Dr. Abdul Tayyab Khan currently working as an Associate Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. He is a passionate educator, researcher, and community builder who believes that learning extends far beyond the classroom. With over 20 years of combined experience in academia and industry, he brings a rare blend of strategic thinking, innovation, and human connection to everything he does. An alumnus of Integral University, Lucknow, Dr. Khan holds a Ph.D. in Behavioral Finance and an MBA in Management, along with a Bachelor's degree in Science from Lucknow University. His teaching philosophy is rooted in experiential learning, often using real-world case studies, gamification, and AI-driven tools to make management education engaging and impactful. Whether leading university outreach initiatives, mentoring youth for entrepreneurship, or embarking on cross-country road journeys, he strives to connect knowledge, experience, and empathy.

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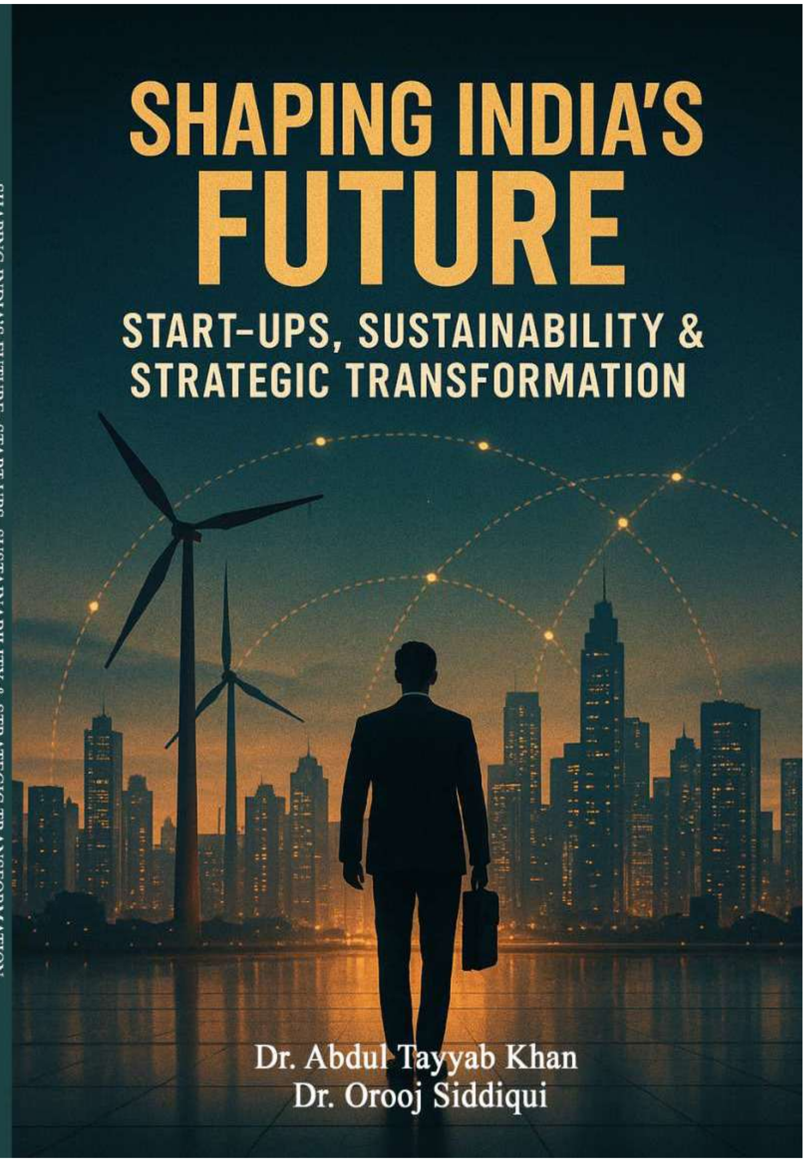
SHAPING INDIA'S FUTURE: START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION



Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

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PREFACE

India is witnessing a transformative phase marked by rapid growth in start-ups, technological innovation, digital governance, and a strong emphasis on sustainability. *Shaping India's Future: Start-ups, Sustainability & Strategic Transformation* brings together scholarly perspectives that explore how entrepreneurship, responsible business practices, and strategic thinking are collectively redefining India's development landscape.

The chapters in this volume examine critical themes such as artificial intelligence in governance, healthcare innovation, corporate social responsibility, influencer marketing, augmented reality, and sustainable enterprise models. Together, they reflect the dynamic interplay between technology, strategy, and social impact in contemporary India.

We sincerely thank all contributors for their valuable research and insights, and acknowledge the academic support of Integral University in fostering a culture of research and innovation. We hope this book serves as a meaningful resource for scholars, students, policymakers, and practitioners seeking to understand and shape India's evolving future.

Dr. Abdul Tayyab Khan

Dr. Orooj Siddiqui

2026

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Chapter – 6

Evaluating the Marketing Strategy of BYD Electric Vehicles in India

AYUSH MAURYA

Dr. Firoz Husain

1.Introduction

Background

The automotive industry has been undergoing a transformative shift in recent years, with electric vehicles (EVs) emerging as a key driver of this change. The growing global focus on sustainability, rising concerns about air pollution, and the urgent need to reduce carbon emissions have all contributed to the accelerating adoption of EVs. Among the leading companies in this electric revolution, BYD (Build Your Dreams) has established itself as a formidable player, particularly in markets like China and beyond. As the largest EV manufacturer in China and one of the global leaders in electric mobility, BYD's entry into the Indian market has been met with considerable interest.

India, with its vast and growing population, is a key focus for global automotive brands looking to tap into the potential of emerging markets. Over the last decade, the Indian automotive market has seen significant growth, driven by rising disposable incomes, urbanization, and an increasing appetite for modern, technologically advanced vehicles. However, the Indian automotive sector, traditionally dominated by internal combustion engine (ICE) vehicles, has been relatively slow in adopting electric vehicles. Several factors contribute to this slow pace, including high upfront