

DIYguru Launches

Professional Certification Program in EV Sales & Business

Duration: 3 Months

DIYguru is India's one and only Hardware Enabled E-Mobility Upskilling Platform with Project Based Professional Certificate Program.
Certified by **ASDC & AICTE, Ministry of Education, Govt. of India.**

IMPLEMENTATION PARTNER

DIYguru

JOB SEARCH PARTNER

eMobility
.careers

LAB DEVELOPMENT PARTNERS

EVI
Technologies
...converting electrons into fuel

tadpoleTM





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The Need

Upto 375 million people globally will need to find entirely new kind of jobs by 2030 because of transformation in the electrical & automation industries.



25 million+

Direct jobs will be created in the EV sector by 2030

83%

Engineers in India are need skill training

66.52%

EV market in India would grow at a CAGR of 66.52% until 2029

1

Market Growth

2

Automotive growth

3

Demand growth

EV Future in India

108%

EV job growth

20,700

52 enterprises employing 15,700 people in 2026

50 million

This growth in the electric car industry is expected to lead to the creation of 50 million jobs

Why DIYguru?

DIYguru stands for "Do It Yourself Guru," combining the principles of hands-on learning and expert guidance. "DIY" represents the philosophy of learning by doing, empowering individuals to take control of their education and skill development. "Guru" signifies a mentor or guide who provides the necessary knowledge, support, and expertise to ensure successful learning outcomes.

At DIYguru, we emphasize project-based learning, where students engage in real-world projects and practical exercises that mirror industry challenges. This "learn by doing" approach allows our students to gain hands-on experience, build problem-solving skills, and apply theoretical knowledge to practical situations. By working on actual EV projects, from design and development to testing and implementation, learners acquire valuable skills that are directly applicable to their careers.



About Us

At DIYguru, our mission has always been clear — to empower a generation of innovators who will redefine the future of mobility.

When we founded DIYguru, it was with a simple vision — to bridge the gap between academia, industry, and technology. Over the years, we've collaborated with esteemed organizations like NEAT AICTE, ASDC, Hyundai, and Eaton to design industry-aligned programs that prepare learners for the electric and smart mobility revolution. Our work doesn't stop at education. With EV.Care, we are reimagining the future of EV maintenance and sustainability, while Autosports India continues to unite automotive enthusiasts and innovators under one roof. Together, we are not just building careers; we are building the future of mobility — one learner, one engineer, and one innovation at a time.

Program Highlights



WHY THIS PROGRAM WORKS

- Designed to make learners Day-1 ready in EV companies
- Designed specifically for EV sales & business roles
- Beginner-friendly and confidence-building
- Combines sales fundamentals with EV knowledge
- Covers EV economics, financing, insurance & subsidies
- Includes CRM & sales operations basics
- Focused on real conversations, not theory
- Built with industry hiring expectations in mind
- Backed by 250+ EV Companies

ACADEMIC CENTRE HEADS



Bhupendra Chauhan



Md Zeeshan Alam



Saroj Kumar Pradhan



Curriculum

<p>1. Sales Foundations for the EV Market</p>	<ul style="list-style-type: none"> • Fundamentals of Sales: Role of Sales in Business Growth • Sales Mindset & Buyer Psychology • Difference Between ICE Sales & EV Sales • Basic Sales Process: AIDA, PDQC, PEU • Common Mistakes Made by Beginners in EV Sales • Ethics, Trust & Expectation Setting in Long-Cycle Sales
<p>2. EV Fundamentals for Sales & Value Translation</p>	<ul style="list-style-type: none"> • Overview of Electric Vehicle Architecture • Battery Fundamentals • EV Charging Basics: Charging Time & User Experience • Real-World Factors Affecting EV Performance • Common EV Myths & Customer Misconceptions • Translating EV Specifications into Business
<p>3. EV Economics & Total Cost of Ownership (TCO) Selling</p>	<ul style="list-style-type: none"> • Cost Structure of ICE Vehicles vs Electric Vehicles • Maintenance, Downtime & Lifecycle Cost Differences • Introduction to Total Cost of Ownership (TCO) • Using Economics to Handle Price & Cost Objections • EV Financing Basics for Sales Professionals • Insurance, Warranty & Subsidy Impact on EV Sales
<p>4. EV Sales Conversations, Lead Qualification & Field Readiness</p>	<ul style="list-style-type: none"> • Structuring Effective EV Sales Conversations • Techniques to understand Customer Needs • EV Adoption Readiness Indicators • Field Sales Realities & Ground-Level Challenges • Basics of CRM & Sales Operations in EV Companies • Sales Discipline & Follow-Up Management



Curriculum

<p>5. EV Go-to-Market Strategy & Business Execution</p>	<ul style="list-style-type: none"> • Overview of EV Go-To-Market Models • Market Segmentation & Customer Identification • Pricing Strategy & Discounting Risks • Pilot Projects, Demonstrations & Trial-Based Selling • Basics of Negotiation & Deal Closure • Sales Metrics, Targets & Performance Tracking
<p>6. Specialization, Career Readiness & Sales Discipline (OPTIONAL)</p>	<ul style="list-style-type: none"> • Role-Specific Responsibilities & Expectations • How EV Sales Professionals Are Measured • Personal Productivity for Sales Roles • Managing Follow-Ups, Rejections & Target Pressure • Post-Sale Process & Customer Experience

Practical Learning Format

- ◆ **Sales role-plays & conversation simulations**
- ◆ **EV objection-handling case studies**
- ◆ **TCO & affordability exercises**
- ◆ **Lead qualification, lifecycle stages & funnel based readiness analysis**
- ◆ **One role-based practical project (Module 6)**



Eligibility & Admission Procedure

Who all are eligible?



Fresh Graduates: Aspiring to work in the EV Industry from any discipline

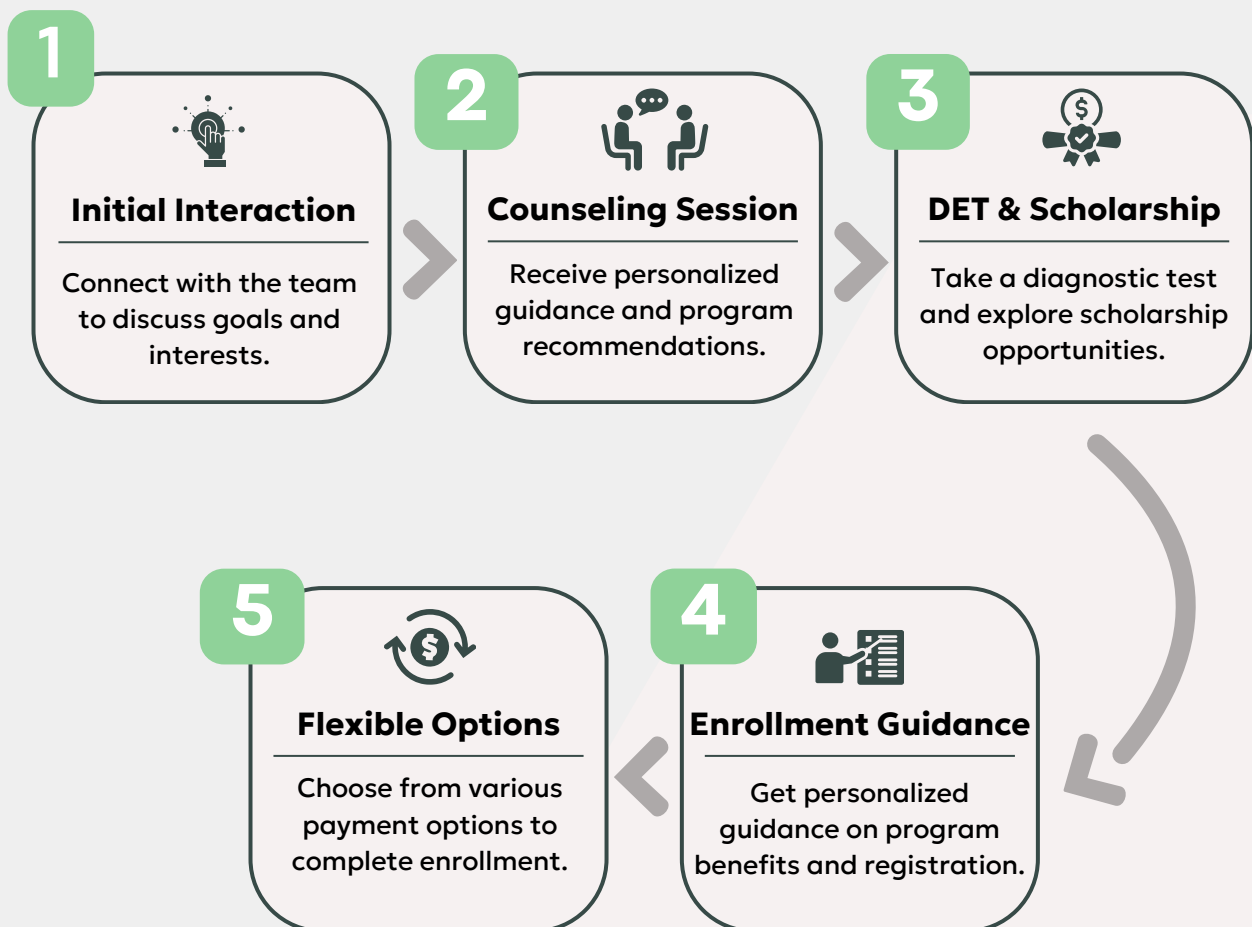


Professionals: looking to enter the EV industry



Entrepreneurs & Startups: Become an impactful leader in the eMobility Industry

Admission Procedure

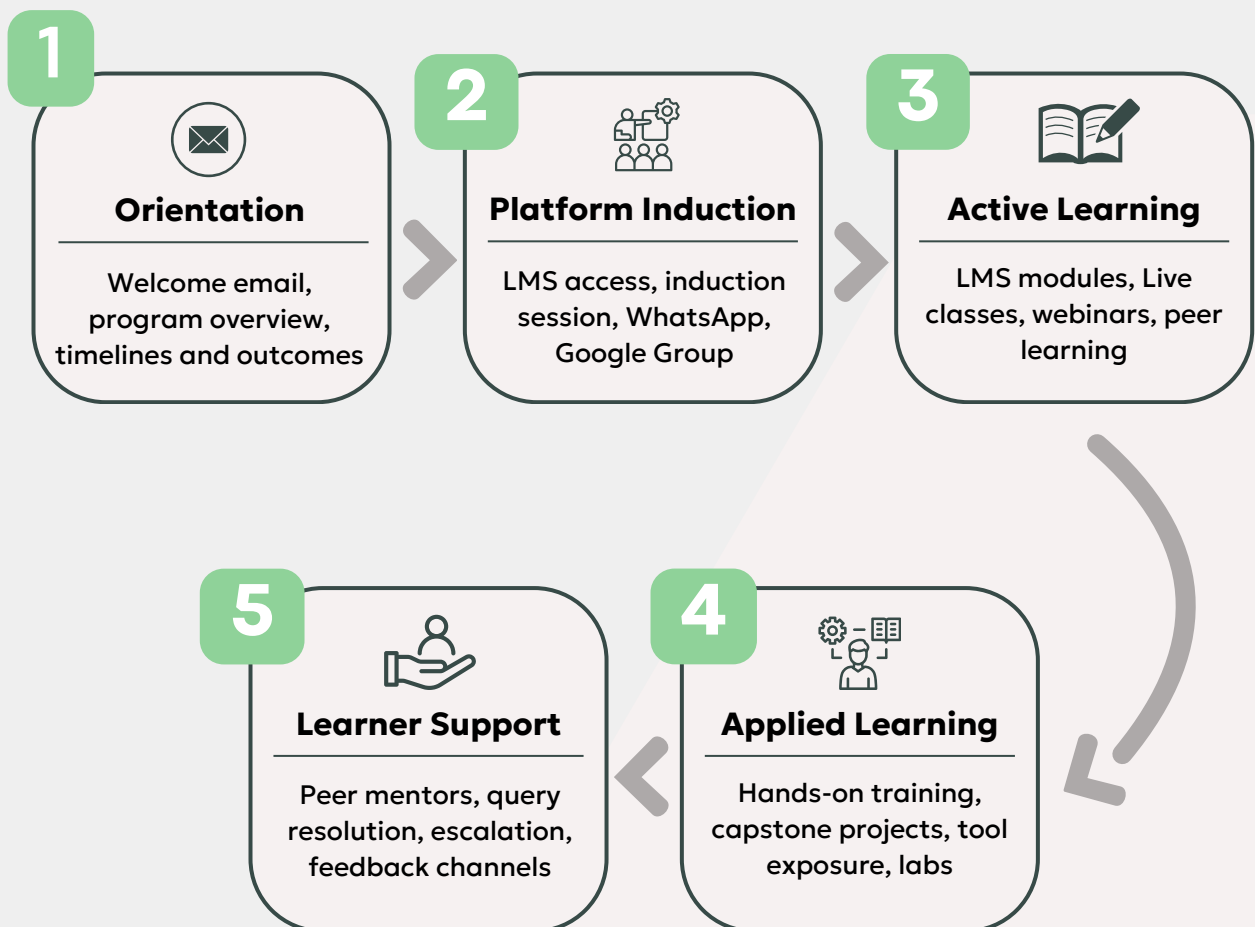


Onboarding & Learning Track

From the moment you join, you enter the Learning track— a structured journey combining onboarding, skill-building, project-based learning, and job-readiness activities



Learning Track





How Placement Support Works?

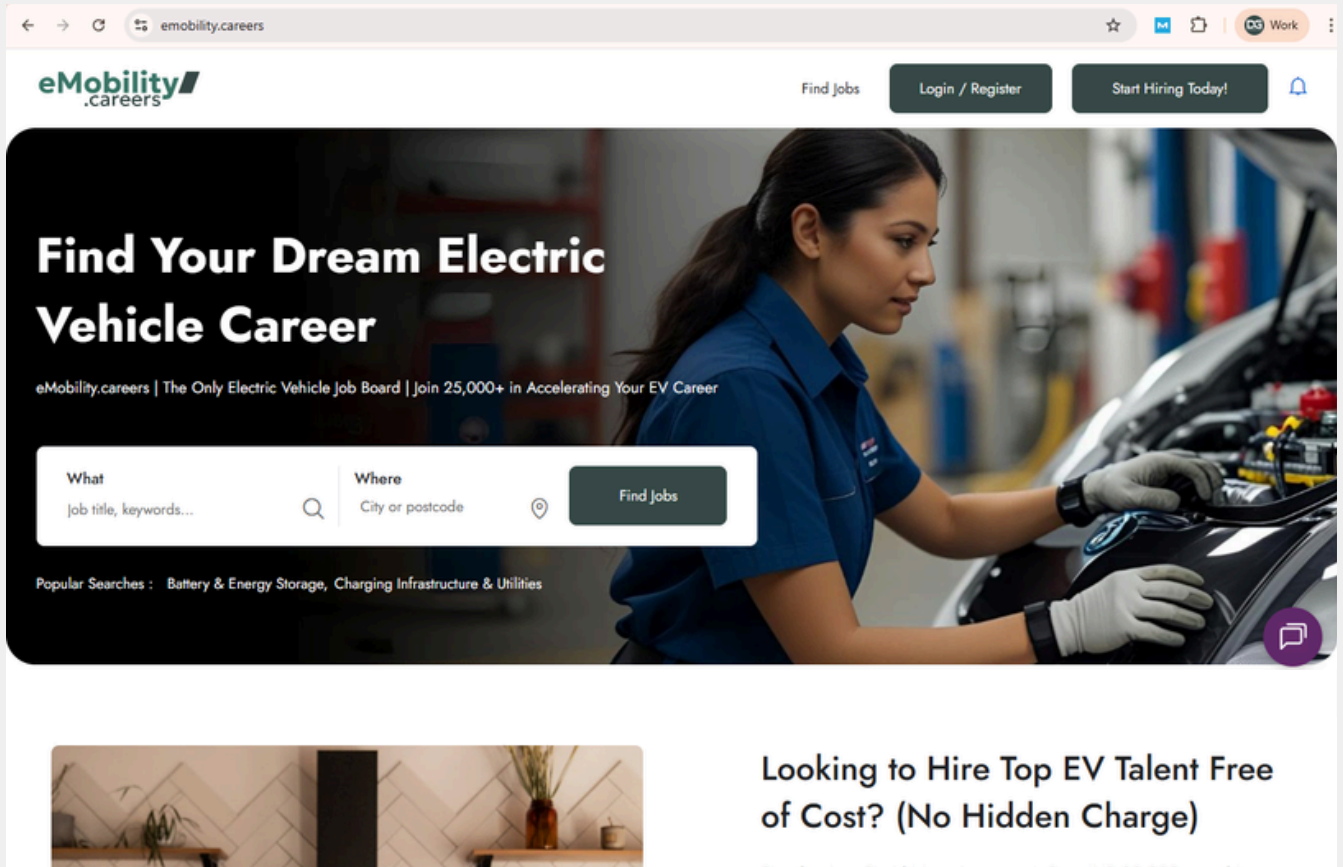
We ensure placement sessions from the very first week of your admission!

This allows you to plan your career along with the learning! Throughout the year, you shall be involved in at least 2 placement and application related sessions each week!





eMobility.careers: Open EV Community



Career Opportunities through eMobility.careers

Graduates of this program typically start their careers in roles such as:



EV Sales Executive



Business Development Executive



Charging Infra. Sales Associate



Dealer Channel Sales Executive



EV Market Development Executive



DIYguru Ecosystem Access

These are **entry-level and early-growth roles** where EV companies are actively hiring and training talent.

Power your future. Explore programs at emobility.careers



Success Stories

Satyam Shrivastawa

● [Read More](#)

Om Mate

● [Read More](#)

Surendra Patel

● [Read More](#)

Sashikant Rathod

● [Read More](#)

Aman Das

● [Read More](#)

Anubhav Shukla

● [Read More](#)

Shubham Sangde

● [Read More](#)

Akhilesh Jain

● [Read More](#)

Shakir Shah

● [Read More](#)



DIYguru Industry Partners









LARSEN & TOUBRO	HYUNDAI	LEARNING LINKS FOUNDATION	ALTAIR
RELIANCE General Insurance	Schneider Electric	MARUTI SUZUKI	HL Mando Sofftech India Private Ltd
BOSCH	tcs TATA CONSULTANCY SERVICES	Trinity College Dublin Coláiste na Tríonóide, Baile Átha Cliath The University of Dublin	EVI Technologies ...converting electrons into fuel
EAT•N	OLA ELECTRIC	tadpole	Spinny

Featured and Accredited By

THE KEN	Class of 2030: India's on the cusp of an <u>electric future</u> . But who's going to build it?	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety	The Federal Ministry for the Environment, Nature Conservation, <u>Nuclear Safety and Consumer Protection (BMUV)</u> , <u>Germany</u> , supports the initiative of DIYguru for EV upskilling
Ministry of Housing and Urban Affairs Government of India	DIYguru is a skill partner for NITI Aayog Electric Vehicle Mobility Vision 2030, a suggested <u>course from Ministry of Housing and Urban Affairs</u> , Govt. of India	N-E-A-T National Educational Alliance for Technology	DIYguru <u>impanelled by NEAT, AICTE</u> as the E-Mobility training provider for AICTE approved engineering institutions in India.
KPMG	DIYguru <u>ranked no. 2 globally</u> among the EV training providers providing state-of-the-art skills training & enhancing employability	UK Government	DIYguru <u>E-mobility Training Programmes in India and the UK</u> , has been featured under the ASPIRE programme supported by the UK Government.
OLA MOBILITY INSTITUTE	Skilling Indian's for an EV ready world. <u>OMI report on DIYguru</u>	PHD CHAMBER PHD CHAMBER OF COMMERCE AND INDUSTRY	DIYguru as <u>skill partner</u> for Electric Vehicle Summit at PHD Chamber of Commerce & Industry
NITI Aayog	DIYguru as <u>Training provider</u> for Integration of Electric Vehicles Charging Infrastructure with Distribution Grid	ICRIER	Indian Council for Research on International Economic Relations (ICRIER) mention about <u>DIYguru EV Nanodegree Program with ASDC</u>
शिक्षा मंत्रालय MINISTRY OF EDUCATION	DIYguru among the <u>selected 58 Edtech companies</u> impanelled by Ministry of Education as a PublicPrivate partnership model between the Government & NEAT - AICTE	CIEL HR inspired by science	CIEL recommends Automotive Skills Development Council (ASDC) <u>Electric Mobility Nanodegree Programme</u> in association with DIYguru

- 1** 3000+ Students Enrolled in PG Program since 2022
- 2** 4+ state governments with DIYguru as core training partner
- 3** 90K+ Students Enrolled in Certification Programs
- 4** 16+ Active universities with DIYguru as core training solution
- 5** 25+ in collaboration for corporate trainings

Recognitions

<p>2018</p>  <p>DIYguru awarded Digital India Foundation award from MyGov CEO</p> <p>Learn More</p>	<p>2018</p>  <p>Global Entrepreneurship Award from IIT Kharagpur to DIYguru CEO</p> <p>Learn More</p>	<p>2019</p>  <p>DIYguru & ASDC (Automotive Skills Development Council) signs MOU</p> <p>Learn More</p>	<p>2020</p>  <p>DIYguru & NEAT AICTE Signs MOU for certification in E-Mobility</p> <p>Learn More</p>
<p>2022</p>  <p>DITE & TATA Technologies sign MOU with DIYguru & ASDC</p> <p>Learn More</p>	<p>2022</p>  <p>MOU with CMR Group to set up India's first Hardware enabled Lab</p> <p>Learn More</p>	<p>2023</p>  <p>MOU with ADYPU to launch M.Tech. program in E-Mobility.</p> <p>Learn More</p>	<p>2024</p>  <p>MOU with IIT Delhi's Tadpole & EVI for India's 1st Hardware Enabled EV Program</p>

Our Media Mentions

	<p>DIYguru and ADYPU launch <u>M.Tech program</u> in Electric Vehicle</p>		<p>इलेक्ट्रिक कारों की बिक्री बढ़ने के साथ ही अब इनके मैकेनिक की मांग भी बढ़ रही है, यहां तक कि कई बड़ी कंपनियों को भी इलेक्ट्रिक कारों के मैकेनिक नहीं मिल रहे हैं तो अगर आपका इलेक्ट्रिक कारों में इंटरैक्ट है तो इसमें करियर बना सकते हैं.</p>
	<p>There is a great opportunity to <u>earn money in the world of electric vehicles</u>, know what is the method of earning</p>		<p>Is india's <u>EV workforce</u> ready for EV manufacturing?</p>
	<p>ASDC And DIYguru Launch <u>Nanodegree Program</u> To Upskill Engineering Students In EV Technology</p>		<p>Short courses in EVs will create <u>manpower for expanding industry</u></p>
	<p>इस DIYguru कोर्स से आप <u>हार्डवेयर सक्षमता के साथ अपने घर पर EV बिजनेस</u> और EV इंजीनियरिंग सीख सकते हैं</p>		<p>Three Friends Studying In College Together After Two Years In Delhi, Came To Business Idea; Started <u>Online Courses Related To Electric Mobility</u>.</p>
	<p>DIYguru and Ajeenkya DY Patil University to launch integrated <u>PG, M.Tech in EV</u></p>		<p>AICTE – DIYguru MOU To Provide <u>Jobs To One Million Electric Vehicle Workforce</u> By 2025</p>
	<p>ASDC And DIYguru Launch <u>Nanodegree Program</u> To Upskill Engineering Students In EV Technology</p>		<p>Revealing Vision for <u>India's Automotive Skill Ecosystem</u>: An interview with Arindam Lahiri</p>



Case Studies

Hyundai



Upskilling Hyundai Motor India Team in the EV Domain with DIYguru

DIYguru partnered with Hyundai Motor India Engineering (HMIE) to provide comprehensive Electric Vehicle (EV) training aimed at upskilling their team in the EV domain. This collaboration reflects DIYguru's commitment to advancing green mobility through education and practical hands-on experience.

[Learn More](#)

TATA Consultancy Services



TCS Engineers Trained in Electric Vehicle Technology from DIYguru: A Comprehensive Case Study

TCS Electric Vehicle Training case study explores the EV training program provided by DIYguru, its target, technical details, curriculum, targeted technologies, benefits for TCS engineers, and the impact of the training on the EV industry.

[Learn More](#)

Daimler



Enhancing the Daimler Truck Innovation Center India Pvt Ltd (DTICI) Team's Expertise in E-Axle Systems with DIYguru

This training initiative between DIYguru and DTICI has significantly enhanced the technical capabilities of DTICI's team, equipping them with advanced knowledge and practical skills in E-Axle technologies.

[Learn More](#)

Bosch



Upskilling Bosch in the EV Motor & Powertrain Domain with DIYguru

DIYguru has been a key partner in providing comprehensive training to Bosch's Pan India team, focusing on enhancing their skills and knowledge in the electric vehicle (EV) domain. This collaboration spans several years and includes various training formats, reflecting DIYguru's commitment to advancing EV technology education.

[Learn More](#)

Indian Army



Enabling Army Officers to be a part of India's Electric Vehicle Revolution.

In collaboration with the Learning Links Foundation (LLF), DIYguru launched a comprehensive training program aimed at upskilling Indian Army veterans EV Training in 4-Wheeler Electric Vehicle (EV) Dealership Management, Service, Repair, and Maintenance.

[Learn More](#)

L&T Edutech



DIYguru and L&T Edutech Collaboration to Establish E-Mobility Centers of Excellence in India

DIYguru, in collaboration with L&T Edutech, has established E-Mobility Centers of Excellence in educational institutions across India. These centers feature advanced hardware labs including the EV DriveTrain Experimental Setup & Motor Testing Workbench, EV Electrical Circuit Training Workbench, and Battery, BMS with CAN Protocols Training Workbench.

[Learn More](#)

Sonalika



Upskilling Sonalika Tractors - (ITL) Team in Electric Vehicle Tractors Technology with DIYguru

Collaboration with Sonalika Tractors - International Tractors Limited (ITL) for specialized training in Electric Vehicle (EV) technology. This comprehensive program covered key modules including EV basics, battery technology, electric motors, power electronics, vehicle dynamics, EV design, and maintenance.

[Learn More](#)

Govt. of Karnataka



Training 6000 workforce as Electric Vehicle Technician under Govt. of Karnataka Udyoga Initiative

The program targeted ITI students, particularly those in urban areas and Bangalore. The initiative aimed to transform these students into industry-ready professionals capable of contributing to the EV sector's growth.

[Learn More](#)





Meet Our Management Team



Avinash Singh
Founder & CEO



Khushbu Singh
Co-Founder



Saher-E-Yaar Ashraf
Head of GTM



Shubham Agrarwal
Global Head - L&D



Shivali Sharma
CSO



Shivani Mishra
Head HR

Advisory Board



Dr. BK Panigrahi
Head - CART - IITD



Dr. Harpal Thethi
Advisor - Corporate Relations



Arindam Lahiri
CEO - ASDC



Dr Buddha Chandrasekhar
COO - NEAT, AICTE



Chinmaya Chetan Biswal
Beepkart, Ex - Spinny



Ramesha BS
Academics Head - Altair



Ayush Sharma
Product Manager- NIIT





COE

We Are Leveraging Our Expertise Globally

Delhi NCR

Headquarter

374, MG Road, Sultanpur
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India

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Bengaluru

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Thank you for your interest in DIYguru Programs.
Whether you have a specific project in mind or
simply have a question, please don't hesitate to

Contact Us

For any feedback or query, email us at support@diyguru.org



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www.diyguru.org

