



Case Study –Automotive

Client -Automotive Mobile Refrigeration

Product Category- Mobile Refrigeration

Country- Brazil

Category- JV

Size- 200 People- Turnover 200 Mil USD

Duration of Project - 2016 and Ongoing

Objective- Localisation of Refrigeration Machines in the Indian market

Activities-

- Team building for assembly, testing and design, supplier development and quality.
- Supplier development in the Indian market with 90% localisation.
- Building a local testing vehicle and facility.
- Assembly factory with capacity of 1000 machines per year and expandable to 3000
- Complete Validation in the field Incoming inspections, Quality monitoring, Outgoing testing and delivery check.
- Customer trials and partnerships with container manufacturers.

Deliverables-

- Acquisition of first 6 customers and 73 service points in India .