



Case Study

How We Helped Our Client Build a **Customer-Centric SDV Roadmap** for the Indian Automotive Landscape

Objective

As Software-defined Vehicles (SDVs) continue to revolutionize the Indian automotive landscape, our client, a leading automotive company, approached us to thoroughly assess the regional landscape. Their main objective was to strengthen the SDV proposition in the Indian market, for which they wanted our support to evaluate products & features and to identify market opportunities. To capture this opportunity, a deeper understanding of what SDV features customers really want, how competitors are changing their offerings, and what's restricting people from adopting SDVs is required.

Our Strategic Approach

We adopted a structured framework to help the client turn evolving SDV capabilities into opportunities that genuinely matter in the market. Our comprehensive approach focused on product and feature benchmarking, customer perception analysis, competitive intelligence, supplier mapping, and market readiness assessment.

SDV Product & Feature Assessment

In order to assess features like **connected vehicle capabilities, ADAS, OTA updates, in-car applications, infotainment, and personalization**, we first examined both current and future SDV offerings in the vehicle segments. As a result, the client got to know about the development of SDV capabilities in India and identified particular areas in which they might position themselves as a leader.

Customer Perception & Preference Analysis

Assessed customer perceptions across different regions in India to understand **feature awareness, preferences, expectations, and willingness to adopt SDV-enabled functionalities**. Additionally, the data showed which features buyers valued most and where the gaps were between market demand and availability.

Competitive & Supplier Landscape

To determine strengths and capability gaps, major automakers such as **Mahindra, Tata Motors, Hyundai, Kia, Maruti Suzuki, MG, Stellantis, and VinFast** were compared based on their feature portfolios, upcoming launches, and current SDV offerings. The study also mapped India's SDV provider ecosystem to find potential software and technology partners across critical areas.

Market Readiness & Adoption Barriers

Evaluated the extent of SDV adoption in the Indian ecosystem by **examining customer awareness, technology maturity, feature acceptance, and adoption barriers**. This distinction helped segregate capabilities with near-term market potential from those that require more ecosystem development or customer education.

Opportunity Identification

This step of our framework focused primarily on integrated product, customer, competitive, and market insights to **identify high-potential SDV features and whitespace opportunities**. Through these findings, the client has ranked opportunities according to market readiness, competitive intensity, and customer relevance.

Impact

Guided the client by:

- **Identifying needs and priorities of customers about SDVs** across different states of India, including connected features, ADAS, OTA updates, in-car apps, etc.
- **Sorting best-fit SDV vendors in India and precisely evaluating the key competitors** based on their present and future software-defined vehicle offerings.
- **Determining the gaps in customer awareness and acceptability of SDVs** to evaluate market preparedness and adoption hurdles.

Conclusion

Ingenious e-Brain helped the client move beyond understanding **what SDV technology can offer** to identifying **what the Indian market is ready to value and adopt**. The engagement connected product capabilities with customer expectations and competitive offerings, and also with supplier capabilities and market readiness. This provided a clear foundation for prioritizing SDV features and shaping a customer-centric roadmap for the next phase of SDV growth in India.



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Our services empower organizations to accelerate innovation, optimize R&D portfolios, and navigate complex intellectual property (IP) challenges, all while scaling operations with resilience. We support clients at every stage of the innovation process, from product launches and IP co-creation to market intelligence, consumer sentiment analysis, and gathering actionable customer insights through surveys.

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We are located at

India (HQ)

207-208 Welldone TechPark, Sohna Road
Sector 48, Gurugram, Haryana 122018

+91 124 429 4218

Delaware (USA)

8 The Green, Suite B, Dover, DE 19901

+1 302 450 1418

London

5, Brayford Square, London, E1 0SG

+44 770 014 9056

For enquiries e-mail us at
contact@iebrain.com

Find more about us at
www.iebrain.com

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