

**iCreate brings together IRP Systems of Israel and Sona Comstar of India
to create a revolutionary magnet-less e-motor technology
for the global electric vehicles market.**

India's Sona Comstar, a premier global automotive component manufacturer, and Israel's IRP Nexus Group Ltd (IRP), a leading provider of cutting-edge electric powertrain solutions for e-mobility, have come together with iCreate (International Centre for Entrepreneurship and Technology) in a unique joint development project that will invent a new powertrain, manufacture it and market it globally.

Inspired by the '*Atmanirbhar Bharat*' philosophy, iCreate has initiated this 'iEV Powertrain Project' with the objective of Indian companies creating and owning futuristic technology, going beyond merely licensing and manufacturing. The project entails Sona Comstar and IRP collaborating to conceive, design, prototype, and manufacture high efficiency, low-cost, magnet-less powertrain (motor + controller) for electric two- and three-wheelers for the global market.

Under the agreement, IRP will license its technology to Sona Comstar for manufacturing of the system exclusively in India, expecting to start mass production in 2023.

This project is about creating an innovative motor-plus-controller combination that does not use rare earth elements like neodymium, besides offering high efficiency and low cost to manufacturers of electric two- and three-wheelers. While there are several motor manufacturers in India, they still need to import the magnets. Also, the fast-growing global EV market is looking to diversify supply chains and mitigate risk stemming from dependency on limited and unreliable sources.

"This is another step in IRP's mission to lead the automotive ecosystem with innovative and sustainable technology," said Moran Price, IRP Systems **Co-founder, and CEO**. "Our technology ensures not only cleaner air but also a more environment-friendly production process and responsible use of natural resources. We are excited to partner with a global, leading player such as Sona Comstar to bring the product to the mass market."

"We are excited with this partnership as it will help India reduce its dependence on imports of critical raw materials. The system developed through this partnership will be environmentally compatible and cost-effective, ensuring the security of natural resources by avoiding the use of rare earth elements," said Kiran Deshmukh, **CTO, Sona Comstar**.

iCreate was envisioned by Shri Narendra Modi in 2012 when he was the Chief Minister of Gujarat. In 2018, as the Prime Minister of India, he, along with the Prime Minister of Israel, inaugurated iCreate's world-class 40-acre campus. Supported by the



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Government of Gujarat and the Government of India, iCreate is India's leading institution for transforming tech innovation-based start-ups into successful businesses.

About [IRP Systems](#)

IRP Systems provides high-performance electric powertrain systems for a variety of e-mobility platforms, enabling powerful and affordable electric vehicles. Leveraging its unique powertrain design and control algorithms, the company's breakthrough TrueDrive™ product portfolio reaches an unprecedented level of efficiency. IRP Systems is removing the last barriers of electric vehicle adoption by making electric mobility technology affordable for the mass market and accelerating its adoption worldwide.

About [Sona Comstar](#)

Sona Comstar is an Indian origin, global automotive systems and components manufacturer with nine plants spread across India, China, Mexico, and the USA. The company is one of India's leading automotive technology companies, designing, manufacturing, and supplying highly engineered, mission-critical automotive systems and components such as differential assemblies, differential gears, conventional and micro-hybrid starter motors, BSG systems, EV traction motors (BLDC and PMSM) and motor control units to automotive OEMs across the US, Europe, India, and China, across all vehicle categories such as conventional passenger vehicles, commercial vehicles, off-highway vehicles, electric cars, electric light commercial vehicles, and electric two and three-wheelers.

About [iCreate](#)

iCreate (International Centre for Entrepreneurship and Technology) is an autonomous centre of excellence of the Government of Gujarat, and is India's leading institution for transforming startups based on tech innovation into successful businesses. Located in a state-of-the-art 40-acre campus at Dev Dholera in Ahmedabad, till date, it has supported 389 innovations and 30 patents with a 'high-touch, entrepreneur-first' model, connecting them with mentors, markets and money. Embedded systems and IoT are a focus area for iCreate, in domains like Electric Vehicles, Renewable Energy, Agritech, Healthtech, Fintech, Watertech, among others. It is home to Cisco's largest Innovation Lab in India and has partnerships with leading institutions in the US, Israel, and other countries.