

Plotting a course for autonomous vehicles in India

With the rise of electric vehicles and the imminent arrival of self-driving cars in Western countries, relatively little has been said about the Indian automotive industry's initiative to develop similar technology.



Bhasker Canagaradjou

In the months ahead, the Indian government is expected to announce major incentives for buyers of electric cars with autonomous driving systems, in an effort to curb pollution and bring the nation's roads to a cleaner and more sustainable standard.

Indian OEMs such as Tata Motors and Mahindra & Mahindra have been developing electric powertrains and self-driving AI, although the technology is not yet at the level of industry leaders such as BMW, General Motors and Tesla.

In this [newly-released whitepaper](#), Ipsos Business Consulting explores the current state of development within India's next-generation vehicle manufacturers.



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It also focuses on the special challenges faced within the Indian market, including those presented by cultural, demographic and economic realities, and consider potential infrastructure upgrades which could make the transition to fully automated vehicles smoother and more manageable.

Bhasker Canagaradjou, country head for India and co-author of the Ipsos paper comments: "Although major challenges remain, efforts toward EV advancement in India are pushed forward by the combination of strong government incentives during a time period where technological and engineering breakthroughs continue to occur at a rapid pace. The Ipsos whitepaper examines the individual elements of autonomous and EV systems, from batteries to cameras, sensors, and image recognition software, as well as India's own economic landscape, to make realistic predictions about the road ahead."

View the Ipsos Business Consulting whitepaper on autonomous vehicles in India [here](#).

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