

THE FUTURE OF...

Where data analytics, HPC, and simulation converge.

Altair Technology Conference • October 5 - 7, 2020 • Virtual Global Event

ON-DEMAND

Autocar Pro's latest edition is an R&D Special

INDUSTRY

By [Sumana Sarkar](#) 01 Nov 2020



India Auto Inc's share in the global Research & Development and testing has been on the rise. In fact, India ranks among the top three innovation destinations in Asia and has for the first time made it to the list of the top 50 economies in the 2020 Global Innovation Index. Reason enough to make this November 1 issue of *Autocar Professional*, a **'R&D and Testing Special'**.

- **TVS Srichakra** is using R&D to make its business future-ready and get a strong grip of the electrification megatrend. Its low-rolling-resistance radials for electric two-wheelers is aimed to enhance their efficiency.
- **Robert Bosch Engineering & Business Solutions** is pushing the engineering R&D envelope. In a bid to capitalise on existing global megatrends, its project X-PACE aims to become a one-stop solution for smart vehicles. RK Shenoy, Board Member, Mobility Solutions says the X-PACE is developed with a definitive India focus.
- The other major India-based R&D powerhouse, **Tata Technologies** is betting big on India. It is now collaborating with **GKN Automotive** for cleaner and more sustainable mobility solutions. CEO and MD, **Warren Harris** says their ability to integrate domain knowledge gives them the much-needed edge.
- Meanwhile the association for software companies, **NASSCOM** is keen about setting up regional hubs to help various sectors including automotive to take advantage of the current innovation wave redefining e-mobility.
- US-based **MathsWorks** is going whole hog in addressing the global megatrends in the ever evolving automotive market and many leading electric scooter makers like Ather are using the solution to optimize their vehicles.

Meanwhile **Ather Energy** plans to light up Diwali for many eco-friendly customers as it commences deliveries of the 450X e-scooter later this month. It is also offering new leasing models and has tied up with NBFCs to power its quest for new customers.

ANALYSIS
ANALYSIS

Hero and Harley set to whip up new bike recipe

When mass-market manufacturer joins wheels with an iconic but niche brand in the world's largest motorised two-wheeler market, where stiff competition is the order of the day, there are big stakes involved in the partnership. Murali Gopalan finds out what's cooking.



Hero and Harley set to whip up new bike recipe

When mass-market manufacturer joins wheels with an iconic but niche brand in the world's largest motorised two-wheeler market, where stiff competition is the order of the day, there are big stakes involved in the partnership. Murali Gopalan finds out what's cooking.




Hero and Harley set to whip up new bike recipe

When mass-market manufacturer joins wheels with an iconic but niche brand in the world's largest motorised two-wheeler market, where stiff competition is the order of the day, there are big stakes involved in the partnership. Murali Gopalan finds out what's cooking.

Two's company

More than a decade since it parted ways with Honda, Hero MotoCorp remains the market leader with a 28% market share. Hero's Motorcycle & Scooter India currently has 29% of the same time since it set up shop in India. Harley-Davidson has taken a share of a meagre 50-55% market share.

Hero MotoCorp and Harley-Davidson will now come together to create a new bike recipe for development and distribution of motorcycles, a segment which is seeing robust growth.

It's likely that the partnership will focus on developing motorised vehicles, a segment which is seeing robust growth.

Hero needs an ally for its next phase of growth since its rivals have moved on faster. Bajaj Auto has KTM, Piaggio and now Triumph Motorcycles in its portfolio. TVS Motor Cycle has BMW Motorrad and recently bought out Norton Motorcycles.

While Hero MotoCorp's five manufacturing plants give it a total capacity of 4.2 million units per annum, Harley-Davidson only recently ventured to plant in Bawal, Haryana this.







Bajaj Auto has made a big success of KTM, is gearing up to launch Husqvarna in India and also developing midsize bikes with Triumph.

8 November 2020 | Autocar Professional | 71

Partnerships the way forward

- A new partnership is in the making – it's official now and you heard it first on *Autocar Professional*. **Hero MotoCorp and Harley-Davidson** join hands and the mass-market major will take over distribution of Harley bikes in India. We get you all details of this tie-up.
- Not just for two-wheelers, are car makers also contemplating joint endeavours to make businesses cost effective? We offer a ringside view on how companies are looking to optimise their excess manufacturing capacity.

Driving the demand segment

