

Special Application & Sub Segment Analysis

New opportunity



Sub Segment Analysis



Segment "A"



Segment "AA"



We analyze the sub segment gap and new opportunity for new product in each category

Each sub segment is having different purchase criteria



Segment "AB"

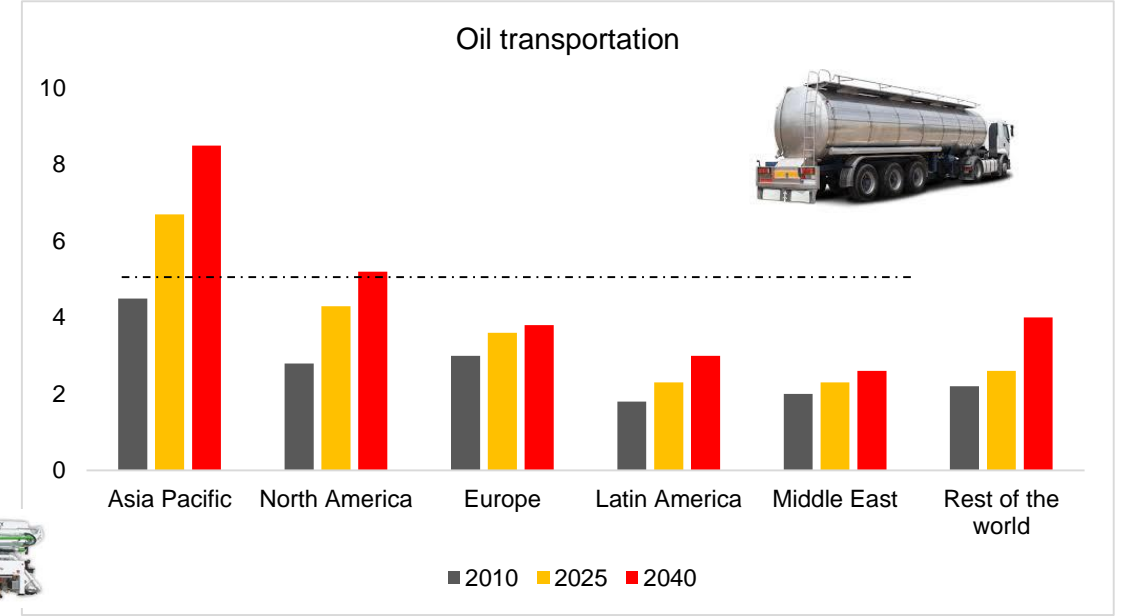
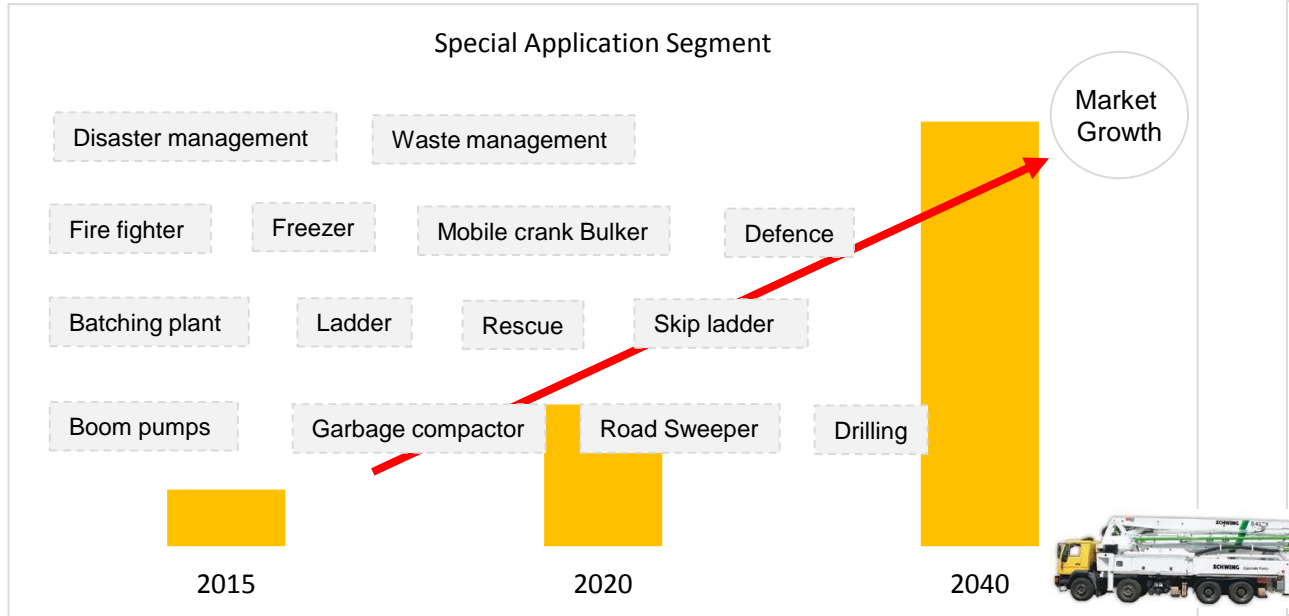
Sub segment growth and used vehicle concept



Branding strategy, technology role in sales strategy



Explore new opportunity



Source: ExxonMobil Corp

Indian Market have a great potential and opportunity in special application segment. This market would have double digit growth by 2020





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