



# **EXPERIENCE THE FUTURE OF TIME-TO-MARKET STRATEGY IN DIGITAL ERA**

## By Citrine Engineering

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**Introducing Ctrine Engineering  
and its mission to empower  
aspiring BUS OEMs.**

STRATEGY

# The Four Pillars of Becoming the BUS OEM

01.

**Mindset**

03.

**Fastest Product Launch**

02.

**Product Engineering**

04.

**Mass Production**

Ctrine Engineering Pvt. Ltd.



ABOUT CTRINE

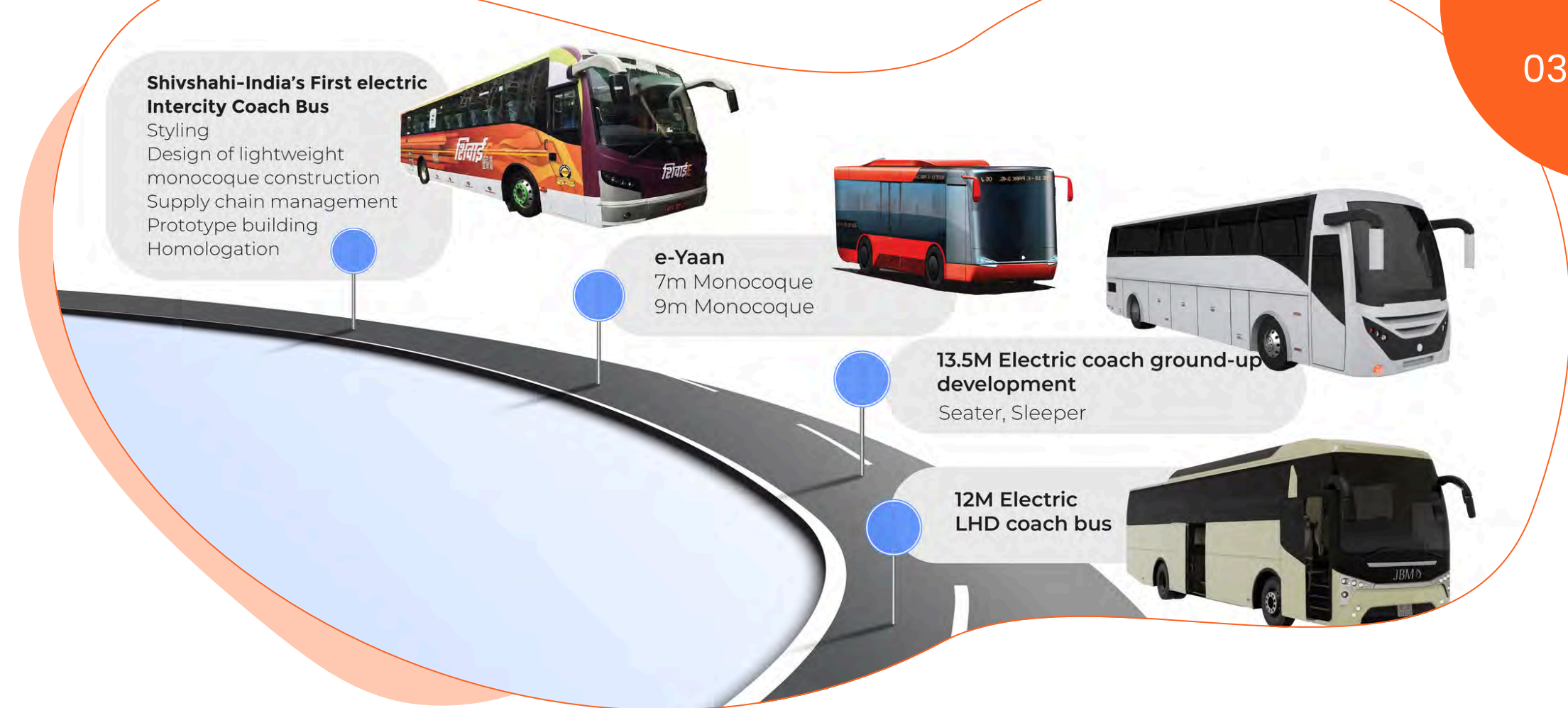
# Ctrine's Role in Your Journey

## ISO 27001:2013

*Providing Software Solution,  
 Maintenance and Support  
 To the Client, Computer  
 Consultancy And Computer  
 Facilities Management  
 Activities and Academic  
 Tutorial Services*

## ISO 9001:2015

*Quality  
 Management  
 System*



Ctrine is a distinguished bus design company, based in Pune, India, founded since 2011, with over a decade of expertise in crafting stylish, innovative, and meticulously engineered buses. The concept of the brand Ctrine i.e C-Trine is formed by the combination of three essential elements: **Concept, Conformity, and Cost.**

Ctrine, we specialize in providing **end-to-end solutions**, from **conceptualization and styling to engineering and homologation**, ensuring that our clients receive cutting-edge products that meet the highest standards. Our accolades include the prestigious **Innovation Award at Busworld Brussels in 2023**, a testament to our commitment to pushing the boundaries of design and technology.

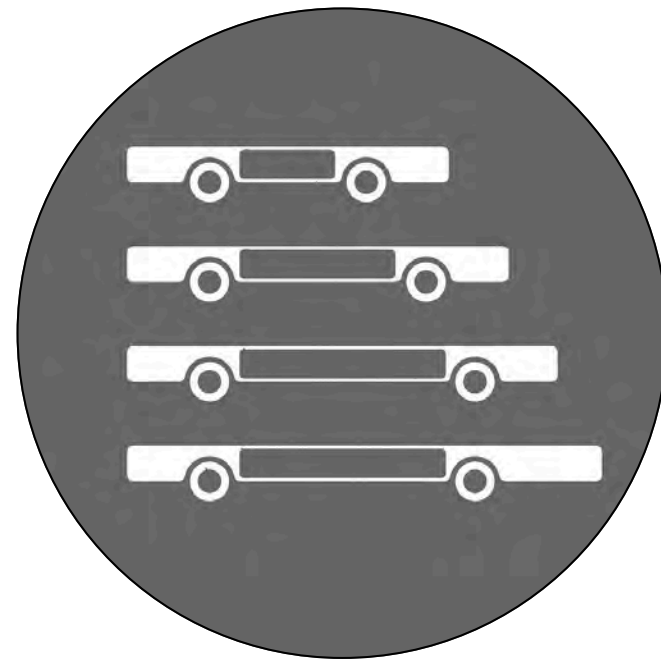
## OUR CLIENTELE

## Clients We Served



KEY STEPS TO GET STARTED

# Three Essential Steps to Begin



**Size of the bus**



**Market analysis**



**Type of the bus**

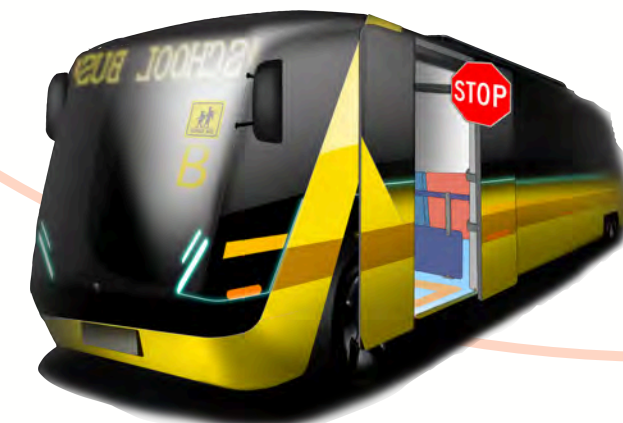
Ctrine Engineering Pvt. Ltd.

# Product As A Service

**Introducing Ctrine Engineering and its mission to empower aspiring BUS OEMs.**

We do not only Research, Develop, Design and Test our products, but we offer our products as an end-to-end service.

From Concept to Mass-production, we provide a complete end-to-end experience to our clients. Eliminating any problems and complications related to Homologation.



## The Process Problem

- **20 Brands/Year**

More than 20 new EV brands emerge every year, making the market more aggressive and competitive, leaving no time for creative processes.

- **24 Months**

Approximately, 2 years time is taken for Research, Development and Design of a product. Increasing the time investment into the project.

- **INR 200,00,00,000.00**

Around 200 crore rupees are spent on the development and creative processes, making it one of the high risk businesses.

- **300 PEOPLE**

More than 300 employees are involved into the development process of a product. Increasing the requirement of man-power and efforts.

## The Strategy Problem

- **Electric bus chassis availability**
- **High Import cost**
- **Transit delays**
- **Custom issues**
- **Reliability Issues**
- **Lack of service support**
- **Regulatory requirements**
- **Language barrier**





THE OPPORTUNITY IS

# Increasing need of public transportation

Use of public transport systems can ultimately reduce major congestion problems faced by most of the cities. Electric public transport can help reduce carbon footprint more effectively.

- **Last Mile connectivity**
- **City Transport**
- **Intercity Transport**
- **Staff Transport**
- **School Transport**

# The Solution

01.

## READY TO GO

Solutions ready to be launched against the existing and upcoming market. Designed and tested to give a healthy competition.

02.

## HEADSTART

The saved time in the design and development process enables products to be launched at the right time and place, providing a promising advantage.

03.

## MONEY SAVING

By giving a **PAAS** package which generally requires various industries to be intervened to reduce the investment required subsequently,

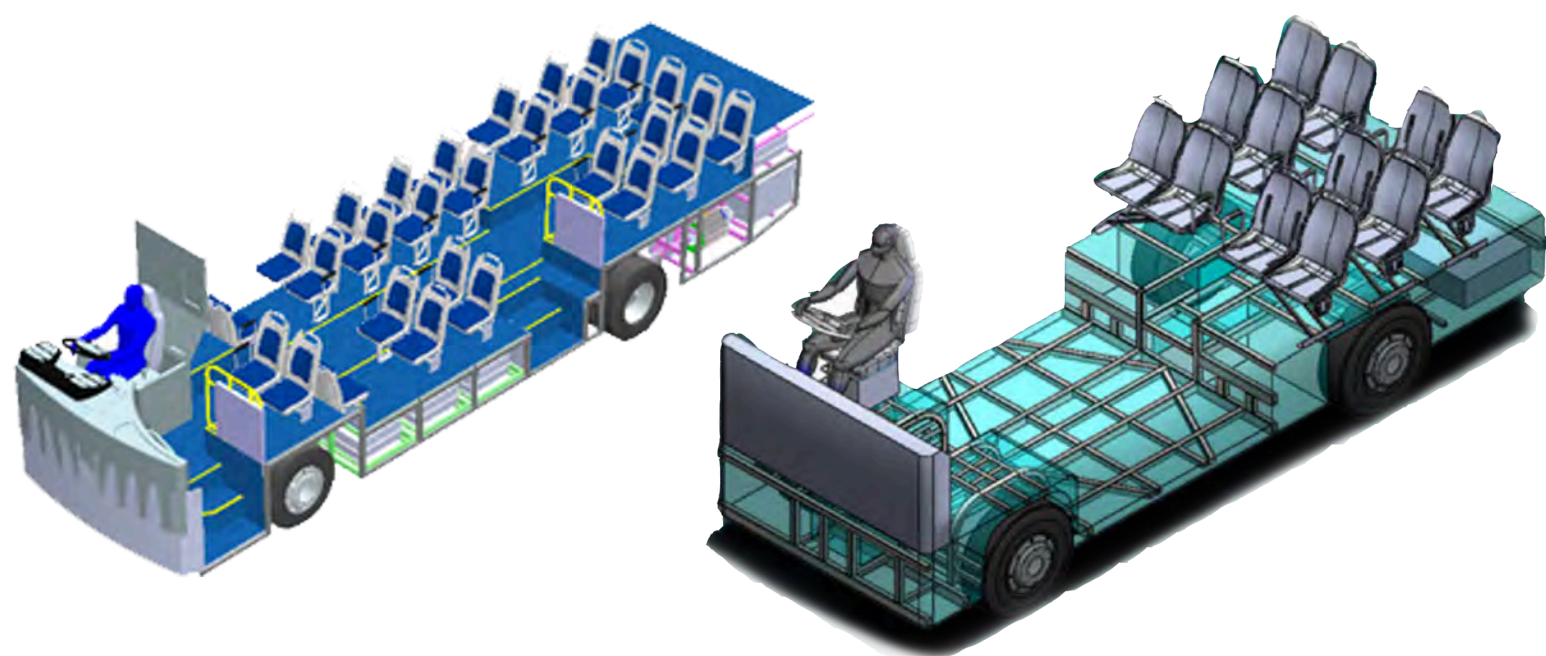
04.

## TIME SAVING

Major amount of valuable time is saved, providing better chances of profit, success and brand establishment.

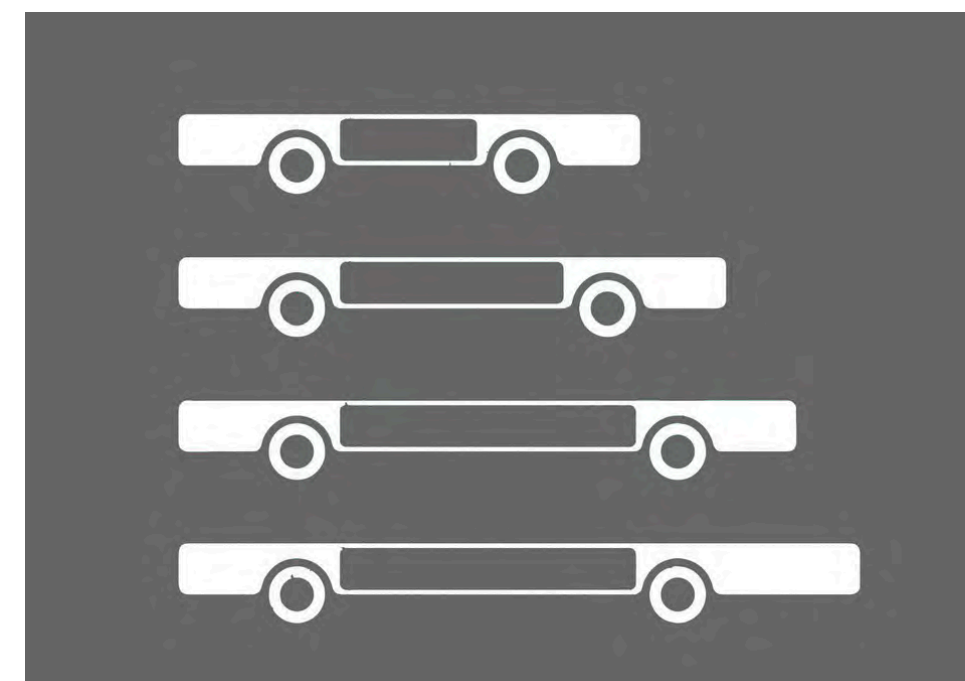
## Platform Strategy

Various types of platforms are efficiently developed, based upon one modularly designed platform, which eases up the production process. Also reducing the required investment and increasing the profits.



## Modular Platform

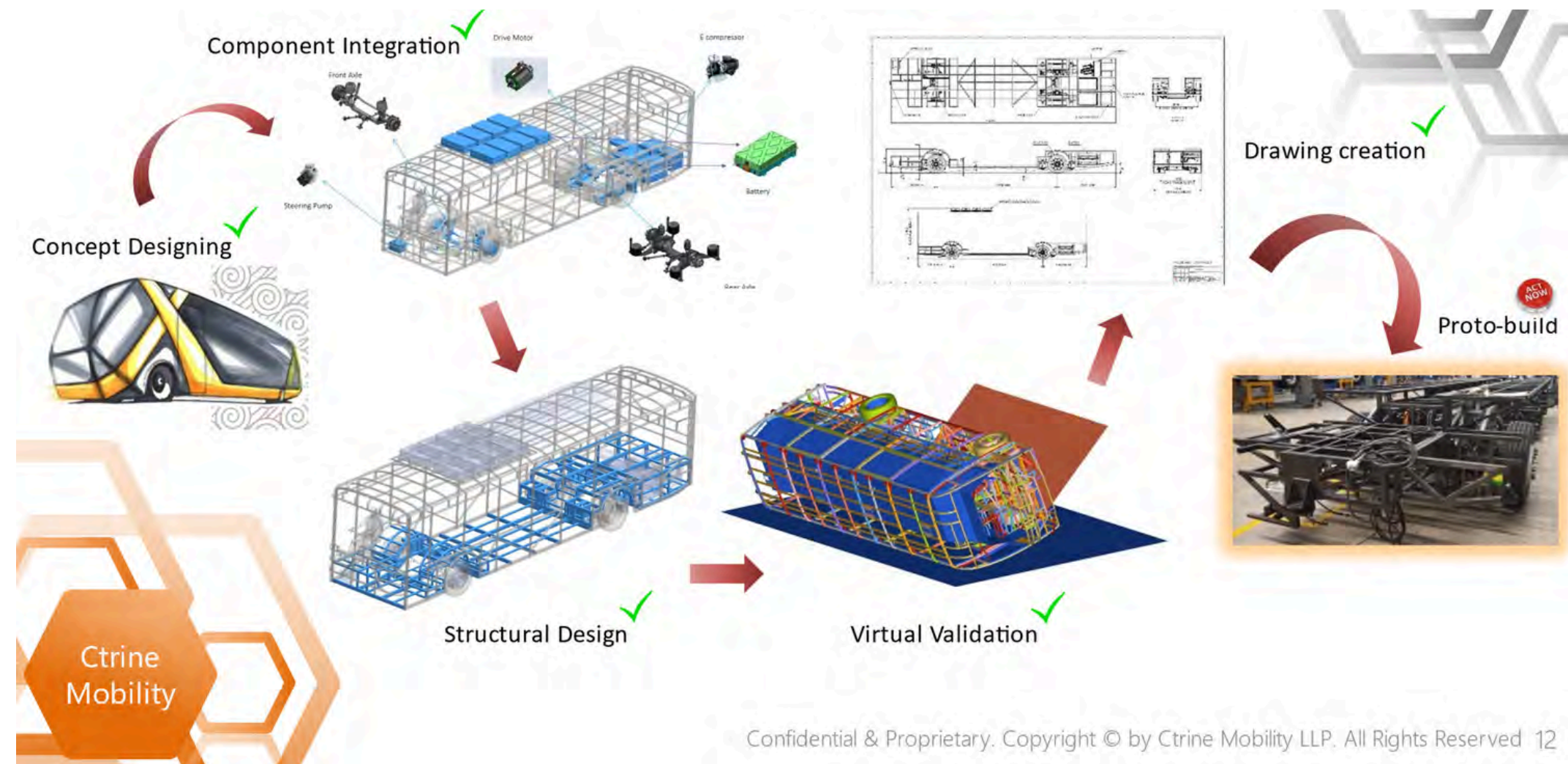
Modularity in the platform enables maximum coverage over market demand, while eliminating the requirement of a complete new process of development. This saves the additionally required investments, while keeping the production efficient and effective.

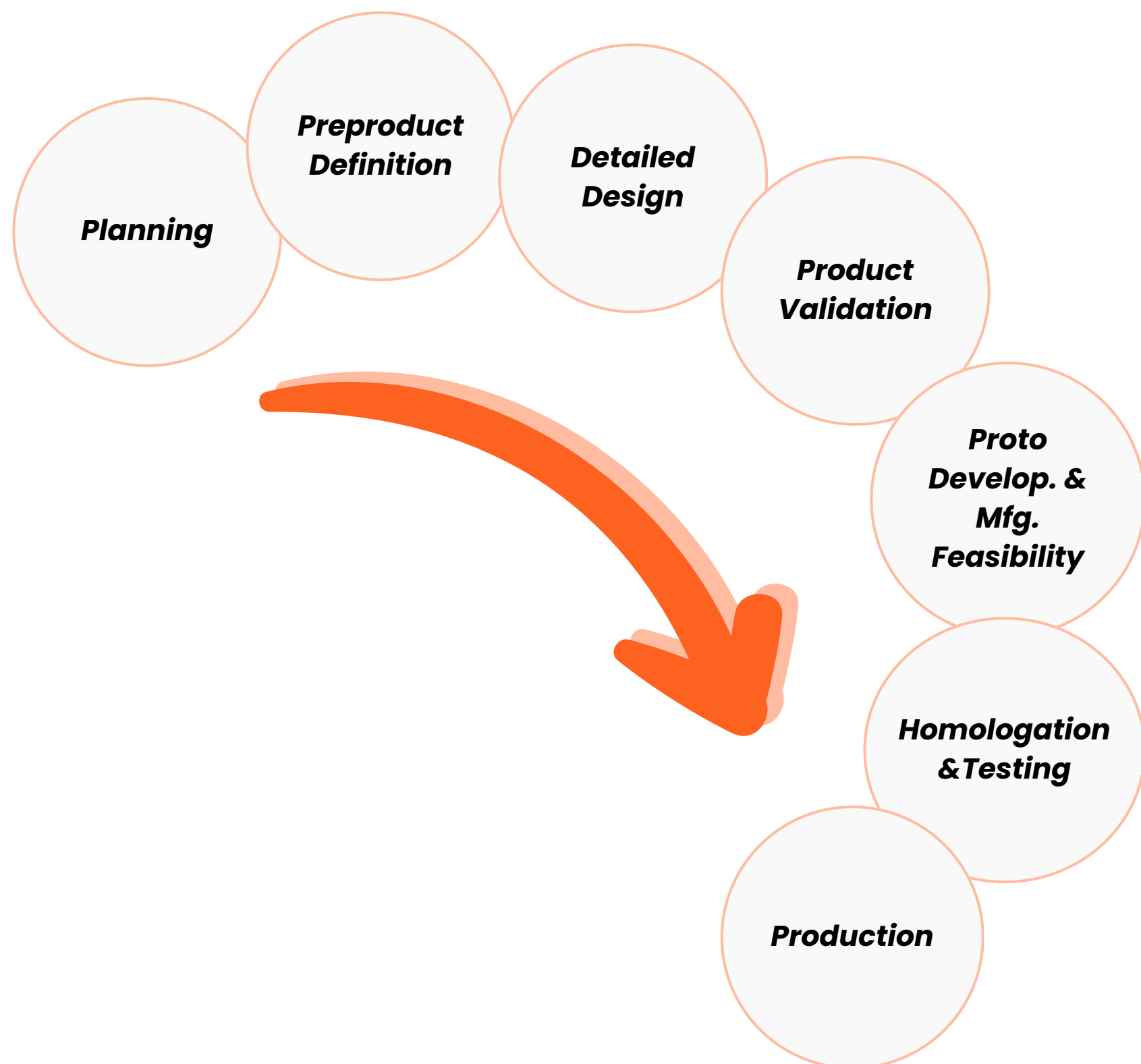


OUR OFFERINGS

# What Ctrine Offers?

- Exclusive style handbook
- Engineering design and drawings
- Homologation certification bundle
- Physical prototype
- Unique selling propositions (USPs)
- Batch production up to 100 units
- 3 years of engineering support\*

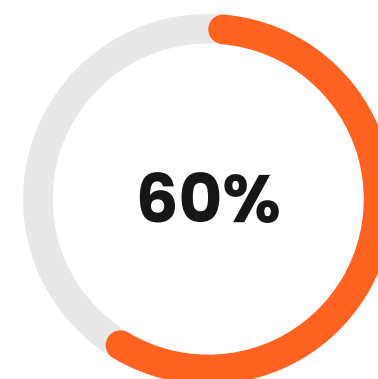




## ABOUT THE PROCESS

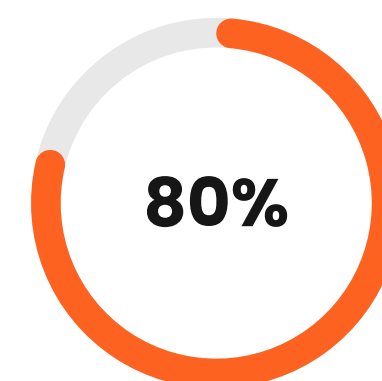
# Timeline Impact

### Process Saved



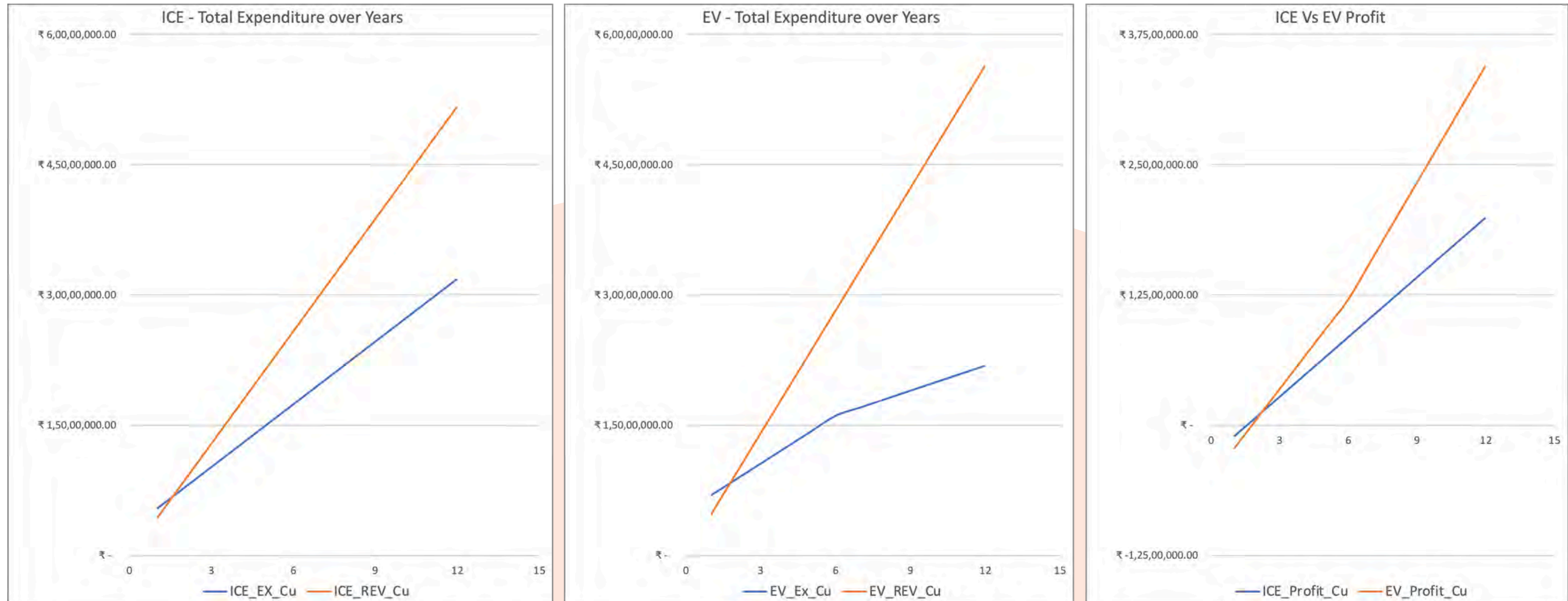
More than half of the time and investment is saved against the competitors, giving a healthy future to the brand and products

### Quicket Results



Reduced time investment means early launch of the products. Giving early results of product sales.

# Total Cost of Ownership(TCO)



*Electric Bus/ Repowering of bus is **profitable***