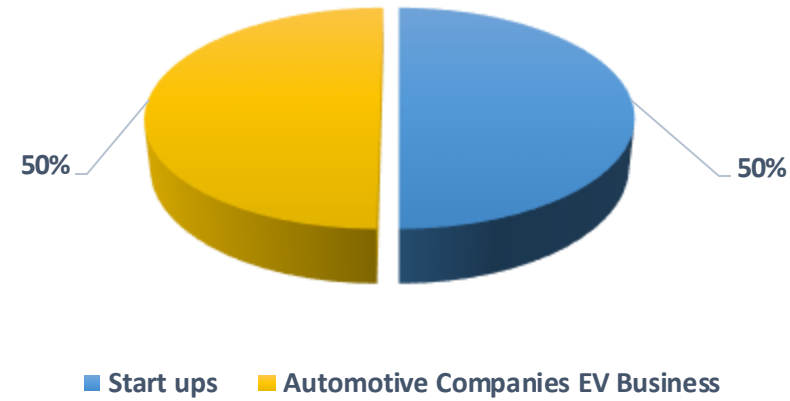
- EV in India, being a greenfield domain, dearth of in-house experts may act as a roadblock. Search firms scouting for right talent are compelled to look overseas (France, Germany, Japan, China) after exhausting local options.
- One of the key elements in Pure EV space is the identification of software development SMEs. Companies find it extremely difficult to find relevant domain experts whose deliverables match the current technological trends and standards
- Also, while it is easier to transition from IC auto space to LV electric vehicle with respect to skillsets, there is scarcity of specialized talent for the HV EV portfolio.
- There is a need to hire an environmentalist to track the statistics in real time which most of Indian companies are yet to sign up for.
- Many companies are building a pipeline & preparing a future-ready workforce by upskilling and reskilling current employee base to smoothly transition into this new phase.



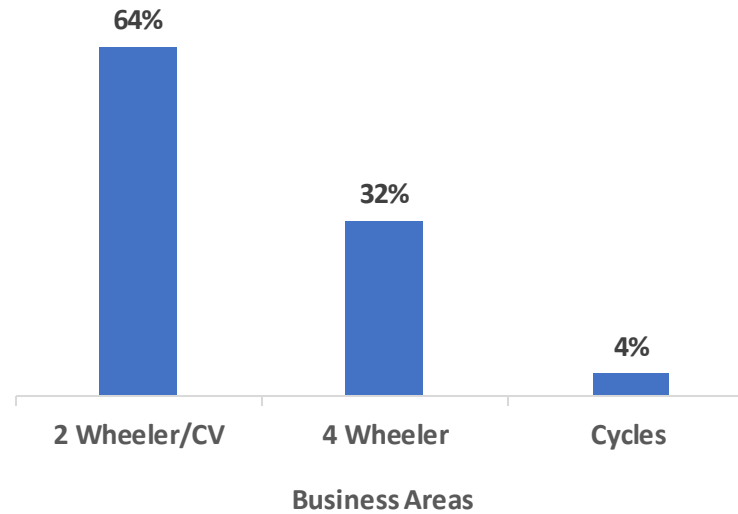
# Talent Landscape

- At FIDIUS, we conducted a research on 25+ electric vehicle companies to study the profiles of leaders across key functions of Product Management, Sales, HR and Supply Chain and Operations.
- We looked at companies across multiple business areas, types of mobility business and geographies.

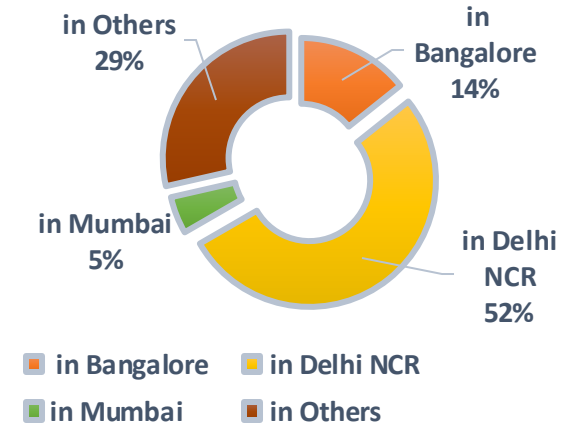
Start ups / Automotive Companies EV business



EV Segmentation



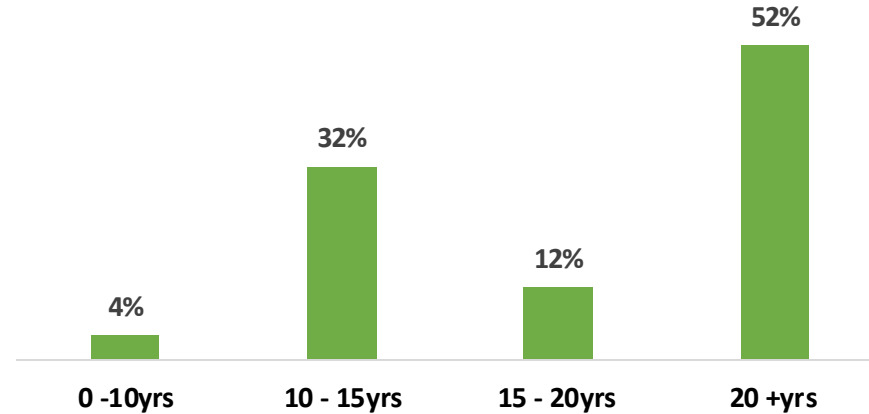
Location



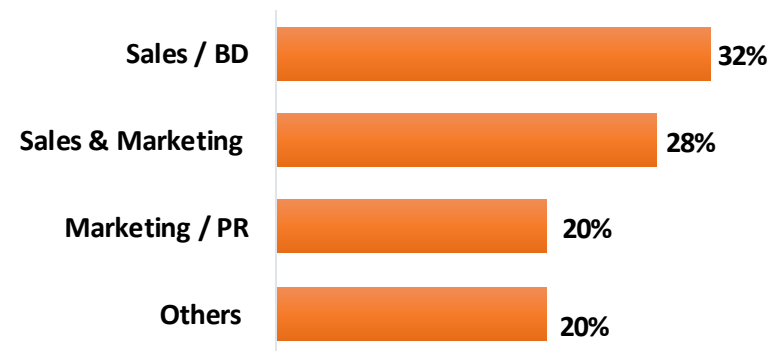
# Head of Sales/Marketing

- About 56 % of the talent pool has an exposure to Automotive domain which shows clear preference of the leaders over other sectors.
- In our research, we found that 30% of professionals handles both sales and marketing function.

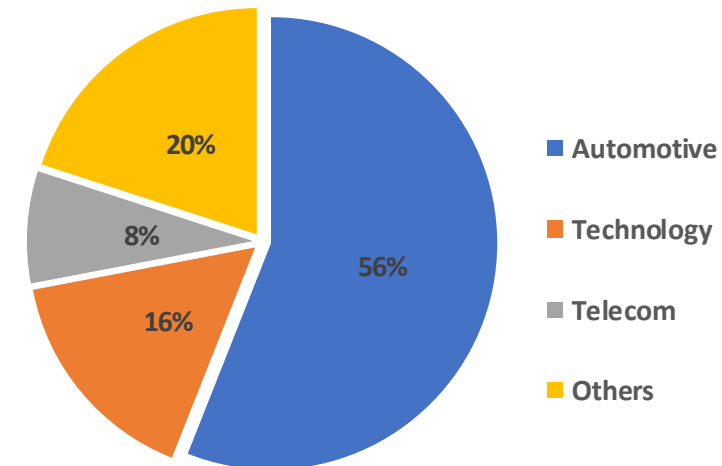
Experience Level



Function - Wise Segmentation



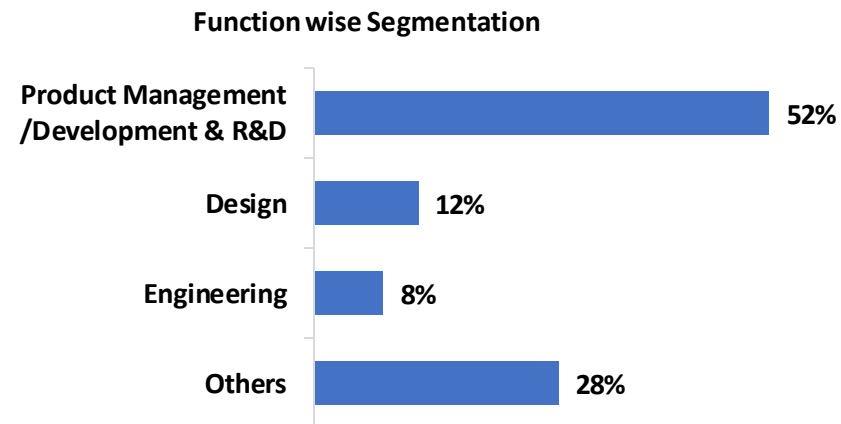
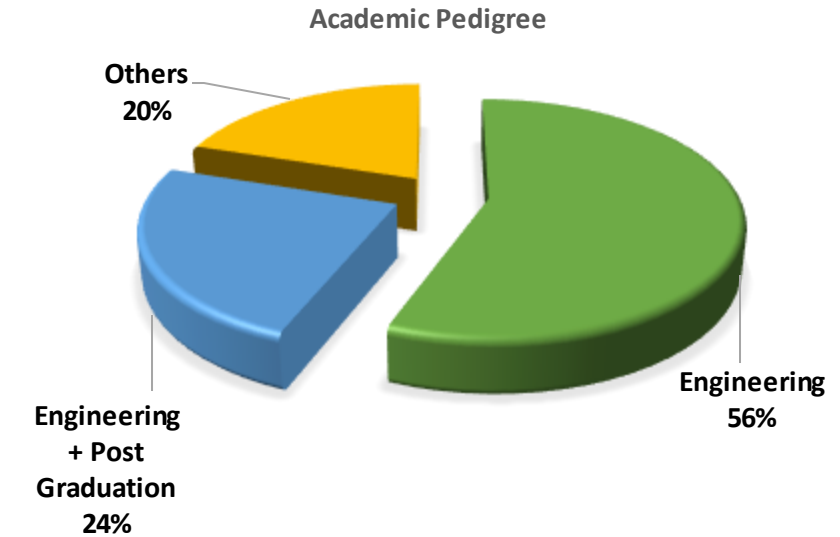
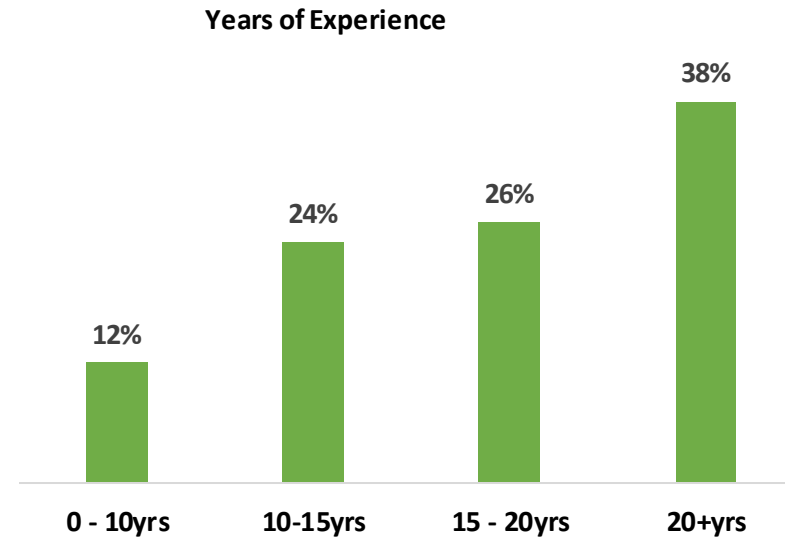
Professional Experience





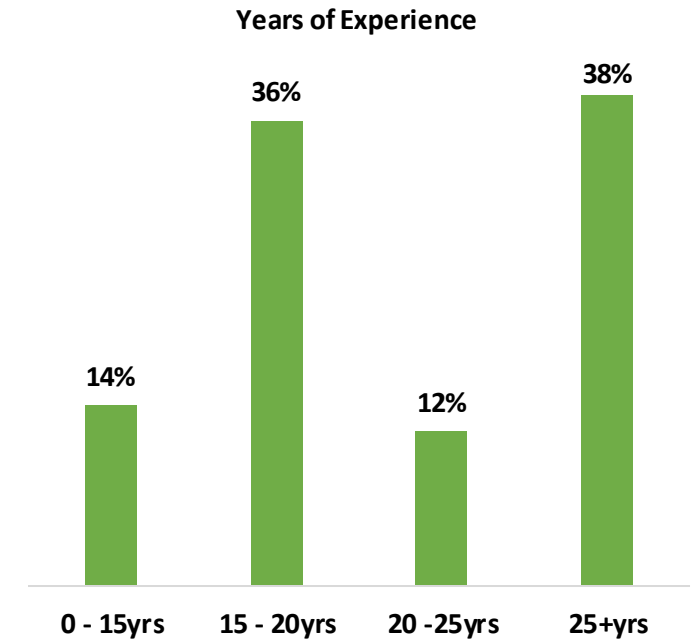
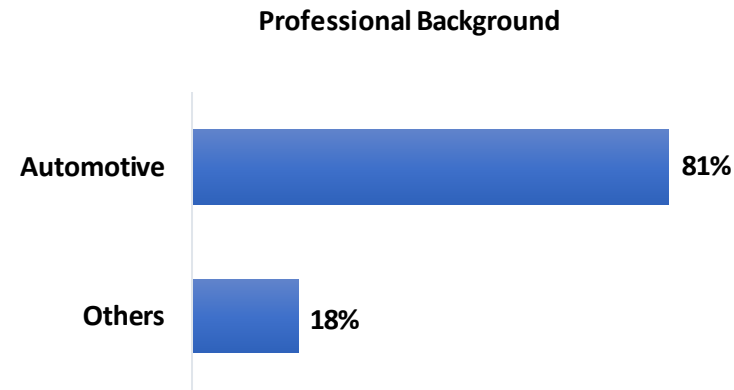
# Head of Product Design & Development/Engineering

- 52% of individuals leading the Product function have a comprehensive R&D background.
- More than 56% of the talent pool has engineering background.
- Almost two-thirds of the leaders are in the experience range of 20+ years



# Head- Distribution/Supply Chain

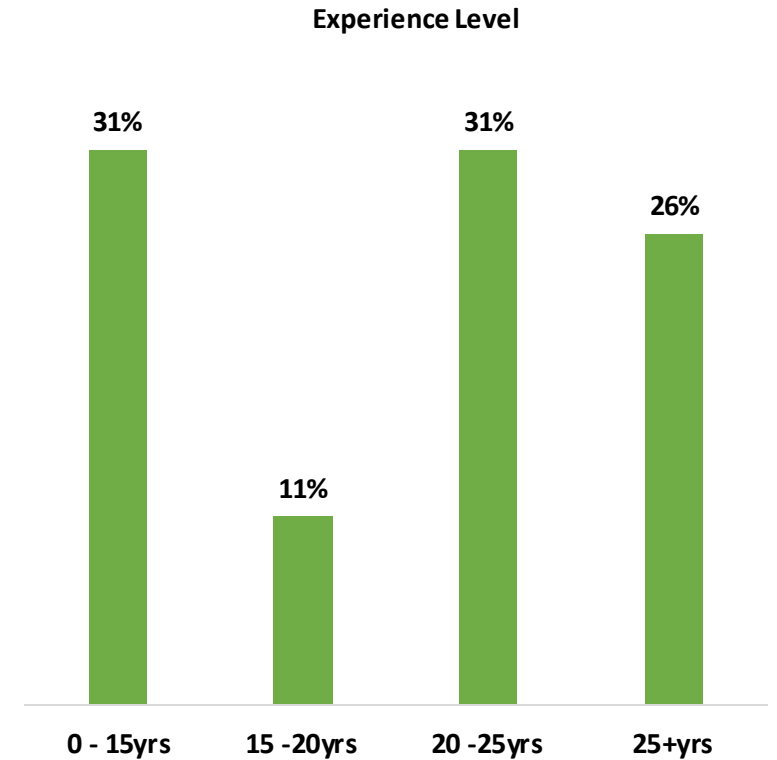
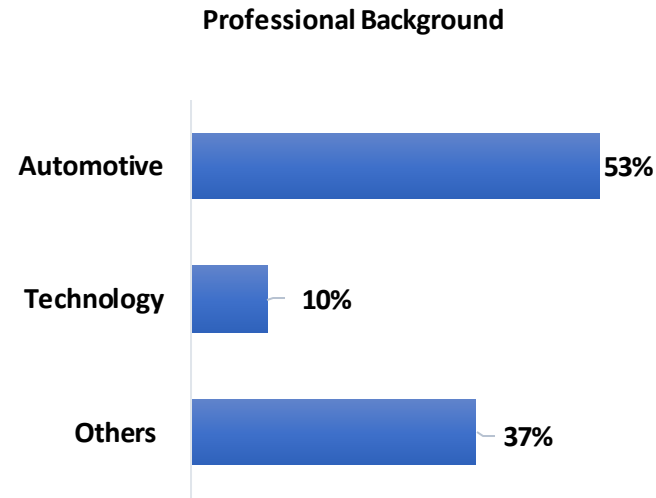
- Almost two-thirds of the leaders are in the experience range of 25+ years.
- In Supply chain function, most of the leaders have automotive background compared to other sectors.





# Head- People Management

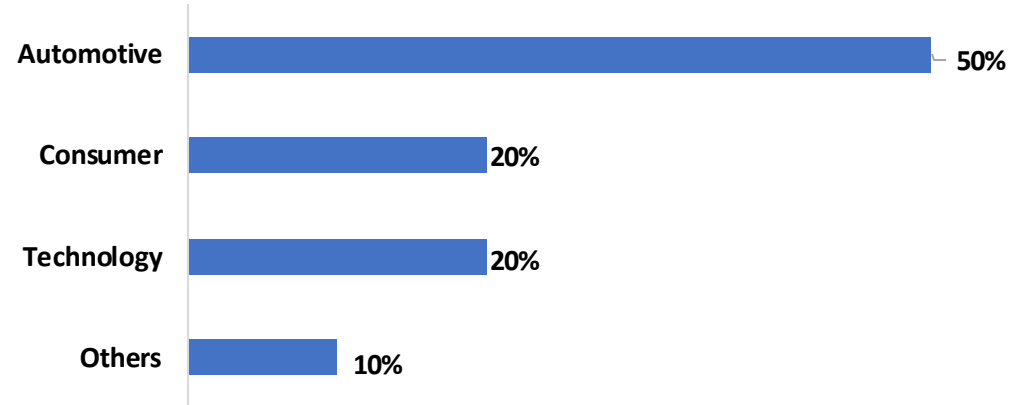
- In this function professionals have mostly worked across Automotive, Technology sectors and other manufacturing companies.
- Since there are many startups in EV space almost one-third of the leaders have less than 15 years of experience.



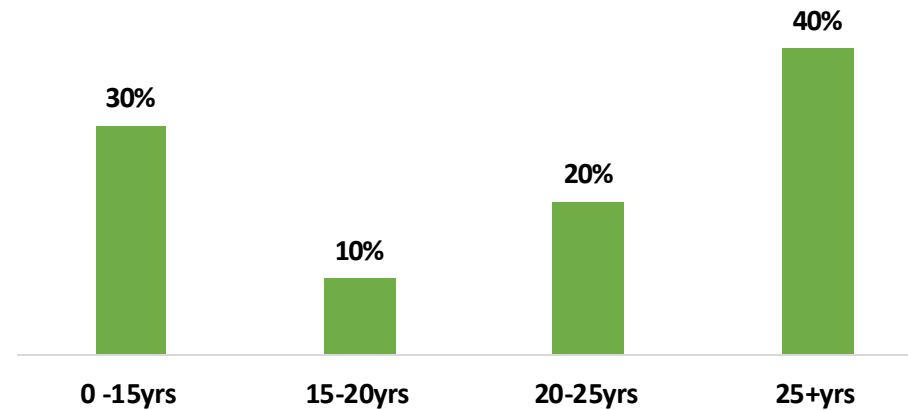
# COO/ Head of Operations

- Since EV space has startups as well as established foray into EV they have background of more than 50% in Automotive companies.
- 40% of professionals have more than 25 years of experience

Professional Background



Years of Experience



# Covid - 19 and EV in India

- India's foray into a new era of future and clean mobility is going to bear the brunt of coronavirus pandemic. Like other industries, the supply chain of EV has been hit along with manufacturing disruption.
- Since the procurement of raw materials is China-centric (~70%), logistical issue is hitting the Indian market.
- There is a heavy dependence on imports for the products and some key technologies so realistically speaking, the indigenization under Make-in India initiative will take almost 6-7 years' time as one of the top leaders in EV space commented.
- Also, the mass-movement of guest workers across India will create a scarcity, especially the critical talent in the industry.
- Due to Covid-19, new banking rules and the inherent security issues will cause a delay in reviving the market.
- Some of the pertinent factors which may work in favor of e-mobility are choice of switching over from mass-transport to electric 2w with the same cost of commuting and awareness of cleaner air, hence the society's movement to healthier means of transport. Given the right push, the EV industry will bounce back much faster than other sectors.



# About FIDIUS

# About FIDIUS



- Founded by search industry veterans with cumulative experience of 50+ years.
- Focused on Industrial , Technology, Digital, Analytics and Global Sales Hiring.
- Strong team of search consultants, dedicated research professionals and support staff.
- Our team has a successful track record of placing more than 200+ C suite executives.
- Like our name FIDIUS which originates from FIDES which is Roman goddess of trust and good faith ,we aim to be a trusted partner for our clients and candidates.

## Focus Areas

Industrial

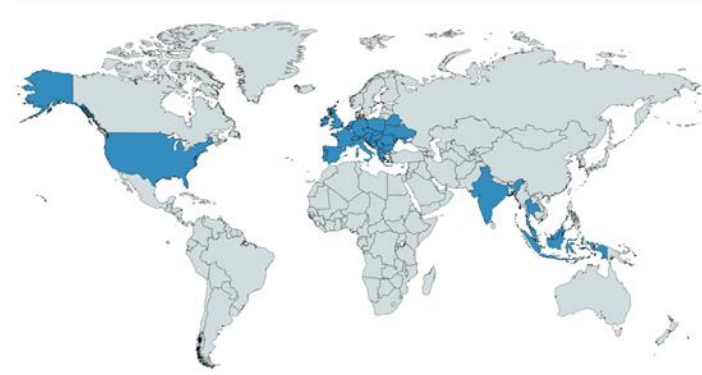
Digital

Technology

Analytics & Data Science

Global Sales

## Geographies Served



India | US | Europe | SE Asia

# Managing Partner



**John Irudayaraj**

Managing Partner

[John.Irudayaraj@fidiusadvisory.com/](mailto:John.Irudayaraj@fidiusadvisory.com/)

+91 9379229100

John Irudayaraj is a Managing Partner at FIDIUS and heads the Industrial and Automotive practice. He is a trusted advisor in building C-level team composition with organizations across sectors, particularly Industrial Engineering, Automotive and Manufacturing, with nearly two decades of market experience serving clients in the talent management space.

Prior to FIDIUS, John was with TRANSEARCH International, based in Bangalore, as Senior Partner of Automotive and Manufacturing Practice for India office. He started his journey into the leadership hiring space with ABC Consultants as Leader in the firm, based out of Delhi.

Prior to executive search, in the early part of his career, John worked in the Industrial Engineering functions with companies like Timex Watches and Minda Group.

John holds a Bachelor's degree in Production Engineering from PSG College of Technology, Coimbatore.

# Thank You.

Contact Us

[Info@fidiusadvisory.com](mailto:Info@fidiusadvisory.com)

## **Our Office**

#107, Art Arcade, 3<sup>rd</sup> Floor, 80Ft Main Road

Koramangala 4<sup>th</sup> Block, Bangalore, 560034

Tel: +91(80) 46818501