

Aptiv targets growing market for localized ADAS solutions in India

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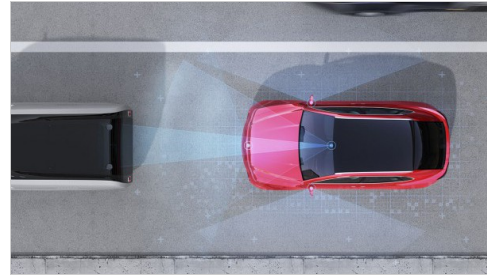
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Aptiv targets the Indian market, focusing on local ADAS solutions and eyeing export opportunities with a significant investment in Chennai

Aptiv, a global tier 1 automotive supplier, is advancing its role in the Indian automotive industry by focusing on localizing advanced driver assistance systems (ADAS) to cater to the Indian market's specific needs, according to a report published by *Autocar Professional* on Aug. 17. The company, which caters to passenger,



Source: Getty Images

commercial and potentially two-wheeler markets, is actively in discussion with several original equipment manufacturers to offer its cost-effective technology locally.

Recognizing the growing demand for ADAS capabilities in India, Aptiv made a significant investment of \$45 million (approximately 3,750 million rupees) to expand its facility in Chennai, India. This investment aims at manufacturing advanced safety solutions and software-defined vehicle (SDV) products.

Matthew Cole, senior vice president and president of Advanced Safety and User Experience at Aptiv, highlighted the company's engagements with Indian OEMs such as Tata Motors, MG Motor India, and Mahindra & Mahindra in its electrification efforts. Now, Aptiv is shifting focus toward SDVs and related systems, with plans to produce integrated cockpit computers and diversify into various levels of ADAS offerings at the expanded Chennai facility. This movement aligns with Aptiv's strategy to foster design, development and manufacturing within India, leveraging the local talent pool across its three technical centers and seven manufacturing facilities in the country. A newly commissioned technical center in Bengaluru, India, inaugurated in February 2023, underscores this commitment by housing over 2,300 engineers dedicated to software development and the integration of AI and machine learning technologies into Aptiv's products.

Aptiv's investment in India also opens avenues for exploring export opportunities, particularly to the Association of Southeast Asian Nations (ASEAN) region, underscoring the company's bullish outlook on the Indian market and its potential for growth. The investment, described by Cole as Aptiv's largest in manufacturing for 2023 and 2024, is designed to be scalable to accommodate future growth, especially in Chennai.

Addressing the unique challenges of the Indian market, Cole acknowledged the necessity for local adaptation of ADAS solutions, given the distinct traffic and road conditions in India. Aptiv aims to ensure its safety solutions are scalable and adaptable to local needs, considering factors such as congested roads and lesser lane markings, which require unique training and object classification for effective implementation. While Aptiv's initial focus has been on the passenger and commercial vehicle segments, the company is open to exploring safety solutions for the two-wheeler segment as the opportunities arise, reflecting its comprehensive approach to addressing the entire mobility market in India.

CONTACTS

The Americas

+1 877 863 1306

Europe, Middle East & Africa

+44 20 7176 1234

Asia-Pacific

+852 2533 3565

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