

CLIENT RESULTS & SUCCESS STORIES

CASE STUDY : ADVISORY AND
CONSULTING SERVICE CAPABILITY
– PRODUCT STRATEGY

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About Client Success Story



“Evolve with probable business case and strategy roadmap for venturing into the charging space of electric vehicles market in India. The said study was done on pan India basis for different demand zones indicating EV & charging infra adaptability that are crucial parameters for EV charger market ”

Client Introduction:

The client is one of the largest sponge iron producers in India. It is in the elite group of primary steel producers with a world class integrated steel plant at Raigarh that has a production capacity of 1.5 MTPA to produce HR plates, rebars & structure profiles to cater to the rapidly growing infrastructure and construction industry. The company also carries out extensive coal washing and beneficiation for its internal consumption as well as for other users, both in the public and private sectors. The company's services in this field extend from concept to commissioning under a single roof and operation of washery both in coking and non-coking sectors.

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Client's Issues, Challenges & Our Solution



Product Value

Our approach to client specific problem was always oriented towards reaching most feasible solution. This not only demands a thorough understanding of client's situation but also a hand-in-hand participation from them to keep the process pragmatic and time bound.

Client Challenge 01:

Given upbeat market sentiments for electric transportation in India, client was keen on learning about business opportunities in electric charging space. Client wishes to explore category wise e mobility chargers for distinct electric vehicles as India looks for a disruptive market to be developed for e mobility. Also, client wishes to learn about the exact specifications and the possible changes if any envisaged for future as per e-vehicle category (PHEV, BEV, { for small, medium, large, SUV four wheelers and e - buses}. Additionally, the client was keen to know about market dynamics in the Indian EV charger space w.r.t already existing players and their market share.

Solution 01:

To the problem statement indicated by client, the approach followed by enincon was first to unearth all the e-mobility chargers w.r.t e-vehicle category wise in the indicated segment and as well as per battery configuration and charge time . The tech specifications of active chargers was carved out w.r.t distinct charging infra set up and identified regions in the country where the market penetration is easiest vis-à-vis competition and market size. For this Primary Research Team conducted F2F interactions and Structured Questionnaire Based Interviews to fetch the desired details from multiple level filtering. Further, to know market dynamics in the Indian EV charger space, enincon proposed to analyze EV charger market in India as per different regions in the country with demand zone categorizations as well as player presence matrix indicating clearly about the major market player and regional champions.

Client Challenge 02:

The client wishes to learn about the potential customers that can exist for electric vehicle chargers in India. Additionally, the client expected us to identify the demand for electric vehicle chargers (both level 2 & level 3) till 2030.

Solution 02:

To the problem statement indicated by client, the approach followed by enincon was to identify all category of possible consumers – eg. power discoms, OEMs, charging infrastructure developers (for both level 2 & level 3). Further, to examine the demand for electric vehicle chargers (both level 2 & level 3) till 2030 enincon's exclusive D2I (Data to Information) model interface was developed by filtering parameters and feeds received from industry and sector experts.

Client Challenge 03:

The client wanted to understand the current pricing structure of EV chargers and impact of taxes including import duties on CKD and full assembly. Additionally, developing a strategy roadmap for electric vehicle chargers business in India was one of the key expectation of the client.

Solution 03:

For challenge no.3 enincon's primary team conducted F2F interactions and structured questionnaire based interviews to fetch the desired details from multiple level filtering was done. Enincon's Knowledge Grid (KG) Platform was utilized to churn robust information. To develop strategy roadmap Enincon developed a long range plan for the client to participate under e mobility charger market for India with milestone indicated factoring crucial parameters like cost , competition , policy and regulatory environment , government initiatives , taxes and duties and likely new in trends with embellished scope capabilities and hedging potential risks for better implementation of strategy.



enincon consulting llp
4th Floor, World Mark 2 Towers, Aerocity,
New Delhi

Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best

- Theodore Isaac Rubin

