



QUANZEN

ADAS – An attractive market opportunity in  
India

# ABOUT US

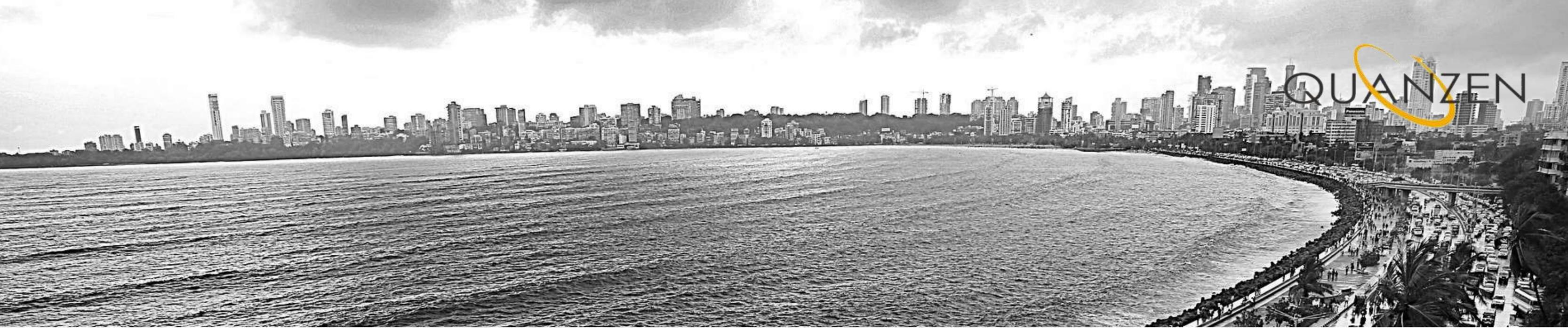
Indian Market Understanding + Technical Knowhow =



Started in 2009, Quanzen is your consultant and market development partner 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



QUANZEN

# WHY INDIA SHOULD BE YOUR NEXT DESTINATION?



# WHY INDIA?

Growth Outlook + Consumer Understanding =



India is 4<sup>th</sup> 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 2019 (Million)
	4	3.37
	1	21.18
	1	0.7
	1	0.8
	2	0.09
	3	0.9

A composite image showing a driver from a rear perspective. The top half shows the driver's head and shoulders, wearing glasses, looking forward. The bottom half shows the driver's hands on the steering wheel. The background is a blurred view of the road through the windshield.

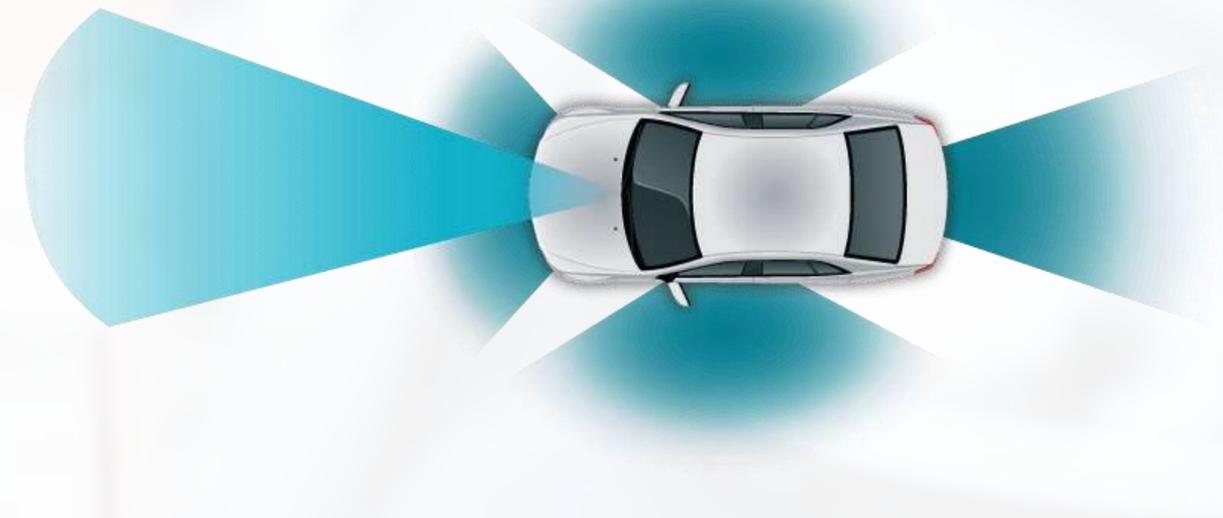
# ADAS OPPORTUNITY IN INDIA

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

- All Major Vehicle makers in India like Maruti Suzuki, Tata Motors cars & CVs, Mahindra SUVs & CVs, Ashok Leyland etc have dedicated ADAS divisions working on ADAS features for the Indian market.
- Global and local Tier-1 solution providers are developing India specific solutions
- We are closely working with ALL of them

## India's aggressive drive for Safety Regulations

- India has one of the worst road accidents statistics in the world
- The regulations here used to lag by many years behind Europe / USA
- Since last few years, Indian policy makers making aggressive changes to narrow this gap
- India now follows many new Safety regulations introduced in Europe within 1-2 years
- Hence most ADAS features being made mandatory in Europe are likely to become a regulation in India after 2-3 years' gap

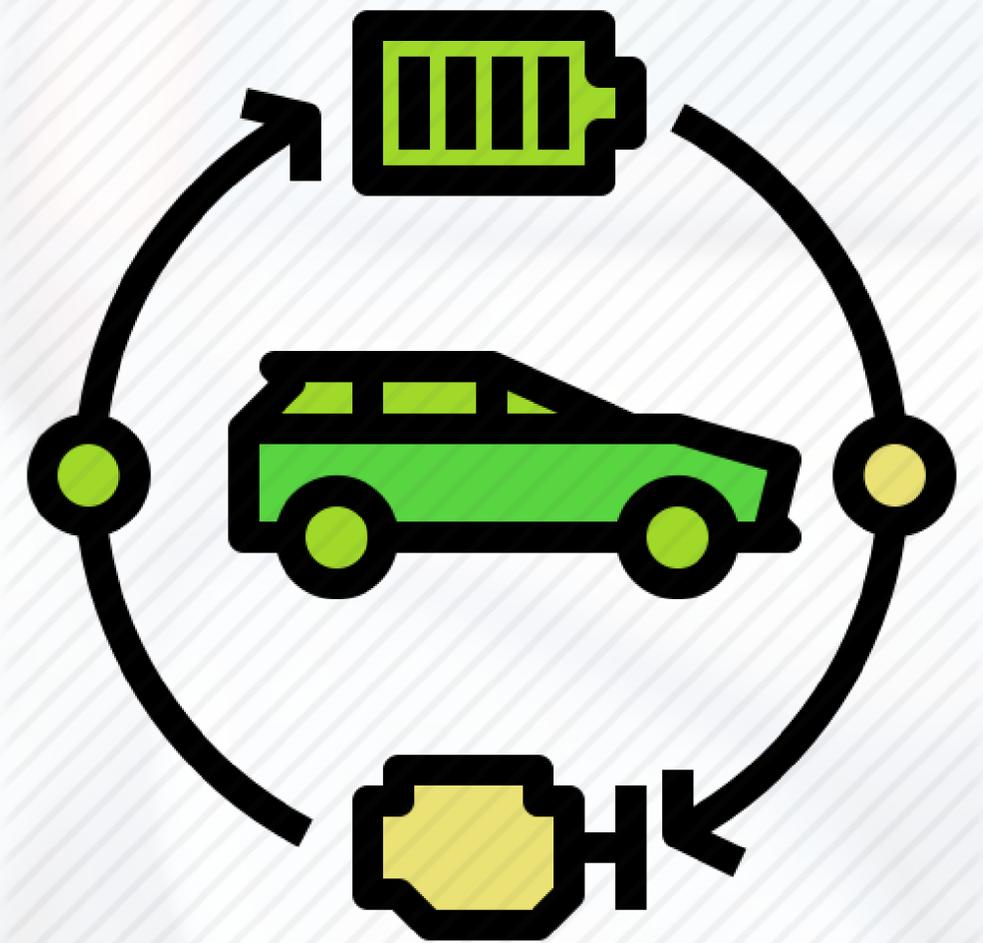


# ADAS FEATURES GAINING POPULARITY

Some ADAS features likely to grow big in Indian market :

- Driver monitoring, FCW, AEB likely to become regulation soon
- Parking Assist
- Electronic Stability Control
- Autonomous Emergency Braking
- Adaptive cruise Control
- Lane departure warning
- Adaptive front-lighting
- Blind Spot Detection

**Huge business opportunity for foreign suppliers of hardware, software, components & technology to participate in this nascent but rapidly growing ADAS market**





QUANZEN

Quanzen Services LLP

response@quanzen.com

<https://www.quanzen.com/>

