

CASE STUDY

# Conducting a Price Benchmarking Study for ePowertrains 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**

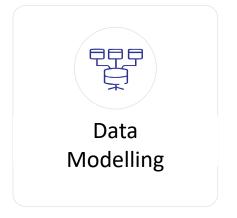
We conducted extensive primary and secondary research to collect information on various critical parameters and differentiating factors for the motors and controllers of 15-16 players in the structured and unstructured segment. We also asked them for innovations/enhancements in their product portfolios 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**













## **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

Muter Iyee	BLDC	BLDC	BEDC	BLDC	BLDC	BLDC	BLOC	BLDC	BLDC	BLDC	8LDC
Continuous power /	3.4/3.0 kW	1.4/3.0 kW	3.473.0 kW	1.4/3.0 kW	14/30kW	14/30 kW	1.4 / 3.0 kW	1.4/3.0 kW	1.4/3.0 sW	1.4/3.0 kW	1.4/3.0 kW
Feek torque	38 / 98 Nm	36 / 98 Nm	38 / 98 Nm	38 / 98 Nm	38 / 95 Nm	38 / 98 Nm	38 / 98 Nm				
(SMilleney	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Rated speed	270 RPM	270 RPM	270 RPM	270 RPM	270 HPM	270 HPM	270 RPM	270 RPM	270 RPM	270 RPM	270 RPM
Him weight	15 Kg	15 Kg	15 Kg	15 Kg	15 Kg						
Nominal voltage DC	247	24V	247	247	249	247	24V	287	240	24V	249
Dimensions (to ma)	20 mm	20 mm	20 mm	20 mm	20 mm						
Mumber of pole pairs	2	2	2	2	2	2	2	2	2	2	2
Archivent temp	23 to 55 °C	28 to 55 °C	29 to 55 °C	28 to 55 °C	28 to 55 °C	28 to 55 °C	28 to 55 °C	23 to 55 °C			

Source: Primary research

### **Price Range for Motors**

#### Price Range Overview - Motors

Higher the peak power, higher the prices

петрипу	Cumpany Description	HLDC	DC Series Motor	PMSM	1 Phase AC Induction	Switched Refectance (SRM
1	Company 1	жк-уу	xx-yy	1170		
2	Company 2	жж-уу	хх-уу	1.61	-	14
.1	Company 3	жж-уу	жк-уу			5.5
14	Company 4	- 2	ж-уу	125		12
5	Company 5	xx-yy	жк-уу	0.40	KK-YY	1.0
6	Company 6	хж-үу	- 3	KX-YY	KK-VY	- 2
7	Company 7	xx yy	жчу	кк-уу	ю-уу	
	Company 8	27	KK-YY	0.20		12
9	Company 9	+1		KN-YY	кх-үү	
10	Company 10	+1			кж-уу	
11	Company 11			кх-уу	жк-үү	-
12	Company 12		- 6	0.00		HX-YY
13	Company 13	81	- 53		32	жкуу
14	Company 14			025		HOL-AA

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.

## **Powering Growth Through Knowledge**

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