



Powering the Future of India - boosted by Business Finland



Electric vehicles are accelerating the transformation of mobility and transportation. The shift towards more sustainable and environmentally friendly solutions is largely powered by innovative startups and ventures changing the traditional ways of manufacturing and utilizing components, transition equipment and furthermore – the overall concept of vehicles. Business Finland had the honor to discuss with Mr. Pentti Bruun, CEO & Chairman of Finnish L7 Drive Ltd., one of the courageous pathfinders in the electric vehicle sphere.

Finnish L7 Drive provides a new kind of electric powertrain with less electronic complexity and simple mechanical integration. The device simultaneously manages the battery pack and controls the motor. It also offers multiple charging methods and

optional connectivity with one's smartphone. L7 Drive powertrain only requires one device easy and clean to assemble, making adaptation easier for small and light electric vehicles. The solution will be further enhanced through cloud-based service and platform integrations in the future to provide the customer with the best, simple solution.

What is L7Drive currently doing in the Indian market?

We have established a joint venture company – IPEC DRIVE SYSTEMS PRIVATE LIMITED – into India. The company will customize, adapt and manufacture the path-breaking L7 drive systems for the world's light electric vehicle manufacturers, especially electric bicycles, e-scooters, e-rickshaws etc. In the beginning our production lines will be in Delhi and in Bangalore

nearby big clients. We have built demo versions for electric bicycles, rickshaws and scooters and at the moment we are performing road tests with Indian customers.

The L7 drive technology employs just one single Li-ion battery cell, or a pack of parallel connected cells, to drive an electric motor in an electric vehicle. This eliminates the need for a Battery Management System (BMS) and the problems associated with cell balancing. The solution results in superior vehicle range, enhanced performance and increased reliability while optimizing overall costs. The cloud connectivity capability of these drive systems can transform electric vehicles to becoming "connected vehicles", a critical aspect for the future.

How do you find the business environment in India? What has been the most challenging issue in India for L7Drive?

We are entering to the quite new, but rapidly growing market with totally different technology than our competitors. From manufacturers point of view powertrain is very important. It represents up to 75% of the total LEV cost. Manufacturers want to have better cost control, quality and product differentiation and components compatibility, and that is what our technology can offer. Those added values need to be argued carefully. But technological innovations seem to have great space and interest in India.

One challenge what we have faced is that Indian customers are tough negotiators, they want to have the best quality with lowest price. Target price is often given without taking account the value add what can be achieved. A lot of work has to be done to raise awareness.

How do you see the future of the electric vehicle industry in India?

Light 2 or 3-wheeled vehicles form the majority of the whole vehicle fleet in most Asian countries. The population in India alone is 1.3 billion people, and 80% of registered 180 million

vehicles are 2 or 3-wheelers. In addition to that, the number of vehicles not registered can only be guessed, but they are all 2 or 3-wheeled light vehicles. The pollution problem in India's vast metropole areas is as bad as in Chinese big cities, and clear skies are a rare sight. Vehicle electrification is one of the best solutions towards solving the air quality problem in city centres. Indian government has made several initiatives regarding vehicle electrification.

How has Business Finland helped L7Drive? Would you recommend the service provided by BF to other Finnish companies looking at Indian market?

We have been very pleased to co-operate with Business Finland. BF has supported us by funding and we have got a lot of help from Business Finland professionals.

All Finnish companies who are looking for Indian market entry should explore the possible services offered by Business Finland. There is a lot of know-how.

Any other tips for the Finnish companies thinking about entering the Indian market?

Be patient, try to find suitable business partners who have contacts and cultural understanding.

Got interested? For further queries, please contact
Mr. Pentti Bruun,
CEO & Chairman,
L7 Drive
pentti.bruun@l7drive.eu



For market advice, FDI guidance or collaboration inquiries, please contact Mr. Otto Vainio, Advisor

Business Finland: otto.vainio@businessfinland.fi ● ● ● ●