# Our Client

Our client aiming to become India's most advanced **AI-powered Infotainment system supplier** for B2B Automotive OEMs in 2-wheeler and 4- wheeler (passenger) cars segment.

# Mission

- Offering automotive OEM infotainment system with cutting the development lead time by 30%, and 25% in cost.
- Infotainment solutions with AI integration to its core.

# Products or Services

We will design, develop and manufacture next generations

- **instrument clusters** and **infotainment systems** for automotive OEMs for 2 wheelers and 4 W passenger cars
- in car **AI assistance** (Like Nio-Nomi and Xpeng – XioP) to be offered in top models

# Founders background

- With 21yearsin Automotive OEM experience with global leadership roles in tech, R&D, sourcing and global expansion 2
- startups scaled from MVP to production level scale up (Electric 2 Wheelers and car)
- Well-connected in OEM ecosystem

# Team

- Identified team members are experts in semiconductors, software development, HMI and AI
- Their experience is in handling large automotive projects

BRENSTONE
The Human Side Of Success

# Market size

Indian Infotainment market is **worth $1.8 Billions with 12% CAGR**

- Indian auto market is growing with steady
- growth of 8%.
- FY 24 - total cars (4W) sales were 4.25 million and 2W sales were 19 million
  We are aiming to capture 5% market share by year 5.


# Problem

AutomotiveOEMsare facing tri side challenge on infotainment.

- Current suppliers are offering subpar technology with high development lead time and at **higher cost**.
- None of the Indian auto suppliers are investingin creating the IP.

# Solution

Indigenously design, develop infotainment system

- AI intuitive display
- Pillar to pillar screen display products
- Hyper personalizedHMI
- Faster product development
- 25%lessercost thanany other competitor

# Competition

The competition is divided into 2 types of suppliers,

- High capable suppliers are MNC with **high**
- **pricing** strategy for Indian market
  **Low capability** and no strategic interest to investin Indian market and will beout because ofBIS certification compliance

# Strategy and customers

- **Earlyengagement with wheeler**
  **anchor customers** for developing product specific solution We intend to offer fast paced development
  through **identified tier 2 suppliers**


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