TATA TECHNOLOGIES

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Case Study | Automotive

PRODUCT DEVELOPMENT PROGRAM

THE PROGRAM WAS A MILESTONE FOR THE INDIAN ENGINEERING SERVICES MARKET AS IT WAS THE FIRST TIME A FULL VEHICLE HAD BEEN OUTSOURCED TO THE INDIAN PRIVATE SECTOR.

THE CHALLENGE

- Developing a new product to replace the company's existing model.
- Taking full external ownership for the vehicle engineering, design and development.
- Identifying the necessary execution model for turnkey program delivery.
- Managing the entire supply chain.
- Increasing passenger capacity without increasing footprint.
- Understanding that the client had never outsourced a program to this degree before.

THE COMPANY

The company is an internationally reputed Auto OEM offering world class premium products in the global market. The company's headquarters are located in the UK and they employ over 30,000 people across the world

THE SOLUTION

- Delivered a new mid-size SUV to replace one of the client's previous models.
- The scope was extended from concept to production launch, including engineering management.
- Delivered many of the systems and subsystems including overall program management and the complex challenge of system and zone integration.
- The team managed all of the supply chain contributors and the entire validation and launch process for the vehicle.
- Used our global distribution model to deliver the project.

THE RESULT

Body engineering investment was 25% less than if done in-house

7-seat layout in a typical 5-seat footprint

The program was delivered on time

The resulting vehicle beat quality targets

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**.

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