

Case Study

PRODUCT PORTFOLIO EXPANSION/ NEW MARKET SEGMENT ENTRY



Client American Auto Component Manufacturer in India

Background The client is a tier I supplier to India's auto OEM industry and is evaluating impact on its product portfolio due to the emerging **Electric Vehicle (EV) industry**

SGA Support Customized report on the EV market in India with specific focus on the client's product portfolio:

- ✓ Market size, segmentation by category, growth & penetration forecasts
- ✓ Growth drivers, challenges and trends
- ✓ Impact analysis on the auto-components ecosystem
- ✓ Identification of synergies between existing components manufactured by client and EV industry demand
- ✓ Primary insights for product portfolio expansion to cater 2W and 3W OEMs

Result The study enabled client to realign their EV strategy and understand the timelines for import vs. local manufacturing for products in its global portfolio, in addition to exploring product development for 2W & 3W segments

Snapshots

