



## *Landscaping the aerial work platform market in India*

### Client Situation

- The client was a leading Indian manufacturer in the auto and construction equipment industry
- The client had requested UC to landscaping the aerial work platform market in India, with an objective of potential entry in the product segment

### UC Role

- The engagement started with the segmentation of products based on different pivots - types of AWP, height range, movement axis, application area
- Analysed the installed base of equipment in the market, along with the recent annual market size numbers on different pivots:
  - Type of equipment (boom/ scissor/ mast) and sub-segment
  - Domestic production vs. imports
  - New equipment vs. used equipment
  - Market share of various global brands present in India
- We interviewed manufacturers, distributors, rental companies and equipment users, a total of 25 respondents during the 3 week study and developed a perspective on the industry:
  - Drivers/ inhibitors for growth of AWP in India
  - Pricing of new vs. used equipment (with import duties)
  - Preference of buy vs. rent/ lease dynamics. We built a rental business model for the product segment
  - Market size over the next 5 years

### Client Benefits

- A clear understanding of the market and product characteristics was presented to the client. A roadmap defining the possible evolution of the market, along with the potential opportunity was detailed for the client