DISRUPTIVE TRENDS AND INCLINATION IN PASSENGER CAR SEGMENT OF FUTURE INDIAN AUTOMOBILE INDUSTRY

KRISHNA REDDY¹ & P. V. VIJAY KUMAR REDDY²

¹Research Scholar, K L Business School, K L Deemed to be University, KLEF, Guntur, Andhra Pradesh, India
²Assistant Professor, K L Business School, K L Deemed to be University, KLEF, Guntur, Andhra Pradesh, India

ABSTRACT

Due to the emergence of economic process and alleviation there's a stiff competition among the auto industries that square measure focusing attention in capturing the Indian markets. Indian automotive trade changing into a high trade within the world. however the Indian automotive is one in every of the verge disruption.

Significant four technology trends might troubled trends and amendment the automotive trade. Those technology trends are Electrification, Shared mobility, connectivity and Autonomous driving. In 2030, the share of Electric Vehicles (Includes BEVs, PHEVs, FCEVs and HEVs, across US, EU and China; does not embody delicate hybrids) might vary from 40 to 50 you look after latest vehicle sales. The marketplace for completely or partly integrated in-car motion-picture show systems might grow from eighteen million units in 2015 to fifty million by 2025 (15) given the convenience offered by such systems India is unambiguously positioned to leapfrog personal vehicle possession, and is anticipated to be a frontrunner in shared mobility with shared miles expected to succeed in 35th of all the miles cosmopolitan by 2030 and 50 you interested in 2040. OEMs across the world do that by adding progressive autonomous functions as driving technology and infrastructure improve over time.

KEYWORDS: Automotive Industry, Globalization and Liberalization, Shared Mobility, Connectivity and Autonomous Driving, Automobile Disruptive Trends & Inclination in Future Cars

Received: Nov 21, 2018; Accepted: Dec 11, 2018; Published: Jan 10, 2019; Paper Id.: IJMPERDFEB201933