

Case Study | Automotive

BENCHMARKING FOR HATCHBACK

LEADING EUROPEAN OEM, LOOKING FOR FRESH START IN GROWING INDIAN MARKET. WANT TO EXPLORE THE COMPETITIVENESS OF THEIR EUROPEAN CARS AS COMPARED TO THE INDIAN COMPETITION.

THE CHALLENGE

- Tear down and study of 3 Competitor Vehicles – 2 Indian and 1 European.
- Focus area was the reduction of weight & cost, and making a vehicle fit for India by concentrating on the market requirements – subjective and regulatory.

THE COMPANY

A major automotive manufacturer based in Europe with more than 180,000 employees and over 60 locations worldwide. The organization manufactures and distributes its products across six continents.



THE SOLUTION

- Cross Functional teams from each domain were formed to do the 3600 evaluation of the product.
- Study was carried out in 2 phases : Teardown, Benchmarking with Should Costing. Dynamic Benchmarking.
- Additional Focus was on India Specific Requirements like Regulations, Supply chain and Customer requirements.

THE RESULT

~5%

Cost saving proposals



Approximately
5% weight
saving proposals



Key design
differences between
Indian and European
vehicles



Assembly and
design approach
of Indian vehicle
manufacturers



Potential market
to target in the
future

ABOUT US

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