



Automotive Business Development Experts
for the Indian Market

ABOUT US

Indian Market Understanding + Technical Knowhow =



Started in 2009, Quanzen is your consultant or outsourced sales and technical office for your Automotive Business Development in India.

Based in Pune, the Automotive hub of India.

Part of [Global Alliance Automotive](#) – a worldwide network of Local Market Support companies across 15 countries

OUR TEAM

Strong leadership + Earnest mentors =



A COMPANY IS AS GOOD AS ITS PEOPLE!



Sudhir Nerurkar

President & CEO

- Electrical Engineer
- 30 years industry experience
- Held senior positions at Mahindra, Hitachi Metals, Cincinnati Milacron



Prashant Gajendragadkar

COO & Business Dev Head

- Mechanical Engineer
- 28 years of industry experience
- Held senior positions at SKF, 3M, Saint Gobain, Tenneco, Yazaki



Ashutosh Humnabadkar

Sr Vice President – Electric Mobility, Strategy & Innovation

- Electronics Engineer
- 30 years of Senior executive experience with leading Electronics companies
- Held senior positions in Product development, Operations & Strategy

OUR TEAM

Vigour + Diversity =



EXPERIENCE + ENERGY +
ENTHUSIASM = EXCELLENCE



Bhargava Padmashali
Senior Sales Manager



Kartik Chopde
Application Engineer



Hrushikesh Rajbhoj
Application Engineer



Ketan Ajgaonkar
Application Engineer



Makarand Soman
Senior Project Manager
– IEE



Mahesh Kulkarni
Senior Project Manager
– IEE

GREAT COMPANIES ARE
MARKETED BY THEIR CLIENTS!



IEE has been very lucky to find the company Quanzen as the Quanzen Team; with their long-time experience in the automotive field has been a key partner. Today after only two years of intense collaboration, we are proud to be the market leader in occupant detection segment. The foundation of our success is based on the good professional and personal relationships between Quanzen and the Indian OEM's

-Alain Schons, Senior Key Account Manager, IEE S.A., Luxembourg



Quanzen is a great support for Elkamet success in India. They have high knowledge of technical things, are very well educated and perfect translators from German mentality to Indian mentality.

-Harald Schiebel, Head of Sales and Business unit, Elkamet Kunststofftechnik, Germany



The Quanzen team is very well connected in the nascent E-mobility market. Their connections with OEMs and government policy makers on our behalf of LHS has put us in a strong position to grow in the market.

-Greg Roda, CEO of Latent Heat Solutions, USA



We have been working with Quanzen for 10 years now. We always appreciate their support in doing our business in India. Their technical expertise and a wide business network are a big asset for us.

- Atsushi Ito, Sales Manager, O-Oka Corporation, Japan

The team of Quanzen is technically well experienced with a clear and good knowledge of the market situation and they are well connected in the Automotive Industry. We at PMA/TOOLS Germany are happy to be associated with Quanzen in India for business development of our products and services.

- Thorsten Pieper, Sales Director, PMA Tools, Germany



Why and How Quanzen can help you succeed
and grow in the Indian market...

SUCCESS IS OUR HABIT

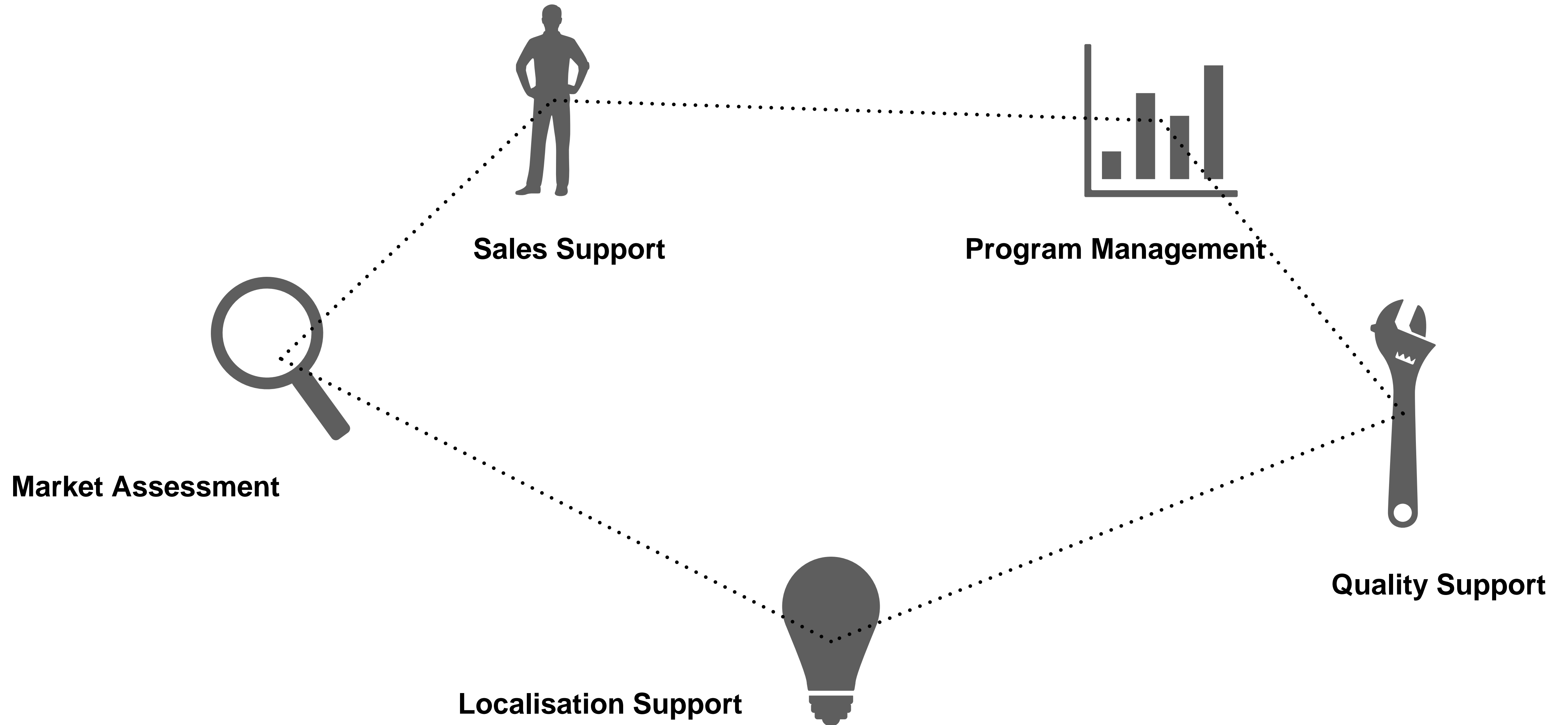
Hands on Technology + Eyes on Regulations =



- Leadership team comprising Automotive industry professionals with over 25 years' experience in business development
- Over the last 10 years, we have learnt and perfected our skills of promoting technology driven products
- Our daily work with Technical and Commercial teams at all major OEMs has built a strong reputation of trust about us at our customers

OUR EXPERTISE

Indian Market Understanding + Technical Knowhow = **QUANZEN**



We use our decades of experience and deeply assess the Indian market for your products within 3-4 months through our “Assessment” programme

- Making initial contact with the right persons
- Conduct face to face meetings
- Give frequent updates to the supplier and the customer
- Arrange meetings with selected companies at the end of the programme for the foreign Supplier Partner’s visit to India
- Assist the supplier with advice, recommendations and submittals. This gives us access to information and helps us reach out to all the important personnel

We develop a sustainable, focused business development programme in consultation with you which covers:

- Prospecting and making enquiries
- Techno Commercial discussions for order finalization
- Marketing and Promotion
- Benchmarking
- Forecasting and Scheduling
- Logistics Co-ordination

During Product development, your customers expect a quick response.

We can do this for you since we are located close to the customer

- Understanding each customer's development process and requirements
- Attending relevant meetings and calls and resolving issues throughout the phase
- Ensuring good communication flows between your Engineering teams and OEM/Tier 1s development teams

The speed of response to any quality issue at your customers in India is an essential factor in good vendor rating.

Our experienced quality engineers can support you locally

- Visiting and providing a “First Information” report with an initial assessment
- Coordination for 8D activities
- Hiring and supervision of sorting, and reworking services and disposal management
- Attending quality meetings and managing relevant documentation

We also provide localisation support by assisting you in:

Partner search, mediation as well as execution support for -

- Joint Ventures
- Technical Collaborations
- Licensing
- Contract Manufacturing



QUANZEN

WHY INDIA SHOULD BE YOUR NEXT DESTINATION?



WHY INDIA?

Growth Outlook + Consumer Understanding =



India is 4th largest automotive market.

and fastest growing emerging market.

The only word which can describe potential and opportunities in the Indian market is

MASSIVE

India is a unique market with opportunities in different vehicle segments as compared to rest of the world :

	Global Rank	Sales FY-19 (Million)
	4	3.37
	1	21.18
	1	0.7
	1	0.8
	2	0.09
	3	0.9

WHY INDIA?

Growth Outlook + Consumer Understanding =



A Unique market with unique opportunities

LOCAL DECISION MAKING

Unlike any other market in the world, India has opportunity

1. Distinct Market composition
 - 3 out of 5 top Two wheeler makers are Indian
 - 3 out of 5 top Four wheeler makers are Indian
2. These top OEMs have their decision making Tech centres setup in India
3. India is a Global R&D Hub for global operations of many OEMs and Tier 1s

INDIA : Developing for the world – OEMs, Tier 1s and Development service providers

GLOBAL OPPORTUNITIES

- OEMs: Suzuki, Hyundai-Kia, Volkswagen, Volvo, BMW, Ford, Mercedes Benz, Renault Nissan, Great Wall Motors have an R&D center in India - one of the key development area being Autonomous Driving
- Tier – 1s: Continental, Bosch, WABCO, Mahle
- Technology Development Services Companies: KPIT, Wipro, Tata Elxsi
- We are closely working with many of them

CHANGE HAS ALREADY BEGUN.
WHEN WOULD YOU LIKE TO
LEVERAGE IT?

- All Major Carmakers in India like Maruti Suzuki, Tata Motors, Mahindra & Mahindra have dedicated R&D Centres working on new technology for the Indian Market.
- We are closely working with ALL of them

The logo for QUANZEN features the word "QUANZEN" in a bold, black, sans-serif font. A yellow, hand-drawn style oval is drawn around the letters "A" and "N", with a small arrowhead pointing towards the top right of the oval.

QUANZEN

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