

CAPITALISING ON MARKET OPPORTUNITIES

Well-positioned to capitalise on EV opportunities

The increasing awareness around climate change and growing consumer consciousness led to the emergence of the EV drive across the world, and we are attractively positioned to capitalise on this evolving reality.

As global economies take active interest in eco conservation, a shift towards greener pastures has been noticed in most industries, including the automobile industry.

Battery Electric Vehicles (BEVs) growth proposition

Of all the propulsion technologies available in the market, the BEVs have been the standout and have reported a CAGR of ~46% between 2015 and 2020 and is projected to grow at a CAGR of ~36% between 2020 and 2025.

(Source: Ricardo Report, CRISIL)

OUR POSITION

We have a diversified product basket, comprising all types of electrified powertrains. We have been consciously trying to increase the share of our revenue from the EV market, which would also validate our commitment and emphasis towards becoming a greener company.

Significant strides have been made in technology and product innovation at Sona Comstar and we will gain greater market share by catering to the needs of EV OEMs across the following three product groups:



Differential assemblies and differential gears

The electric drivetrain segment is projected to pose the most attractive opportunities across the entire automotive supply chain, slated to reach a market value of US\$ 56 billion by 2025, a growth of 4x compared to US\$ 14 billion in 2018. In response, we leveraged our deep knowledge in precision forging technologies and developed differential assemblies and differential gears with core design features that meet the demands of increasing vehicle electrification, such as high-power density, improved fuel efficiency and reduced weight.

Our efforts helped us increase market share and receive new EV programmes for the production of differential assemblies and differential gears for supply to EV manufacturers across North America, Europe, China and India. The focus will remain on adding newer EV customers to our portfolio and increasing the share of our business with existing customers through proactive marketing initiatives.

(Source: Ricardo Report, CRISIL)



48V BSG motor

The global hybrid market is projected to grow nearly 4x by 2025 and account for ~21% of the propulsion split for passenger vehicles. Global automotive markets like China, Europe and the USA have already introduced stringent fuel economy and emission norms, leading to OEMs and suppliers across the globe and alternative technologies that can meet future Corporate Average Fuel Efficiency (CAFE) norms.

We developed our 48V BSG motor for hybrid PVs, which will lead to the reduction in fuel consumption and CO₂ emissions, thereby meeting the requirements of the CAFE norms. We have successfully completed the demonstration of the 48V BSG system. Leveraging our expertise, we are focused on being the frontrunners in providing hybridisation solutions to OEMs across the globe.



EV traction motors (BLDC and PMSM) and motor control units

There has been a significant increase in the global demand for hybrid and battery electric PVs, electric two-wheelers and electric three-wheelers. We are designing and manufacturing traction motors and motor control units for electric three-wheelers and two-wheelers, and are the pioneers of BLDC motors for electric two-wheelers and three-wheelers in India. We believe that we are attractively placed in this segment and by leveraging our market position, we will be able to increase our market share significantly in the foreseeable future.