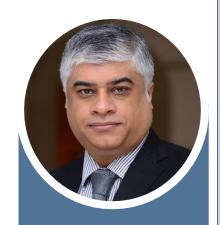
## **Kaushik Madhavan**



Kaushik Madhavan

Vice President Mobility

Frost & Sullivan South Asia

Functional Expertise	<ul> <li>Over 16 years of experience in the automotive industry, especially strategic consulting and market research. Specific expertise in:         <ul> <li>Competitive intelligence and benchmarking</li> <li>New market entry and diversification strategies</li> <li>New business model analysis and evaluation</li> <li>End consumer analysis – automotive technologies and customer purchasing behaviour</li> <li>Strategic planning and technology benchmarking</li> </ul> </li> </ul>
Industry Expertise	<ul> <li>Experience base covers a wide range of sectors, leveraging long-standing working relationships with Senior Management Executives in the automotive industry. Focus areas include:         <ul> <li>Automotive powertrain in passenger and commercial vehicles</li> <li>Alternative fuels [Flex fuels, CNG, LPG] / Hybridisation &amp; Electrification of vehicles</li> <li>Product strategy – OE and Aftermarket</li> </ul> </li> </ul>
What I bring to the Team	<ul> <li>Understanding of the automotive powertrain market and trends towards 'Green' technologies</li> <li>Market research and consulting for the automotive market</li> <li>Extensive client management, business development, and presentation skills</li> <li>Project management and delivery to clients including top OEMs and Tier 1 suppliers</li> </ul>
Career Highlights	<ul> <li>Currently managing the Mobility Business Unit in Middle East and South Asia at Frost &amp; Sullivan</li> <li>Managed Powertrain at the Global level within Frost &amp; Sullivan</li> <li>Long term Product Planning for Nissan and Datsun models at Nissan Motor India</li> </ul>
Speaking Engagements	<ul> <li>Moderated panel discussions at reputed conferences / symposia such as HD Truck, CII's Autoserve, CV Forum, Telematics India, etc</li> <li>Speaker at Engine Expo, CTI's Transmission Symposium, Future Mobility Dubai, NASSCOM's Connected Mobility, Apollo CV Awardsetc.</li> </ul>
Education	<ul> <li>Master of Science in Automotive Systems Engineering, RWTH Aachen, Germany</li> <li>Bachelor of Engineering in Mechanical Engineering, R.V. College of Engineering, Bangalore, India</li> </ul>