

India Automotive Advanced Driver Assistance Systems Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Indian Automotive Advanced Driver Assistance Systems Market was valued at USD 1.50 billion in 2021, and it is expected to reach USD 4.17 billion by 2027, registering a CAGR of 18.83% over the forecast period.

The COVID-19 pandemic had a massive impact on the market studied as lockdowns and trade restrictions have led to supply chain disruptions and a halt of vehicle production across the world. However, as restrictions eased, players started focusing on mitigating such risks and developments to create momentum in the market during the forecast period.

Growing production of vehicles with integrated ADAS features in the wake of rising awareness toward comfort and safety of passengers and government regulations mandating safety features are expected to drive demand in the market. Moreover, the rising acceptance of self-driving or automated vehicles further contributes to the enhanced growth of the market.

Apart from safety, advanced driver assistance systems can also provide other benefits, such as traffic awareness, decreased insurance premiums, low repair and maintenance costs, and increased fuel efficiency. Owing to the aforementioned factors and developments, the adoption of ADAS features is increasing in the market and such positive trends are expected to enhance the growth of the market during the forecast period.

India Automotive Advanced Driver Assistance Systems Market Trends

Growing Demand For ADAS Features In Vehicles

Autonomous cars and connected vehicles are gaining consumers' interest and are anticipated to gain wider acceptance over the

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forecast period. The advanced driver assistance systems (ADAS) featured are expected to diminish the penetration gap between traditional cars and tomorrow's cars. Moreover, With the rising technological advancements in the automotive industry, end users are ready to spend more on the latest technologies, which enhance the driving experience and increase the safety of drivers and riders. ADAS features, such as collision warning, lane assistance, blind spot detection, etc., have a significant impact on consumer behavior and are expected to enhance vehicles' performance by reducing vehicle downtime by alerting the owner of any faults in the vehicle.

ADAS has advanced considerably, but there is still a long way to go with connected vehicle technology. V2V communication has the potential to upgrade it further, as vehicles may communicate with each other directly and share information on relative speeds, positions, directions of travel, and even control inputs, such as sudden braking, accelerations, or changes in direction. By using this data with the vehicle's sensor inputs, it is possible to create a more detailed picture of the surrounding area and provide more accurate warnings or even corrective actions to avoid collisions.

However, the number of ADAS components may keep growing, as these previously available systems in high-end models are now being used in entry-level vehicles. These systems bring added safety and security to daily driving. Many of these systems allow the vehicle to make driving adjustments according to the condition. Functions, such as steering, braking, and accelerating, can be performed by the vehicle in certain situations. For instance,

Supportive Government Policies And Initiatives To Augment Demand

India has a steadily growing number of companies that have successfully capitalized on local advantages like higher return on investment and talent availability to create alluring business and delivery models that enable the development and deployment of ADAS/AD software for major international automakers. These businesses can do demanding tasks like virtual validation and simulation, continuous integrations essential to ADAS/AD software development, and virtual validation and simulation thanks to India's technological and networking infrastructure meeting international standards.

Deep math and engineering skills, as well as top-notch training and upskilling programmes, are necessary for developing ADAS software. Taking this a step further, over 75% of the world's digital talent is employed by the nation's world-class IT industry. It provides a strong workflow of qualified people for ADAS software growth in India and the know-how of working with remote, distributed teams thanks to its 1,000 global delivery centres spread across 80 countries and practises that incorporate cutting-edge technologies like AI, ML, and DL. Big auto manufacturers are investing with development facilities in India.

India's Ministry of Road Transport and Highways, revealed that the government intends to make ADAS (Advanced Driver Assistance System) a required component in up-and-coming vehicles. By the end of 2022, the ministry hopes to have the strategy in place for all new cars, including heavy-duty ones.

Improved road networks with lane markings, government efforts to make safety features like Forward Collision Warning (FCW), Advanced Emergency Braking (AEB), and Lane Keep Assist (LKA) mandatory, at least in the commercial vehicle segment, growing interest in technology among young consumers, and advancements in ADAS technology with each new generation are all factors that are expected to accelerate ADAS adoption in India.

India Automotive Advanced Driver Assistance Systems Market Competitor Analysis

Some of the key players in the automotive ADAS market include Robert Bosch, Continental AG, ZF Friedrichshafen, Hyundai Mobis, Autoliv, and others. They are entering into partnerships and planning to invest in the latest ADAS features. For instance,

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In March 2022, Hyundai Mobis India Ltd. and IIT Hyderabad have launched a partnership. To address difficulties unique to India in Advanced Driving Assistance Systems (ADAS) and Hardware Resource Optimization approaches for Chassis Software, IIT Hyderabad will draw on its expertise in mathematical modeling, machine learning, and hardware prototypes for ADAS.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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