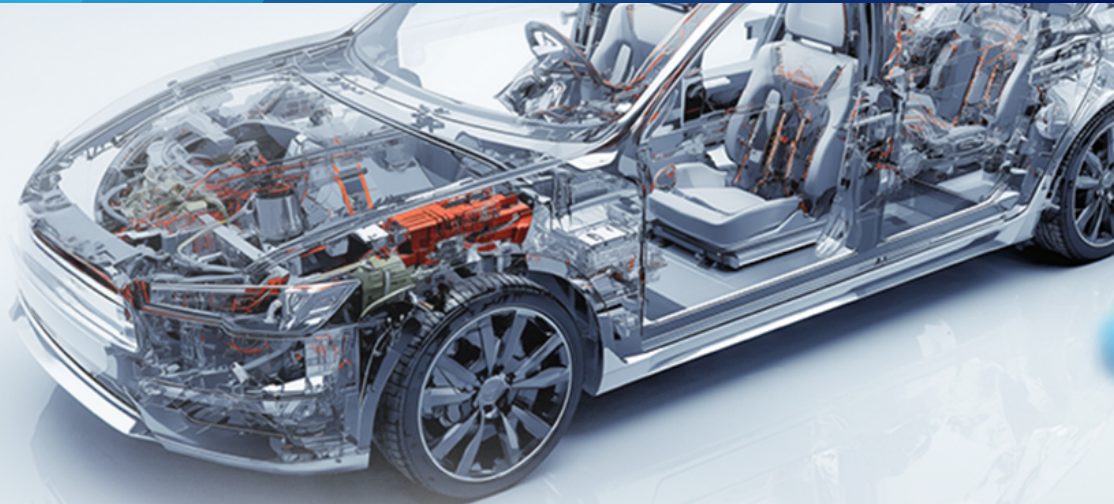


Case Study



How We Helped

Our Client Strengthen Its Market Position with a Targeted Go-to-Market Strategy for Automotive Components

Objective

Aiming to capture new growth opportunities within India's rapidly expanding automotive sector, a global component manufacturer partnered with us to refine its market approach. Through a tailored go-to-market (GTM) strategy, we enabled the client to pinpoint high-potential customers, assess OEM-supplier networks, and recognize untapped market opportunities for components, such as valves used across engine, HVAC, and braking systems.

Our Strategic Approach

To guide the client's successful entry and expansion in India's dynamic automotive ecosystem, we implemented a data-backed, market-intelligence approach integrating customer mapping, competitive benchmarking, and opportunity assessment.

Market & Opportunity Assessment

Analyzed India's automotive component landscape across passenger, commercial, and two-wheeler segments. Evaluated demand drivers, supplier networks, and OEM procurement trends to identify the most promising product applications and value chain entry points.

Customer Mapping & Competitive Benchmarking

Mapped leading OEMs and tier-1 suppliers for different vehicle segments, profiling their sourcing patterns, existing vendor relations, and sales performance. Benchmarked competitors to identify under-served regions, product gaps, and differentiating factors for the client's offering.

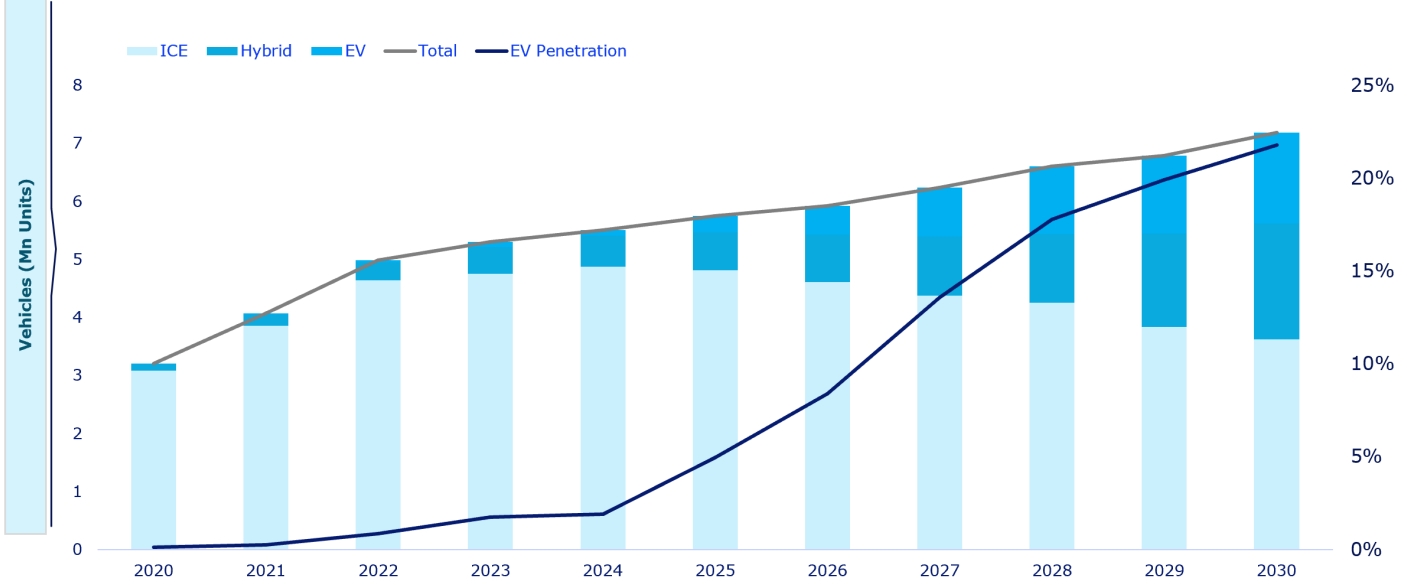
Go-to-Market & Sales Strategy Development

Defined best-fit customer clusters based on sales potential, alignment with product specifications, and partnership feasibility. Outlined targeted engagement strategies and distribution models to strengthen market presence and optimize revenue generation.

Snippets

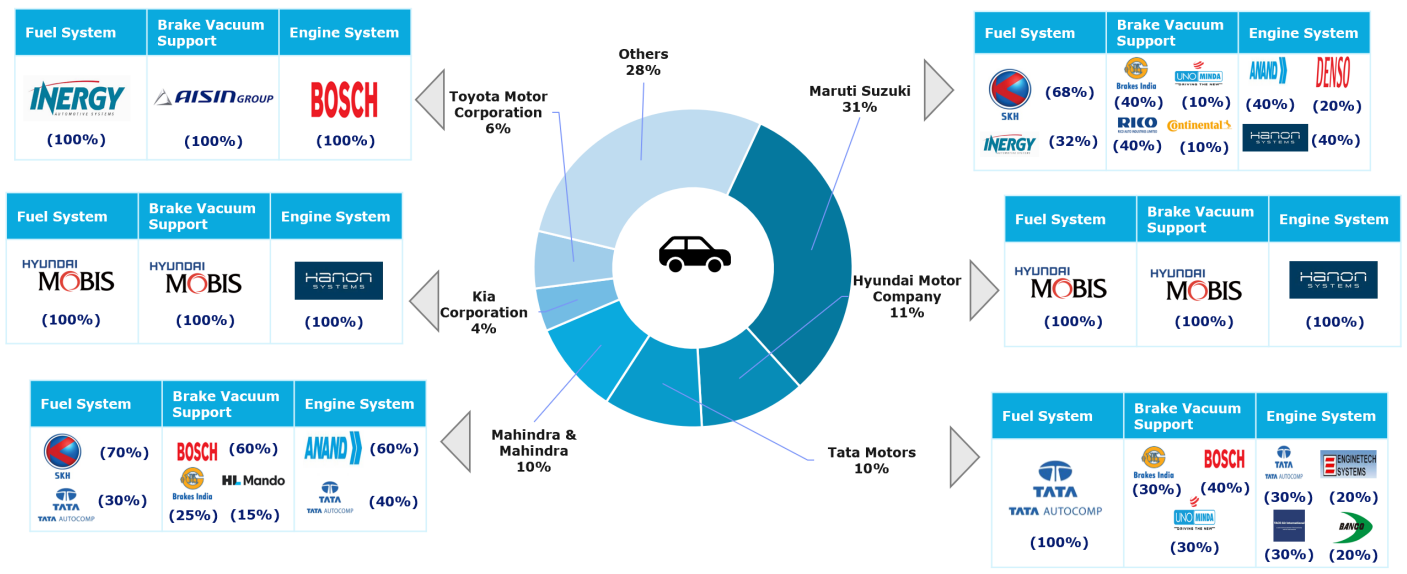
India – Automotive Market

Indian Automotive Market – 2020 to 2030, (Mn Units)



India – Key PV OEMs and Tier-1 Suppliers

Indian Passenger Vehicle OEMs' Share and Their Systems Suppliers



Impact

- Identified 15+ high-value customers across major vehicle segments in India.
- Highlighted key OEMs and their leading suppliers, including sales share and sourcing dependencies.
- Uncovered whitespace opportunities in competitor-served markets, resulting in a 30% increase in the client's revenue within the first year of implementation.

Conclusion

leB enabled the client to penetrate India's competitive automotive component market effectively. Through a focused go-to-market strategy backed by detailed market and customer intelligence, the insights helped prioritize target customers, refine sales efforts, and unlock new growth channels, reinforcing the client's position as a preferred supplier in the automotive ecosystem.

Ingenious Brain

Ingenious e-Brain is a global research advisory and management consulting firm that helps businesses future-proof their operations by addressing complex challenges with sustainable, strategic, and expert-led solutions. With a global network of over 300 domain experts, analysts, scientists, and consultants across 5 offices in 4 countries—we bring world-class research capabilities and a proven track record of delivering 5,000+ projects across various industries.

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