

## Case Study

# A leading Japanese industrial conglomerate

Service(s) offered: Pre-Investment Advisory & Market Research

Sector/Industry: Automobiles & Auto Components



## Analyzed the potential of a Circular Economy in the Automotive Sector

A global leader in the business of chemicals and materials wanted to evaluate the market for a circular economy in India focused on the automotive sector.

The company approached Nexdigm to understand the **opportunities, risks, and challenges** associated with using **biodegradable materials and regenerating recyclable waste** for automobiles in India.

### Solution

Nexdigm adopted qualitative and quantitative methodologies to gather information on **the market size, segmentation, demand, and trends** of the circular economy in the Indian automotive market.

We analyzed the existing **value chain** in the market, practices in biodegradable materials, and the **opportunities** in waste recycling along with the future market scenario.

We collected information on the planned and implemented **initiatives by the government**, automotive companies, start-ups, and other stakeholders, as well as the **regulatory framework**.

We also conducted **20+ interviews** with **industry experts, government bodies, and key players** in the segment.

### Outcome

Our insights helped the client understand the various aspects of a circular economy, such as **traceability, waste management**, and eco-design for **waste management reduction** with a focus on the automotive sector.

Our analysis helped the client evaluate **business feasibility and their plan to enter the Indian automotive market**.

For more information on this case study, please write to us at:

[ThinkNext@nexdigm.com](mailto:ThinkNext@nexdigm.com)

You can also visit our website to know how our services resulted in tangible business benefits:

[www.nexdigm.com](http://www.nexdigm.com)