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Introduction

The modern global business landscape is defined by speed of technological innovation, dynamism in regulations, and changing competitive landscapes with which the firms need to be strategic in globalisation efforts (Lynch, 2021). The report creates an elaborate organisational expansion strategy upon Tesla entering the Indian electric vehicle sector, incorporating and combining sophisticated strategic frameworks to find out the external conditions, organisational capacities, and market presence (Sharma, 2025). The analysis comes up with an evidence-based market entry plan based on the long-term goals of Tesla using rigorous application of tools like PESTEL, Porter's five forces, VRIO, and OLI. The report also suggests the performance measurement, mitigation of risks and governance procedures in order to facilitate effective and sustainable strategic implementation.

Section 1: Company and target market selection

1.1 Selection of Company: Tesla Inc.

Tesla, Inc. is a multinational reactor of electric vehicles (EVS), energy storage systems, and clean mobility (Tesla, 2025). By 2024, Tesla has distributed more than 1.8 million cars worldwide with one of the largest market shares in the high-end EV category (Road Genius, 2025). The technological dominance of the company is enhanced by the fact that the company has integrated manufacturing processes, highly developed and upgraded 4680 battery cells, and the network of Superchargers globally (exceeding 55,000 globally) is growing (Tesla, 2024). Customisation of Tesla by its mission to change to sustainable energy, coupled with its strong brand recognition, still makes it stand out among the highly competitive automotive industry worldwide.



Figure 1: Tesla Inc.

Justification for selecting Tesla:

The company chosen to realise the project is Tesla because of its ability to internationalise, as evidenced by the fact that the company has created large-scale manufacturing plants in the US, China, and Germany (Tesla, 2024). The flexibility of its production, ability to deal with complex supply chain management and diversity of its regulatory environment serve as a superior base of study on international expansion. Moreover, the world EV market has an annual CAGR of over 19% in the period to 2035 (Markets and Markets, 2025), which will give great potential in new markets. Tesla is highly appropriate in this study because of their strategic plan of entering India, the emerging trend of consumer interest in EVs, and the government policy changes, which are aimed at achieving the net-zero emission target with the year 2070 (McGrath, 2021).

1.2 Target market selection: India

The target market for the expansion of EV giant Tesla is India, which forms one of the largest markets for automobiles in India. Here rationale for selecting India is given using Porter's diamond model:

Porter's Diamond Model:

Factor Conditions:

India is providing enhanced EV-related opportunities, such as increasing the renewable energy potential and government stimulus to enhance local battery production under the 18,100 crore PLI scheme (IBEF, 2025). There is also a labour cost advantage, and the presence of a strong engineering talent pool that is beneficial towards manufacturing.

Demand Conditions:

The Indian EV market is expanding rapidly, and electric sales have surpassed 1.7 million vehicles in 2024, which is a large growth rate (Chhabra, 2025). The premium EV market is a relatively new segment, but rising domestic incomes and urbanisation are shifting more people towards high-value EV purchases (Sharma, 2025). The sustainability awareness amongst consumers is also increasing, backed by the FAME II subsidy programme by the government (IBEF, 2025).

Related and Supporting Industries:

The automotive component Industry of India is very mature, worth about 75 billion dollars, and there is global leadership in software services (Invest India, 2025). This opens the avenues to autonomous driving, battery management systems and solutions of digital mobility.

Firm Strategy, Structure, and Rivalry:

The intensity of competition is rising, and Tata Motors already controls the lion's share of the domestic EV market, then MG and Hyundai (Chhabra, 2025). Although competition is intense, it indicates a healthy industry ecosystem, which may speed up innovation (Hill et al., 2020). Tesla has a technological advantage and a strong global brand name that make it competitive in this growing environment.

1.3 Rationale for the decision

India is a strategically good place to expand because the policies in India, as compared to the technological capabilities held by Tesla, are aligned. The Indian goal is to have 30 per cent EV penetration by 2030, which will be facilitated by manufacturing incentives and charging-infrastructure development (Anne, 2025). The Tesla battery technology and production experience on a global scale can act as a way to minimise costs using localisation, allowing it to compete in the price-sensitive market (Sharma, 2025). India has great growth prospects in the long term due to high EV demand, particularly increasing at a rate of over 40% per year. Further, the sustainability agenda in India fits the mission of Tesla, which puts it in a favourable position for brand positioning and offers innovative market entry (Tesla, 2024).

Section 2: Comprehensive Strategic Analysis

Strategic analysis of the business environment is important before making an expansion decision and strategy development. This section assesses the macro environment in India for Tesla's expansion:

2.1 Macroenvironment analysis: PESTEL



Figure 2: PESTEL model

Source: (Segura et al., 2023)

Political factors:

India is also working hard in support of electric vehicles (EVs) since the government has proposed various policies, such as the revised EV manufacturing policy and large incentives under PLI schemes, that will lure domestic production of EVs and their components (Gupta et al., 2025). The fact that India has declared its goal to cut down its carbon emissions and aim to achieve net-zero as early as 2070 reflects the future political commitment to the low-emission mobility of Tesla (Anne, 2025). Nonetheless, a problem of regulatory uncertainty persists in place as not all of the Indian EVs can comply with the PLI eligibility requirements, as local-content regulations and reliance on imported parts are still complicated (ET Online, 2025). Generally, the policy environment is conducive, although Tesla will have to overcome the challenge of adapting to changing local contents and compliance parameters.

Economic factors:

India is experiencing a robust and stable economic growth, which was more than 6% and inflation was only moderate with a 3.34 index (Consumer Price Index, CPI), which is half of the 4.85 index in March 2024 (Majumdar and Ghatak, 2025).

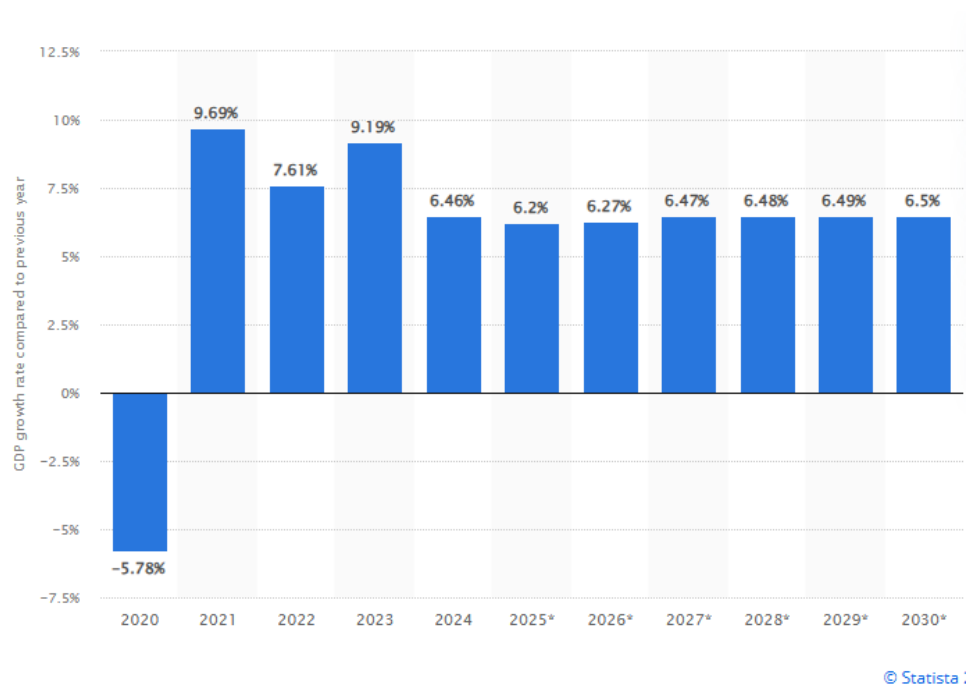


Figure 3: GDP growth of India

Source: (Statista, 2025)

The automobile market with EVs is growing at a high rate. It is estimated that the Indian EV market would increase significantly by 2030 as battery-powered passenger vehicle manufacturing remains on the rise and the general EV penetration is projected to increase (Anne, 2025). Such economic dynamics indicate that the high demand and large market potential of EVs can be strategically served with a brand form of Tesla, particularly when it is possible to control its costs by producing them locally.

Social factors:

Global Trade Portal (2025) cited that India possesses a huge youthful population, which is more willing to adopt new technology. Consumer attitudes are shifting due to the growing urbanisation, a growing middle-income population and environmental awareness (Invest India, 2025). These tendencies are adding to the demand for sustainable mobility solutions. This can be supported by the fact that the number of luxury-end segment EV sales is increasing at an alarming rate, as well as more people are showing interest in EVs in urban centres (IBEF, 2025). There are, however, a lot of consumers who are price-sensitive. Since EVs usually have a higher cost than traditional cars, it is an issue of affordability.

Technological factors:

The EV charging infrastructure in India has developed at an impressive pace in recent years, with its count of public charging stations swelling to more than 26,350 in early 2025 compared to 5,150 in the previous year (Gupta et al., 2025). When Tesla sets up a plant or assembly locally to adhere to the local requirements of the local contents, it might enjoy cost savings and evade import tariffs (ET-Online, 2025).

Nevertheless, the technological issues also exist since the conditions of the Indian road are vastly different, so the climate and the use cases of the consumer might need some adjustment of the EV, which will add more complexity and cost (Sharma, 2025). This should be taken into consideration in the product adaptation strategy.

Environmental factors:

India is moving towards renewables and cleaner energy actively as a net-zero 2070 goal (McGrath, 2021), which also provides an excellent general environment. The

implementation of EVs helps to decrease air pollution in cities and greenhouse gases; at the same time, the environmental problems connected with the manufacture, disposal, and recycling of batteries should be carefully handled (Tesla, 2025). Additionally, the environmental friendliness of EVs could not be as great in other regions since the energy grid depends on fossil fuels in certain regions.

Legal factors:

The regulatory aspect is also favourable as the government has cut import levies on some of the components that were needed in the process of repairing EV batteries in order to promote local production (ET Online, 2025). The updated EV policy and PLI plans offer local-content and investment requirements to incentives, although compliance requirements may be stringent, implying that foreign entrants have to plan their supply chain carefully (ET Online, 2025). Nevertheless, we will be interested in meeting safety, environmental, and manufacturing standards such as battery safety, waste disposal, and consumer protection legislation (Sharma, 2025). In the case of a high-end EV producer such as Tesla, there will be a need to make sure that every rule is adhered to prevent both the imposition of delays by the authorities and a disastrous reputation.

2.2 Competitive analysis: Porter's Five Forces

Analysis of the competitive landscape of the target market is important for strategic formulation. Here, Porter's Five Forces model is applied to analyse the competitive environment of India's EV car segment:

Threat of New Entrants (Moderate):

Barriers to entry are moderate. Local production incentives such as PLI and government facilitation lower capital obligations faced by entrants who produce locally, but gaps and dealings on local-content rules and access to land, approvals and dealer/charging networks all take scale and political correlation (Invest India, 2025). Nonetheless, importing EV brands avoids paying import duties and high advertising/after-sales expenses unless they localise (Sharma, 2025). It increases the entry barrier of international high-end brands such as Tesla.



Figure 4: Porter's Five Forces

Source: (Stephan Hitchins, 2024)

Bargaining Power of Suppliers (Relatively High):

Several global suppliers and upstream miners put battery cells, semiconductors, and other essential EV components (Mordor Intelligence, 2023). The manufacturing of domestic batteries in India is still new, with the help of PLI; hence, most of the components are imported, giving suppliers power over price and lead times. Software / IT talent is also high in the home country, and it reduces supplier power over software services (Invest India, 2025), but hardware dependency maintains supplier power at high strategic risk to Tesla unless it is vertically integrated or has a long-term agreement with suppliers.

Bargaining Power of Buyers (Moderate to High):

The overall buyer power is increasing as an increasing number of foreign alternatives emerge, as well as the price elasticity that is particularly pronounced in the mainstream segment (Hill et al, 2020). The rising EV sales and the emerging choice have diluted the unilateral pricing power of the incumbents. The luxury EV sales increased by 66% YoY to 2,027 units in November 2025 in the premium EV market, which is a small segment in India, and thus indicates that more rich customers are ready to afford luxury EVs in the

country (IBEF, 2025). Among the premium customers, price is less important than brand, range, and technology, which contributes to the decrease of buyer power (Barney and Hesterly, 2019). However, the widespread presence of buyer price sensitivity and the presence of major local rivals imply that Tesla will have to price and/or localise carefully in order to be marginalised.

Threat of Substitutes (Moderate):

The substitutes consist of efficient internal combustion engine (ICE) cars, hybrids, and alternative modes of mobility, such as the two-wheelers, shared mobility (Lynch, 2021). ICE and the low-price EVs are substitutes in price-sensitive markets. The reduction of the risk of substitution due to government incentives and the expansion of charging networks with time do not make pure EVs attractive in most markets, and the grid mix and coverage with charging remain the limiting factors (Tam, 2025). Among affluent adopters who desirably want high-end EVs, the alternatives are even fewer and therefore, product positioning by Tesla is capable of mitigating this force provided that there is sufficient service/ charging availability.

Industry Rivalry (High):

Competition is stiff and fast-growing. The passenger EV market is full of players and a high rate of share transfer. Tata Motors lost its share to 53% compared to 69% with JSW MG, and the others are catching up, and the competition is intense in value and technology offer (EV Reporter, 2024). The general EV sales remain now in a robust growth and professional incumbents are pricing aggressively, localising production, and introducing new models that are developing price and feature competition across markets (EV Reporter, 2024).

2.3 SWOT analysis

Strengths	Weaknesses
• Strong global brand reputation as an EV and clean-tech leader.	• High vehicle prices are unsuitable for India's largely price-sensitive market.

• Advanced battery technology, long-range performance, and autonomous driving capabilities (Tesla, 2025). • Vertically integrated supply chain enabling cost and quality control. • Premium, sustainability-focused brand image aligned with India's clean mobility goals (Road Genius, 2025).	• Heavy import duties on fully built EVs, raising final consumer prices (ET Online, 2025). • Lack of local manufacturing presence delays affordability and scale. • Limited charging infrastructure and service network compared to local players.
Opportunities • Strong government push for EV adoption, like PLI, and FAME II (Invest India, 2025). • Growing middle-class income and rising environmental awareness (IBEF, 2025). • India's expanding renewable energy ecosystem supports EV charging. • Local manufacturing could significantly reduce costs and improve competitiveness (EV Reporter, 2024).	Threats • Strong competition from Tata Motors, Mahindra, BYD, MG, Hyundai, and other EV manufacturers (EV Reporter, 2024). • High tax structure and import duties are increasing operational constraints (Sharma, 2025). • Price-sensitive consumer behaviour may limit the adoption of premium EVs (IBEF, 2025). • Domestic brands have wide dealership and service networks, challenging Tesla's direct-sales model (ET Online, 2025).

2.4 Insights and strategic implications

Tesla can be seen in India, but the entry would need some adjustment in order to suit a highly competitive, sensitive to price, and policy-based EV environment (Sharma, 2025). PESTEL and Five Forces also indicate that there are opportunities, such as government EV incentives, increasing demand, and renewable-energy growth, but threats include high importation duty rates, regulatory uncertainty and strong domestic rivals such as Tata and Mahindra. The market environments in India demand localisation, low costs and

effective charging networks. Integrating the above, Tesla needs to take a localisation-driven approach to have manufacturing, create mid-range products, and form collaborations to be able to obtain cost competitiveness, regulatory fit, and penetration in the long term.

Section 3: Strategic Development and Formulation

3.1 Strategic direction and rationale

India should be strategic for Tesla through localised production, middle-range product modification, and expansion of charging infrastructure throughout its boundaries. The growing demand of EVs, government incentives for local manufacturing and youth urban consumers make India a good growth prospect (IBEF, 2025). But it has to localise aggressively as the country has high import quotas, price elasticity and competition by existing local EV players (Sharma, 2025). Integration of renewable energy sources and collaborations to develop charging networks would allow a cost-competitive and regulation-congruent Gigafactory named Make in India. This course of action places Tesla in a position of creating a lasting market presence as well as strengthening its mission of developing sustainable mobility in the world.

3.2 Market Entry mode: wholly owned subsidiary

The OLI framework is a popular tool that assesses various factors of a company and the target location to identify ideal international entry mode (Dunning, 2015). Here, OLI analysis in the context of Tesla's expansion into India is done:

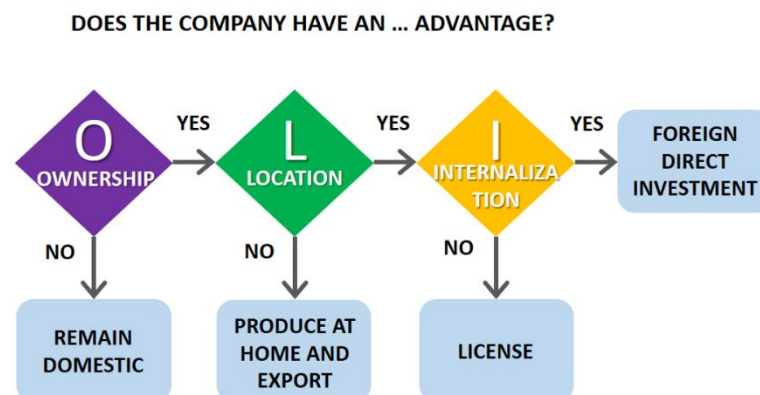


Figure 5: OLI Framework

Source: (Bruin, 2016)

Ownership advantage:

The company has an excellent proprietary base, including a battery technology line, the Autopilot software, international brand recognition, and the best research and development capabilities (Ingle and Phute, 2016). These internal capabilities give a good round of competitive edges relative to their Indian EV rivals like Tata and Mahindra, which have technologies that remain rather cost-oriented and innovation-oriented (Dunning, 2015). Possession of such competitive resources encourages high control entry modes such as FDI.

Location advantages:

Favourable conditions in India consist of governmental incentives by means of the Faster Adoption and Manufacturing of Electric Vehicles (FAME II) initiative, the presence of an ample source of skilled labour, the increased demand for EVs, and affordable production (IBEF, 2025). Nevertheless, the full imports of completely assembled EVs are subject to high import duties of 70 to 100% and this requires localisation to compete with prices (Sharma, 2025). In such a highly potential market, a partnership or joint venture would reduce the gain if successful; hence, in favourable market conditions, a wholly owned subsidiary is suggested.

Internalisation advantages:

To maintain intellectual property and secure quality, Tesla has the pressure of retaining core technologies, software, battery management, and production processes. Licensing, franchising, or JV can comprise Tesla's superior technologies. Therefore, Tesla should use a high control entry mode to venture into India.

Recommended entry mode:

The wholly-owned subsidiary is the most strategically congruent entry mode of Tesla due to its control over key technologies and resources, high growth potential of the EV market and internalisation requirements. Its main advantage is that Tesla will have complete ownership of proprietary technologies, manufacturing quality and brand placement that are vital in the competitive and rapidly changing market of EVs (Hill et al., 2020). Local production also bypasses high import tariffs in India, plus ensures government incentives

that allow it to offer price-competitive products (ET Online, 2025). This mode is, however capital capital-intensive, exposing Tesla to market regulatory risks and long lead times before markets are entered (Barney and Hesterly, 2019). Although such risks do exist, the long-term strategic benefits, like cost effectiveness, alignment to policy, and improved capacity to fight competition, surpass the constraints, and FDI is therefore the most plausible solution to long-term success.

3.3 Competitive positioning: Porter's Generic strategies

The competitive strategy in India that Tesla should use should be based on the Differentiation and Focused Cost Leadership strategy, adjusted to the uniqueness of the price-sensitive but innovation-driven market in India.

Differentiation:

To distinguish, Tesla should tap into its international competitive cognitive components, including superior range, enhanced battery technology, Autopilot, over-the-air updates and supercharging networks (Acar, 2024) as opposed to Indian rivals such as Tata, Mahindra, and MG. With the focus on innovation, performance, safety, and software-based capabilities, Tesla can become the high-end standard of the Indian EV market (Sharma, 2025). The approach is in line with the increasing demand among the high-income city-dwellers who are looking to acquire technologically advanced vehicles and long-lasting mobility options (IBEF, 2025).

Focused Cost Leadership:

Due to its high price sensitivity, Tesla will have to reduce costs by manufacturing locally, localising its components, collaborating with suppliers, and launching a middle-range India-specific model at the same time (Sharma, 2025). This mixed strategy allows Tesla to satisfy mass-market EV customers, in terms of affordability, without losing the technological value (Barney and Hesterly, 2019).

Strategic Fit

Differentiation and localised cost efficiency would enable Tesla to maintain brand superiority and deal with tariff barriers and competitive price advantages available in

India. Such a strategic focus will assist Tesla in finding market penetration and a sustainable competitive edge both in the developing EV industry in India (Hill et al., 2020).

3.4 Strategic fit and capability assessment: VRIO analysis

The VRIO analysis here assesses four key qualities of resources and capabilities that result in competitive advantage:

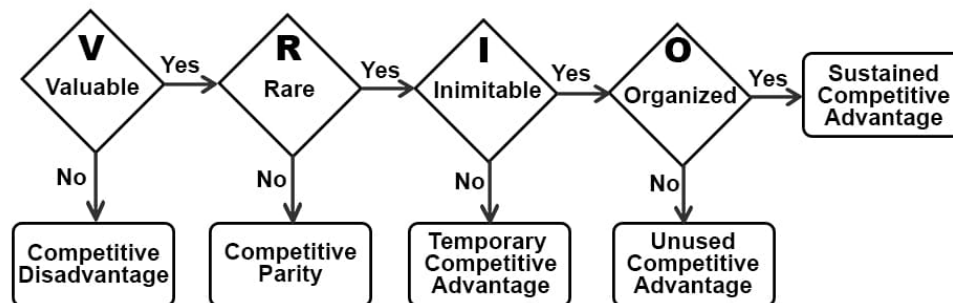


Figure 6: VRIO Framework

Source: (Usmani, 2022)

- The demand and premium positioning are supported by the worldwide brand reputation of Tesla, so it is worth it (Global Data, 2024). In addition, there are some brands that are so known internationally (Neufeld, 2025) that, to some degree, leave this asset uncommon and un-copyable. Additionally, this is one of the resources that Tesla used in an organised fashion.
- Tesla has superior battery technology that enhances range, cost efficiency, and performance as a reason which promotes the demand for Tesla cars (Tesla, 2025). Therefore, this technology is useful. Besides, this technology is unique and a charging network, which is completely uncommon with other companies (Dietert, 2025). It is a well-organised technology as well.

- Experience and adding value to the car are distinguished by software and the autopilot system. And, this works on proprietary information and algorithms that make the technology unique and inimitable (Acar, 2024). This technology is incorporated into everything and is updated in the vehicles in an orderly fashion.
- The scale of manufacturing and gigafactories of Tesla increases efficiency and lowers production costs, which makes it valuable (Kilari, 2019). Other large OEMs are so large as to make rarity less, to some extent. In addition, other firms can have this capability with high strategic investment; hence, this is moderately inimitable to small firms. Procedures and employees are well structured (Kilari, 2019).
- Tesla's supercharger and energy ecosystem make the use more useful and lessen the tension during the process of charging (Tesla, 2025). This means that this is a valuable resource. It is uncommon among other competitors which have such a network and eco-system (Anne, 2025). Remarkably, although the competitors could develop such an extensive network, it is hard to integrate, so in part this ability is inimitable. This ecosystem is properly structured.

Strategic fit

Tesla has several VRIO-supported assets like battery technology, brand, software, data, and integration that align with the Indian demands of better range, charging, and aspirational high-end demand (IBEF, 2025). Nevertheless, a number of benefits depend specifically on the fast localisation of production, supply of batteries, charging stations and compliance. India has gaps of supplier exposure and price sensitivity, likely to dilute the benefit otherwise.

3.5 Strategy implementation components

The localisation plan employed by Tesla should be structured into a progressive approach where opening a Gigafactory and cutting costs to one stage, and satisfying regulatory demands through its respective approach to the local country (Asgedom et al., 2019). Simultaneously creation of an India-based mid-range model and the packaged rollout of Superchargers in major cities will encourage market penetration. The agreements with

the state governments, energy suppliers, and other suppliers in the country will be fastened with the help of strategic alliances, which will speed up the integration of infrastructure and supply chain (Barney and Hesterly, 2019). Constant regulatory involvement, flexible marketing, and data-driven monitoring will be used to make sure that they match the market requirements and can make strategic changes accordingly in a timely manner.

3.6 Risk analysis and mitigation strategies

- **Regulatory and Policy Risk:**

The project's viability may be hurt by frequent revisions of EV policies, localisation needs, as well as importation duties (Sharma, 2025). To be mitigated, Tesla must be involved in unbroken government interactions, complete localisation with a Gigafactory and multivariate supply chains so as to lessen reliance on regulatory changes (Barney and Hesterly, 2019).

- **Market and Demand Risk:**

Indian consumers are price-sensitive and might fail to pay high prices for the EV (Chhabra, 2025). The possible remedy for the risk is that Tesla can launch India-specific mid-range models and use local production to decrease the cost.

- **Competitive Risk:**

Domestic EV firms such as Tata, Mahindra dominate low-end markets that can pose a threat to the high-end EV producer Tesla (Chhabra, 2025). To hedge this, Tesla must differentiate with better technology and range, and localise major parts.

- **Supply-Chain and Production Risk:**

Approval with land acquisition, logistical friction, and a lack of suppliers who specialise in EVs may threaten Tesla (IBEF, 2025). To prevent this risk, Tesla should build multi-level networks of suppliers and enter into long-term contracts.

- **Financial and Investment Risk:**

The payback period and capital expenditure are large and may hinder Tesla's profitability and return (Barney and Hesterly, 2019). Therefore, Tesla is highly recommended to use

incremental investing, finance with government incentives and consider green financing and collaboration.

Section 4: Performance Evaluation Framework

4.1 Balance Scorecard

Perspectives	Objectives	KPIs	Success metrics
Financial perspective	• To achieve cost efficiency • To grow market share • To ensure long-term profitability (Kaplan and Norton, 2018)	• Per unit production costs (Kaplan and Norton, 2018) • Market share in the EV market of India • Revenue growth rate from Indian operations	• Reduce per unit production by 25% within 3 years • Capture 10% market share within 5 years (Sharma, 2025) • Achieve a revenue growth rate of 10% annually within the years
Customer perspective	• Enhance customer satisfaction (Hasan and Chyi, 2017) • Improve accessibility	• Customer satisfaction score • Charging network coverage	• Achieve 80% customer satisfaction within 3 years • Install superchargers in 20 major cities within 2 years
Internal process perspective	• Strengthen operational efficiency • supply chain integration	• Production capacity utilisation (Hasan and Chyi, 2017)	• Utilise 80% production capacity of the gigafactory within 3 years

		• Supply chain reliability index	• Maintain supply chain reliability index below 5%
Learning and growth perspective	• Build local capabilities • Develop skilled workforce	• Employee training hours (Hasan and Chyi, 2017) • Local engineering talent recruitment	• Annually, 40 hours per employee • 60% of technical positions are hired locally

4.2 Triple Bottom Line evaluation framework

Pillars	Objective	KPIs	Target
Environmental	Reduce carbon footprint and minimise resource consumption	• Decrease in CO2 emission (Tesla, 2025) • Battery Recycling rate	• Reduce CO2 emission by more than 150k tonnes per annum • Achieve more than 80% recycling efficiency
Social	Enhance customer wellbeing and support workforce development	• Local employment creation • customer safety compliance (IBEF, 2025)	• Create 10000 direct and indirect jobs within 5 years • Attain full safety standards in India

Economic	Generate long-term value and support national economic development	• Profitability in Indian operations • FDI through the gigafactory	• Attain positive net profit within 2 years • invest 3 billion within 5 years
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4.3 Monitoring and governance mechanism

To facilitate the proper implementation of Tesla expansion, it is necessary to have a systematic monitoring and control system (Hill et al., 2020). Its governance should be in the form of a special 'India Expansion Steering Committee' which will be made up of top executives, operations, finance, compliance, sustainability, and supply-chain teams. This will be a quarterly review of the strategic progress by this committee to keep it in line with organisational objectives, regulatory requirements and commitment to TBL (Lynch, 2021). The operational performance will be tracked with a monthly KPI dashboard connected to the Balanced Scorecard and TBL and allow tracking the costs, efficiency of production, rollout of charging, and stakeholder involvement in real-time (Hasan and Chyi, 2017).

Internal audit cycles are recommended to review environmental compliance, data governance and safety as a measure of compliance to accountability (Lynch, 2021). Bi-annual risk assessments will be done with the assistance of scenario analysis, in a bid to foresee the regulatory or market volatility (Hill et al., 2020). Localisation, infrastructure deployment, and Autopilot adaptation are some of the critical areas that should be managed by cross-functional working groups in order to be coordinated (Ingle and Phute, 2016). Besides, Tesla is recommended to provide structured reporting to state governments, regulators of the industry, and community interested parties and make things transparent to build trust (ET Online, 2025). The feedback loops, which in turn will be aided by both the customer survey and supplier performance tests, will assist in the optimisation of the operations processes and allow taking corrective action on time.

Conclusion

The Tesla entry into India is a high-potential opportunity influenced by the favourable policy environment, increased demand to move clean, and technological development. The strategic scenarios show that there exists a good alignment between Tesla's core capabilities and the changing EV ecosystem in India under the conditions that the localisation, cost adjustment, and infrastructure development are prioritised effectively. The proposed mode of market entry, which is a wholly owned subsidiary with a gradual implementation of the Gigafactory, is the best option that will give the company a competitive advantage in the long term and keep it compliant with existing regulations. Tesla needs to monitor its performance and progress using Balance Scorecard and Triple bottom line since these models combined assess the performance in areas critical to success in Indian market.

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