



INDIA AUTOMOTIVE MARKET EXPERTS

TECHNOLOGIES FOR
SMART,
SAFE AND
SUSTAINABLE
MOBILITY

MARKET ASSESSMENT

SALES SUPPORT

PROJECT MANAGEMENT

QUALITY SUPPORT

LOCALIZATION SUPPORT

AT A GLANCE :

100 +

YEARS OF COLLECTIVE TEAM
EXPERIENCE

300 +

NETWORK OF INDIAN
OEMs AND TIER 1s

3 +

MILLION PRODUCTS/COM-
PONENTS INSTALLED

Since 2009, Quanzen is a consultant and business development partner for global high tech suppliers for their automotive business in India.

WHAT WE DO?

If you are a technology or components supplier looking to enter the Indian market, we do everything it takes to establish and grow your business in India. Our services include:

MARKET ASSESSMENT

We deeply assess the Indian market for your products within 3-4 months.

SALES SUPPORT

We develop a sustainable, focused business development programme for your technology solution.

PROJECT MANAGEMENT

We provide quick customer response and support on your behalf.

QUALITY SUPPORT

Our experienced quality engineers can support you locally.

LOCALIZATION SUPPORT

We provide required support for localization of your business in India.

OUR SCOPE:

Some of the areas we are working in are:

- E-MOBILITY
- SAFETY
- ADAS
- SMART SURFACES
- CONNECTED VEHICLES
- LIGHT-WEIGHTING
- USER COMFORT

We are focused on and especially interested in C.A.S.E. (Connected, Autonomous, Shared, Electrified.) technologies.

WHY QUANZEN?

Strong connect with decision makers at OEMs; evolved over a decade.

Experience of working with leading government and various think tanks and research bodies.

Deep understanding of local market and work culture.

Proven and tested modus operandi to get you started in a short time span.

WORK CASES:

- Introduced occupant detection sensors for passenger safety from our Luxembourg based principal and became a market leader in India within 3 years
- Working with OEMs and Global Technology Centres for a Hands Off Detection Sensor by our European Principal for level 2/3 ADAS
- Introduced a unique profile for windshield glass from our German principal - A new technology for Indian OEMs, for light-weighting & pedestrian safety improvement. Acquired business for multiple models in Indian market
- Successfully Introduced our Japanese principal's new technology of Net-forged Gears and won an advanced engineering project from a leading OEM, by convincing the customer of the technical benefits and value addition
- Developed business with leading EV makers & Lithium Ion battery pack makers for a US based principal's unique Thermal Management system for EV batteries
- Participated in S.I.A.T. for our USA Principal and Auto Expo for our Luxembourg Principal for business growth, brand building and establishing foothold in India
- Targeted Digital Marketing for all suppliers to acquire enquiries across India and reach customers from all locations of India

TESTIMONIALS

- Quanzen's long time experience has been a key factor in making us the market leader in the occupant detection segment - Alain Schons, IEE S.A. LUXEMBOURG.
- Quanzen's technical expertise and wide business network are a big asset for us - Atsushi Ito, O-Oka, Japan.
- The Quanzen team is well connected in the nascent Indian E-Mobility market which has put us in a strong position to grow - Greg Roda, LHS, USA.
- The Quanzen team is very well educated and has high knowledge of technical things and has been a great support for Elkamet's growth in India. - Harald Schiebel, Elkamet, Germany.
- The Quanzen team is technically well experienced with clear knowledge of the market situation and they are well connected in the automotive industry. - Thorsten Pieper, PMA Tools, Germany.

The logo features the word "QUANZEN" in a bold, black, sans-serif font. A stylized, yellow-orange swoosh or orbital line loops around the letters "A" and "N".

QUANZEN

YOUR TRUSTED PARTNER FOR THE INDIAN AUTOMOTIVE MARKET

A dark, high-contrast silhouette of a car, showing the roofline, side windows, and rearview mirror, set against a black background.

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