TATA ELXSI

CONNECTED VEHICLE PLATFORM FOR TATA MOTORS, INDIA

Tata Motors' objective was to build a Connected Vehicle Platform (CVP) that connects vehicles, stores and analyses data, and builds applications for consumers.

This platform is envisioned to cover automotive IoT use cases from connected cars to Industry 4.0 use cases.

Scope

- Development over base Connected vehicle platform (18 months)
- 3rd party integration (Dealer Management, CRM)
- Performance testing using a software emulator
- Frontline support team at OEM's location for production monitoring
- Optimize deployment architecture to support a large volume of vehicles

Scaling to Next Level

- Connect2.0 - Extend platform to map industry 4.0 use cases
- Bring in rich features like NLP, Social Media integration, and AI/ML for predictive maintenance
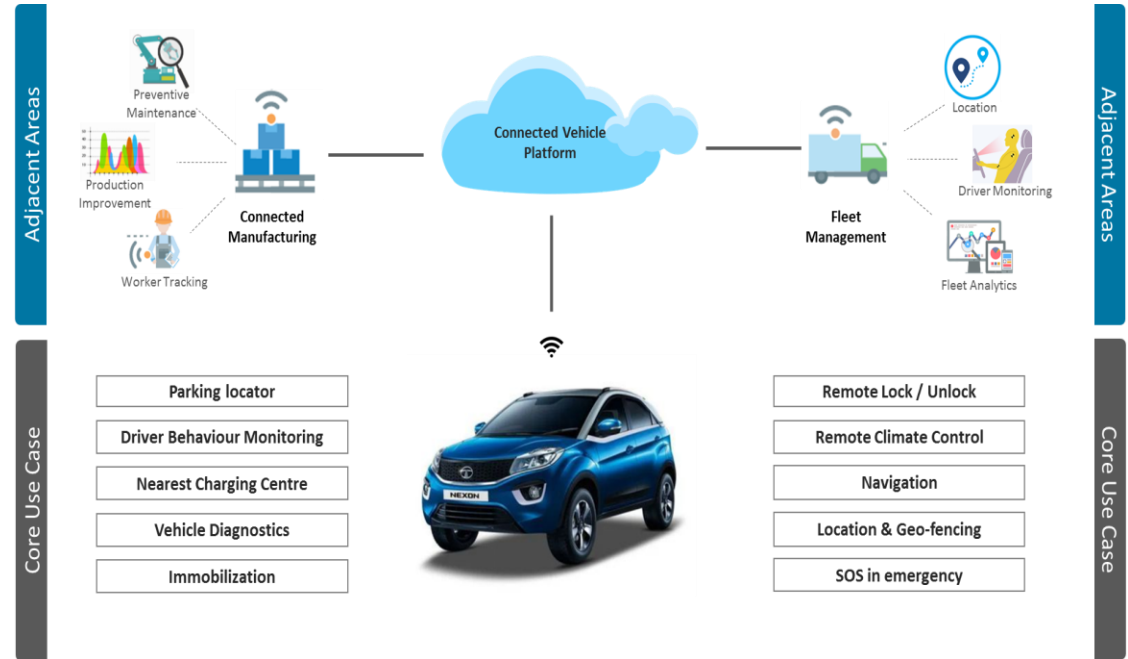
MARKET	BUSINESS BENEFIT	DELIVERY MODEL
India- Passenger, Electric and Commercial segment	India's First Connected EV Extendable to 20+ models	Fixed Bid