



Case Study –Automotive

Client - Automotive Tier 2 Supplier
Product Category- Multiport Tubes for Heat Exchangers
Country- Germany
Size- 200 People- Turnover 200 Mil Euros
Duration of Project 24 Months

Objective-. Sales and Application development within the India market.

Activities-

- Connect with Heat exchanger manufacturers for HVAC and Radiator, Price Negotiations, Technical and commercial approvals, YOY Discount strategy with customers and productivity discounts.

Deliverables-

- Acquired about 8 Tier 1 Customers in Automotive in the Indian market.