

Case Study | Automotive

# VAVE FOR PREMIUM CARS - SUV & SEDAN

**STARTUP AUTOMOTIVE VENTURE (PART OF LARGE CONGLOMERATE) IN ASIAN REGION. AGGRESSIVELY LOOKING TO ESTABLISH AS A LEADING AUTOMOTIVE BRAND. INTRODUCED D SEGMENT SUV AND SEDAN**

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## THE CHALLENGE

- VAVE Proposals to improve the overall cost competitive of the product.
- Diversified Supply chain, PT and Chassis aggregates were borrowed from European Donor platform.
- Focus are Interior, Exterior, Electricals and Closures.
- VAVE proposals which are quick to implement to be prioritized.

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## THE COMPANY

Automotive manufacturer based Asia. The company also produces motorcycles and commercial vehicles.



## THE SOLUTION

- Cross Functional teams from each domain were deputed at Customer site for Detailed Evaluation.
- VAVE Proposals submitted for short term implementation before SOP. Rest of the feasible ideas to be implemented in MY changes.
- Additional Focus was on Cost reduction through localization opportunities.

## THE RESULT

~8%

Cost Saving opportunities identified for Phase I



Localization Feasibility for all Aggregates

## ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit [www.tatatechnologies.com](http://www.tatatechnologies.com).