



CASE STUDY

Conducting a Price Benchmarking Study for e-Powertrains in India



Client

An EV Component
Manufacturer



Industry

Industrials



Solution

Competitive Intelligence



Region

APAC





OBJECTIVE AND SCOPE

The client, an EV component manufacturer, wanted to benchmark the prices and specifications of their e-powertrain products with comparable products from competitors in India for 2W, 3W and entry-level 4Ws. They also wanted to understand the premium OEMs pay for innovative enhancements to e-powertrain solutions. For this, they wanted Benori to conduct a benchmarking exercise across the following product categories:

- Hub motors
- Mid motors
- Controllers





APPROACH

We conducted extensive primary and secondary research to collect information on various critical parameters and differentiating factors for the motors and controllers of 15-16 players in the structured and unstructured segment. We also asked them for innovations/enhancements in their product portfolios and the price range for such products. We then triangulated the information by speaking to 4-5 OEMs and other industry experts working in the domain



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

The client was able to understand and assess:

- Competitor's prices for products with similar specifications and efficiencies, and benchmark them to their own product portfolio
- The premium OEMs are already paying or intend to pay for product efficiencies, innovations or enhancements in motors and controllers



Sample Output

Competitor Landscape for Motors

Competitor landscape

Motor Type	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC	BLDC
Continuous power / Peak power	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW	1.4 / 3.0 kW
Continuous torque / Peak torque	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 98 Nm
Efficiency	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Rated speed	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM
Min weight	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg
Nominal voltage DC	24V	24V	24V	24V	24V	24V	24V	24V	24V	24V	24V
Dimensions (In mm)	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm	20 mm
Number of pole pairs	2	2	2	2	2	2	2	2	2	2	2
Ambient temp range	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C	25 to 55 °C

Source: Primary research

Price Range for Motors

Price Range Overview – Motors

Higher the peak power, higher the prices

Company-wise price ranges of e-Powertrains

Company	Company Description	BLDC	DC Series Motor	FMSM	3-Phase AC Induction	Switched Reluctance (SRM)
1	Company 1	xx-yy	xx-yy	-	-	-
2	Company 2	xx-yy	xx-yy	-	-	-
3	Company 3	xx-yy	xx-yy	-	-	-
4	Company 4	-	xx-yy	-	-	-
5	Company 5	xx-yy	xx-yy	-	xx-yy	-
6	Company 6	xx-yy	-	xx-yy	xx-yy	-
7	Company 7	xx-yy	xx-yy	xx-yy	xx-yy	-
8	Company 8	-	xx-yy	-	-	-
9	Company 9	-	-	xx-yy	xx-yy	-
10	Company 10	-	-	-	xx-yy	-
11	Company 11	-	-	xx-yy	xx-yy	-
12	Company 12	-	-	-	-	xx-yy
13	Company 13	-	-	-	-	xx-yy
14	Company 14	-	-	-	-	xx-yy

Source: Primary research, Benori Analysis

About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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