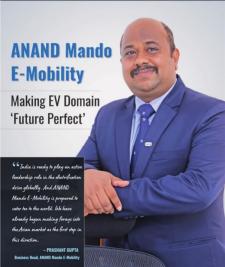
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## **ANAND Mando E-Mobility**Making EV Domain 'Future Perfect'

Early birds definitely get the grain and ANAND Mando E-Mobility plays to win the game. Today, the name stands head and shoulders above the rest in the EV domain. N Balasubramanian and Rojesh Rojpor shoot a barrage of questions and Prashant Gupta. Business Head, explains the company's strategy, its vision and how they are contributing to the domain's success in global terms.

IV domain is coming of age in India. Today, the segment is dotted with numerous milestones helping India care a niche for Intel<sup>®</sup> 100 per 100 per

Prashant Gupta, Business Intell, AMAND Mandle - AMANDLE - AMANDLE

combination of culture, work ethics, values and systems.

## 'Winning' Product Line ANAND Mando F-Mobility led its produc-

tion with 12-inch hub motor followed by 10-inch one – which were the results of humungous background research and work





that was conducted for a year and a half prior to launching. Gupta elaborates: "The 12-inch hub motor was the right product offered at the right time in the market. And now, we are already short of capacity, and to compensate that we are putting up a second line which

should touch full capacity in the next few months." A few varaints to the 12-inch motor will be launched this year to cater to different power ratings, varied mountings and brake systems. On the other hand, the 10-inch hub motor will have at least 2 variants coming up.

Gupta adds on: "Our aim is to build our capacity to manufacture close to 400,000 motors this year. When we started we had one customer and today, we have three LOIs. We are already engaged with more than 10 customers with whom sampling and road trials are being undertaken. We hope to have 7-8 customers by end of this year."

## Market Demand and Growth Strategy

ANAND Mando E-Mobility studies show that market pull will be highest for the 12-inch hub motor for which they have a dedicated assembly line and they are confident that it can cater to higher demand too.

Gupta agrees: "Market projections claim that this year the total number of high-speed scooters with more than 45 kmph would be around 600,000. And we are aiming for at least 30% share of it. Our initial capacity was for 200,000 motors but now we have already ordered additional machines to take it to the next level. We expect the market to experience phenomenal growth this year and the next. Then, we are also working on the center motor which will be manufactured this year around July."

ANAND Mando E-Mobility's market strategy is straightforward - to opt for complete product development in the country. And they know that Investment is requisite at every stage for new product development - be



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- Prashant Gupta

it for tooling, or setting up processes, both at their and the suppliers' ends. This has helped ANANO Mando E-Mobility to gain confidence of their supplier base almost instantaneously.

Gupta explains." We speed considerable time in comincing the supplier has misting that this is the product to get for and with investments happening, we have succeeded in soming over the suppliers. Another advantage for uses that some of these suppliers have been associated with us from the suppliers have been associated with us from the suppliers have been associated with us for the market and the product before we embasive our appliers of the market and the product before we embasive our appliers of the market and the product before we embasive our appliers of the market and the product before we embassive our appliers. If the market is supplied to the product before our long even busives; appreciable and we always pitch for high voluments as we good. Tackling challenges such as difficulty in availing certain materials was overcome by a wholescome action on their part which was to develop them inhouse. In turn, that required ANANO Mando E-Mobility to develop special tools. Gupta says confidently: "We believe that the industry is

maturing now and soon, these special materials will also be developed in the country, eliminating this challenge also."
When it comes to imports from China in the IV segment that come with a lower price tag than Indis, Guigst shares!
"We offer a great and economical alternative to Chinese imports and our outstomers can writness that when they visit our facility. They can see that we have invested in two liest, when full finding component development convyrent or.

