



SECTOR: AUTOMOBILE

Background

Trade Promotion Agency of an ASEAN country setting up an investment zone in India to support and provide opportunities for their automobile and automotive component companies to set up manufacturing facilities in India

Client Objective

To conduct cluster mapping of Northern India Automobile Cluster, i.e. Rajasthan, Delhi NCR, Haryana, Punjab and an overview of automotive cluster in Madhya Pradesh and Gujarat with an aim to understand feasibility for setting up a manufacturing facility

Market Intelligence

- Overview of Indian economy, State's FDI policies and government initiatives
- Analysis of the Automobile supply chain ecosystem, major OEMs, tier 1 & tier 2 suppliers
- Procurement and localization policy of major Indian and MNCs operating in the automobile sector
- Individual discussions with over 100 companies present in Northern India to understand their expansion plans and supply chain ecosystem

Key Stakeholders

- Detailed profile of Automotive OEMs, Tier 1 and Tier 2 suppliers
- Expansion plans and major parts/components which are imported into India
- Feedback towards partnering and sourcing from new companies planning to setup in the proposed Investment zone

Outcome

- T&A provided a detailed overview of the automobile cluster of Northern India with individual feedback from major OEMs about their procurement and localization policy
- Qualified shortlist of companies who expressed interest to partner with foreign companies