

## Case Study

How Our Targeted **GTM Strategy Helped an Automotive Component Manufacturer Achieve 30% Revenue Growth** by Seamlessly Entering the Indian Market



### Client's Objective

Our automotive client sought a deep dive into the market opportunities in the APAC region for key automotive components like valves, focusing on critical systems such as engines, HVAC, and brakes. They aimed to identify best-fit customers and uncover growth opportunities in India's dynamic automotive landscape.

### Our Strategic Approach

To help the client make informed decisions, we adopted an analytical, impact-focused approach:

#### Comprehensive Market Assessment

- We conducted an in-depth analysis of the Indian automotive market, focusing on key parameters like OEM sales performance and OEM-vendor relationships. This helped us understand the competitive landscape and emerging trends, which were crucial for shaping our GTM strategy.

#### Identification of High-Potential Partners

- Evaluated sales dynamics, vendor partnerships, and market demand to pinpoint customer segments with the highest growth potential for automotive components. We generated an indirect route to market entry or realignment in the value chain.

#### Actionable Insights for Strategic Targeting

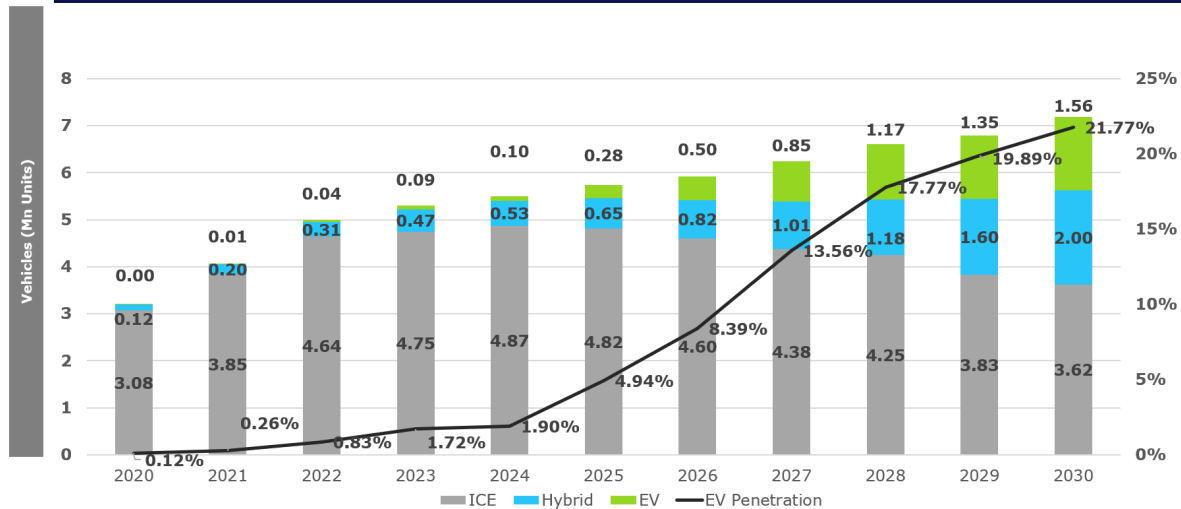
- Supported client in strategically identifying and targeting growth opportunities in the Indian automotive market by offering data-driven insights and recommendations.

## Snippets

### India – Automotive Market

**Analyst Commentary:** EV penetration in the Indian passenger vehicle market is expected to be slightly higher than that in commercial vehicles; Hybrid vehicle share will be dominating in the Indian market due to high EV costs and limited charging infrastructure

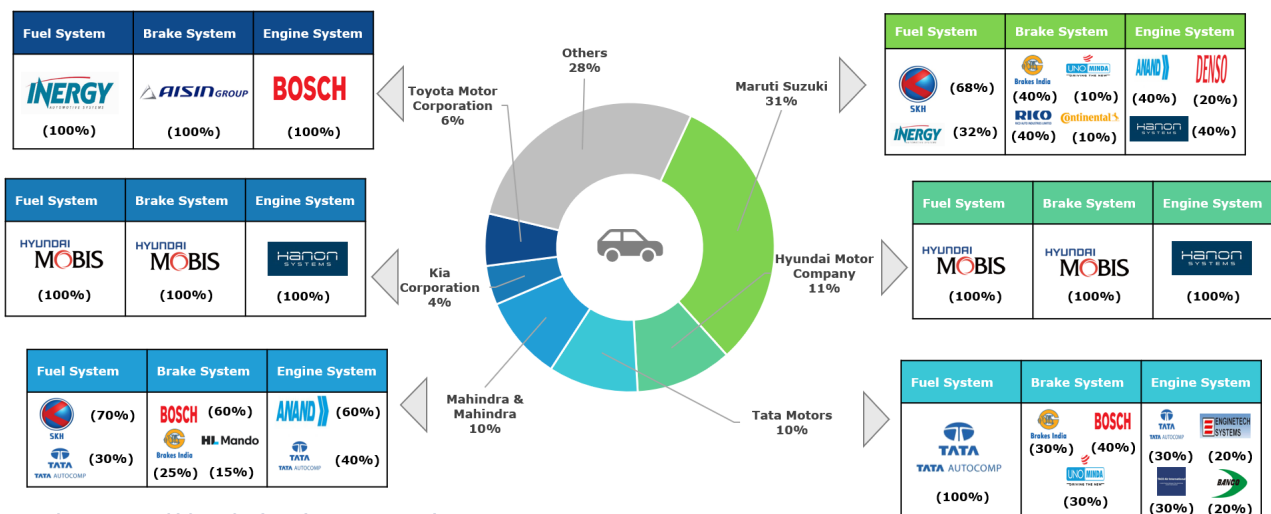
Indian Automotive Market – 2019 to 2030, (Mn Units)



### India – Key PV OEMs and Tier-1 Suppliers

**Analyst Commentary:** The Indian passenger vehicles market is dominated by Maruti Suzuki operating 3 manufacturing plants with maximum capacity of 2.35 Mn Units; The SKH Group, Hyundai Mobis, AISIN Group and Tata Autocomp hold good opportunity for Gentherm for the system valves

Indian Passenger Vehicle OEMs' Share and Their Systems Suppliers



Total Passenger Vehicles Sales (2024) = 5,608,796 Units

## Impact

- Highlighted the major OEMs for diverse vehicle segments in India.
- Identified more than 15 customers for their product.
- Recognized the leading suppliers of OEMs and their sales share.
- Identified untapped market opportunities that competitors were overlooking, contributing to a 30% growth in the company's revenue.

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