

# Corporate Profile

Research. Analytics. Consulting.  
Engineering





- 1 Vision & Mission
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# 01

## RACE Vision & Mission

Delivering innovative, customer-centric solutions worldwide.



# RACE Vision and Mission

**ViSiON**

Our vision is to be an eminent reliable automotive consulting firm, operating worldwide with success measured by the value we deliver to our clients by creating ideas, business intelligence and road map for implementation.

To establish a “customer-centric” intellectual organization, by leveraging our deep research and engineering know-how. To develop a global network of associates, partners to fortify our market insights, technological expertise, network and reach to have a sustained momentum.

**MiSSiON**

←

→

# 02

## RACE

# Philosophy

Driving Commercial Vehicle  
Excellence with Innovation  
and Expertise.



# RACE Philosophy

RACE Team is well renowned name in the space of Commercial Vehicle, Applications & Logistics projects thrives on business intelligence, innovative ideas supported by robust research, analytic abilities, consulting methodology integrated with engineering, sourcing, manufacturing expertise backed by marketing and go - to market strategies to get on with direct implementation mode creating extraordinary value to customers.



# RACE Philosophy



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# RACE Management Team

**Mr. Rajesh Khanna**  
Chief Executive Officer

- Engineering Graduate in Mechanical
- Master Of Business Administration and International Business
- 23 years of experience in Truck and Bus vertical





# RACE Statistics

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- Incorporated in the year 2011
- Recognized, professionally acclaimed and admired player in the CV industry with contented clients
- Unique in the industry for our adept knowledge in truck / bus / trailer application and engineering skills
- Delivered more the 60 customized strategic reports, 120 product /market research syndicated reports on various CV applications, components & aggregates
- Designed and developed various truck, bus trailer application designs for various road mobility solutions
- Executed more than 10 strategic green field innovative projects on build operate and transfer basis (dealerships, service set up, network creation, etc.)
- Employee strength of 35 members comprising engineers, marketing specialists supported by associate touch points across the globe

# RACE Products & Services

**Connect**<sup>™</sup>  
■ ■ ■ We build your Business

**Technic**<sup>™</sup>  
■ ■ ■ Innovation Integrated

**Intellect**<sup>™</sup>  
■ ■ ■ Screening Ideas

# Connect Features

Deployment of trained resources

Classified access to RACE proprietary knowledge repository

Resources to serve various functions of client organization

Thrive on excellence, long term contract to perform

Swift and quicker results to our clients

Optimal cost with more benefit

Can mitigate on changing business scenario



Cost effective strategy to experience an evolving market



Most efficient method to build relationship in new markets

# Connect Operating Model

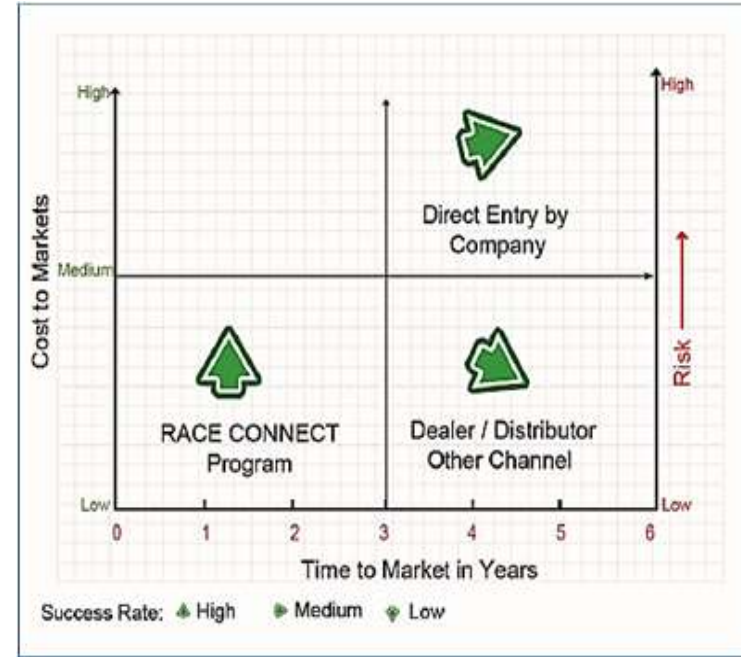


Program manager with marketing skills supported by a team of dedicated resources to run the operation.

Engineering resource to support in development, testing, validating new products for different applications

RACE Management team - Mentoring the project

Additional resources covering other functional requirements like manufacturing & operations, logistics, strategic sourcing, accounts





# Intellect Features

“Intellect” is one of the core solution offerings of RACE. Our strong network of market research and consulting team continuously tracks the Indian, global automotive market to provide clients with rich, extensive insights on market entry strategies, product launch, competitive strategy, mega trends, vehicle/component OEM strategies, regulatory/statutory tracking, customer behavior analysis and manufacturing feasibility.



Maximum accuracy



Clear recommendation guidelines for execution



In depth analysis and use of latest tools & techniques

# Intellect Offerings

## Syndicated & Ready Reports

Includes market overview, trends & forecast, drivers & restraints, market players, products and applications, business potential & legal framework

## Customized Reports & Specific Growth Strategies

Includes Voice Of Customers (VOC) competitive framework analysis, price analysis, demand supply analysis, business feasibility & alignment, product comparison, sourcing / procurement strategies, sales & marketing strategies

## Location-Based Intelligence

Provides area & application specific surveys. Having travelled more than 30,000 kms across length and breadth of India studying logistic scenario, routes, bridges thus providing assistance to hindrance free movement of goods



# Technic Features

RACE engineering team is fully equipped to support the clients with various applications and interface engineering enabling the automotive market to realize the complete potential of their products & services, this involves adequate understanding of the technical needs, operating conditions like terrain, location, usage pattern and packaging requirements with partners in the value chain.

**Trained engineering resources**

**Assist to reduce product development cycle**

**Help to deliver right products to market**

**Use of latest engineering tools & techniques**

**Voice of Customer(VOC) & Quality Function Deployment(QFD)**

**Lesser work load on client internal R & D resources**

# Technic Offerings

## Syndicated & Ready product reports

Includes segmentation & definition, regulations and legal framework, applications, bench marking, operating economics and total cost of economics

## Customised Reports & Specific Product Strategies

Includes Voice of Customers(VOC) & Quality Function Deployment(QFD), arriving at basic technical specifications, technical strategies and development guidelines

## Manufacturing Support

Includes deployment of trained manufacturing resources/technicians for quick and effective product output

## Quality & Training Support

Includes deployment of trained resources for inspection quality and training





# Annexure

Clients Testimonials  
RACE Designed & Developed Products  
RACE Engineering & Analytical Capability  
RACE Syndicate Market Research  
RACE Syndicate Product Research

# Our Clientele

Original Equipment Manufacturer/Dealers of Trucks & Buses, Trailers



**ASHOK LEYLAND**

**Mahindra**  
*Rise.*

**TATA MOTORS**



**SCHMITZ  
CARGOBULL**  
The Trailer Company.



An MG Group Enterprise



**AMW**  
BUILT TO WIN

**VE COMMERCIAL VEHICLES**  
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE



**NSR**  
FUELING SOLUTIONS

**TH GROUP**

**BLACK DIAMOND**  
*motors*

**JCBL**<sup>®</sup>

**BUS ZONE**  
On Road We Move  
HOUSE OF BUSES



# Our Clientele

## Aggregators & Component Manufacturers





# Our Clientele

## Bus & Truck Fleet Operators



# Our Clientele

## Wind Energy / Metal Mining Industries



## Media Interface / Knowledge partners



# Client Testimonials

RACE been recognized as an application engineering company, but been intuited during my interactions with their team. They did a commendable job in execution of our project with sheer professionalism from the start till the end. Their efforts are really commendable.

- Mr. Ranga Prasad, R&D, Daimler India Pvt Ltd

DAIMLER

My experience with RACE was quite astonishing, I have never seen such an enthusiastic team with passion to perform. Their reports on CV product bench marking was quite elusive and supportive to aid strategic decisions.

- Mr. Rajive Saharia, ED, Ashok Leyland



# Client Testimonials



RACE had been instrumental in demonstrating their bench mark skills, acumen in international markets helped us to plan our strategies for future. Their deliveries have been the most acclaimed , understandable and executable with ease.

**- Mr. GV Rao, Head- Strategic Planning, Volvo group**



Identifying the requirements of the entire gamut of stakeholders ranging from private fleet operators, State transport undertakings (STU's), body fabricators to end-users and streamlining into actionable insights are a challenge. RACE product/market research inputs contributed in mapping the potential for new product development and positioning, which was well translated into specifications and price points for MAHINDRA to strategically act upon.

**- Mr. Nithin Shrotri, Head LCV, Product Planning at Mahindra & Mahindra**

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# Client Testimonials



For RACE, driving excellence is not a mere slogan, but its a day of life. It is very economical for any company to enter the market at a least cost. RACE is positioned very well to capture major market. Telma will continue its partnership with RACE to be successful in all the future projects.

**- Mr. Jan Bor, Co CEO, Telma Global**



As a known tip trailer manufacturer, we are now having better product mix through the support of RACE engineering team. Our value engineering efforts together with RACE has helped us to reduce the cost of our products. We are proud with our association & are confident that our customers will appreciate joint efforts.

**- Mr. RS. Bhatiya, Black Diamond Motors, Bilaspur**



# Client Testimonials



RACE provided us with a holistic perspective on the Indian Trailer market study for semi trailers. This valuable information is unique and helps us venture into the Indian Trailer Market with a strong business strategy.

**- Mr. Oskar Flach, Managing Director, Schmitz Cargobull**



RACE is the best leasing & Marketing company in the field of transportation & logistics. Assisted us in creating the concept "Motorzone" an integrated service facility for medium & heavy commercial vehicles and now an established business unit. We wish our association with RACE enable us to do many more projects together.

**- Mr. Sadiq, Director, Parveen Travels**

# Client Testimonials



As a transport company & logistics provider operating over dimensional cargo movement, we are excited on our association with RACE. RACE's strategic market insights & domain expertise has enabled us to expand our customer base & created better value to our end customers.

**- Mr. Ashok Choudhary, Managing Director, Sonu Cargo**



RACE market research & analytical tools has helped us to select the best-in class logistics service provider, thereby empowering us to achieve best practices in the logistics vertical and Vendor evaluation report was very informative & useful.

**- Mr. Velmurugan, Gamesa, Global Technological Leader in Wind Industry**



RACE engineering team with their knowledge on advanced systems had been quite helpful for us to over come bottle necks in our transport system.

**- Mr . Nagaraj, Manager, Sterlite Copper Ltd**

# RACE Products Designed & Developed



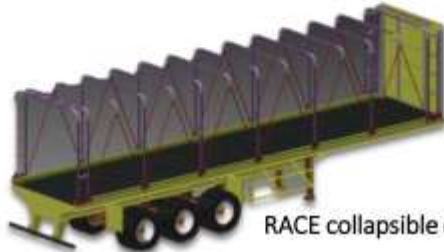
RACE 10 Car Design – First in India



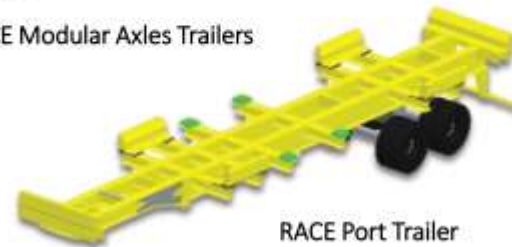
RACE 12 m Low Floor Bus Chassis



RACE Modular Axles Trailers

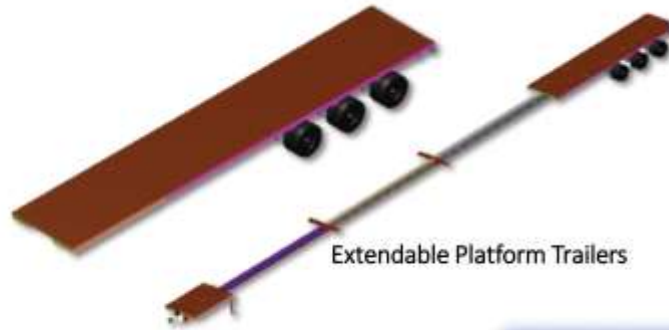


RACE collapsible canopy

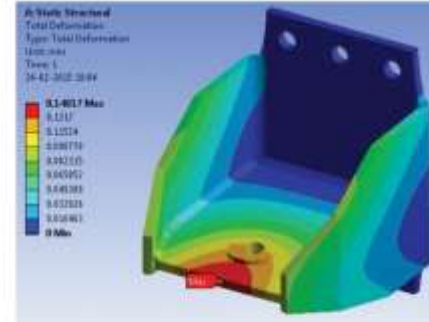
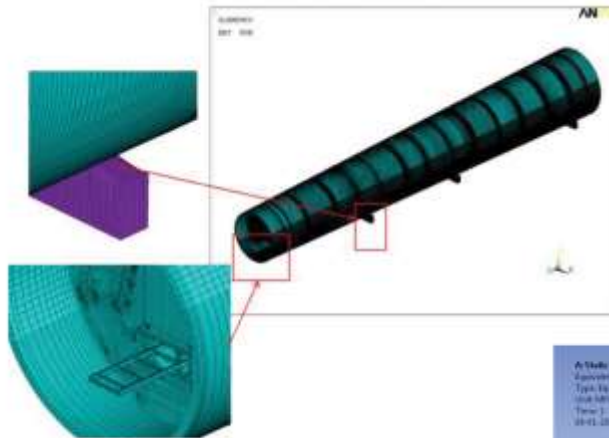


RACE Port Trailer

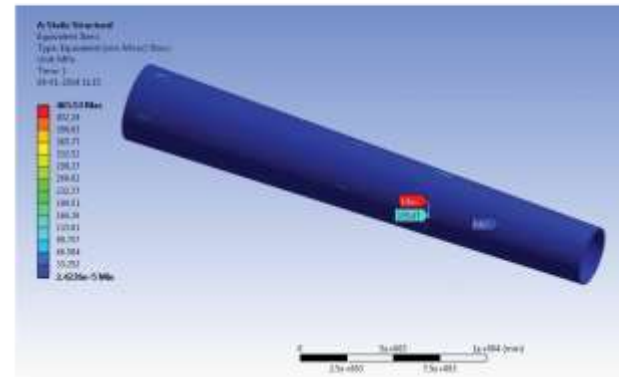
# RACE Products Designed & Developed



# Engineering Analytical Capabilities



- FE Analysis and optimization
- Static and dynamic structural analysis
- Field trials testing and validation



# RACE Syndicated Market Research

- Indian Bus Market
- Indian Truck Market
  - Indian Trailer Market
    - Study on Over Dimensional Cargo
  - Indian Tipper Market
- Application Specific Study
  - Ambulance Market in India
  - School Bus Market in India
  - Indian Special Purpose Vehicle Market
  - Study of Bullet Proof Vehicle in India
  - Indian Recreational Vehicles Market
  - Indian Reefer Container Market
- Aggregator & Components
  - Indian Retarder market
  - Indian Air Suspension Market
  - Indian Bus & Truck Air Conditioner Market
  - Indian Seat Market



# RACE Syndicated Product Research

- Technical Study on Indian Buses – Product Benchmarking
  - Intercity Bus
  - Intracity Bus
  - Tourist Coaches
- Technical study on Indian Trucks
  - Tipper Products Benchmarking
  - Trailer Market
    - Flatbed trailer
    - Tipping Trailer
    - Modular Hydraulic Axle & Extendable Trailers



# Contact Us

## **Corporate Office:**

### **APAC / India**

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Phase, Ambedkar Nagar, SIDCO  
Industrial Estate, Guindy, Chennai- 32  
Reception Line : 91 44 66108000  
Direct line: 044 6610 8045

## **Associate Office:**

### **East Africa**

#### **Diginect Corp Ltd.**

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Msasani Village, Msasani,  
Dar es Salaam

## **Associate Office:**

### **West Africa**

#### **SKYBED MARINE CO. LTD.**

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Apapa Lagos State Nigeria

## **UK/GERMANY**

### **Energy, Security & Environmental Solutions GmbH**

**Ginsterweg 37, 53757 St. Augustin,  
Germany**

# Thanks!

Do you have any questions?

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**Race innovations**  
Innovation, Integration, Implementation

