

# Supply side strategy for 2-wheeler manufacturer

## Objective

Client wanted to deep dive into the motorcycle market in India and identify market supply side gaps

## Sector

Automotive –  
2-wheeler

### Key points

### Description

#### KEY ISSUES

- Market landscape of 2-wheeler budget motorcycles in India

#### APPROACH

- Sized the market of 2-wheeler budget motorcycles in India
- Identified supply chain and logistics for top selling brands in India
- Analysed bill-of-materials and production capabilities of OEMs
- Identified corporate structure and tie-ups in India
- Analysed financial statements and conducted organizational benchmarking

#### RESULT

- Recommended strategic choices for the client for production through vendor tie-ups