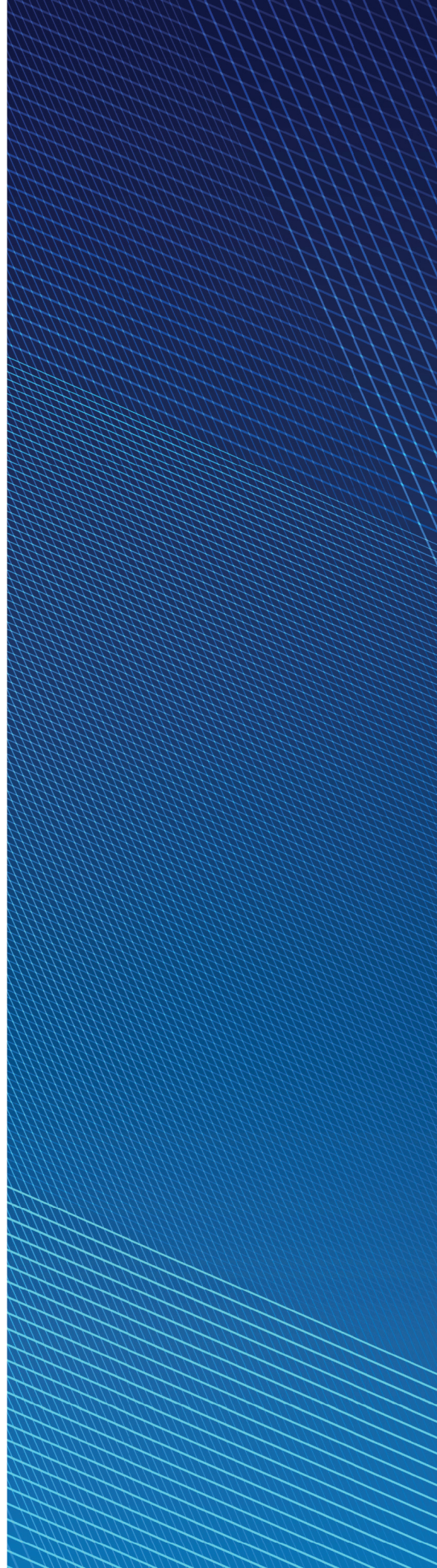


CYIENT RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the Global
automotive engineering services industry*



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Cyient excels in many of the criteria in the automotive engineering services space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Cyient: Excellent Automotive Engineering Services Provider

The automotive industry faces several challenges that necessitate the support of engineering services. The quantum of work that an original equipment manufacturer (OEM) has to do to launch a vehicle is humungous. Therefore, they try to outsource part of the development work to engineering service providers. Cost is another challenge that OEMs need to bear in mind when they involve these engineering services. Additionally, it is difficult to find one vendor who does development work in several domains;

“Cyient’s unique advantage lies in its strong ability to unify a comprehensive range of services that its peers often lack, which helps its customers accelerate innovation, improve efficiency, and drive growth. Cyient goes above and beyond its comprehensive solutions to provide a diverse range of services that empower automotive companies in their product development and quality assurance efforts.”

- Manish Menon
Connected Vehicle & Autonomous Driving,
Global Program Manager

most pick and choose a few domains where they excel. Therefore, OEMs have to employ more than one vendor not by choice but by necessity. The shift toward electrification and sustainable mobility, which requires advancements in battery technology, charging infrastructure, power management, and range optimization, also remains a continuous challenge.

Engineering services play a critical role in supporting the transition to modern mobility and enhancing overall vehicle performance while reducing environmental impact. Engineering services are also essential in developing advanced driver-assistance

systems, perception algorithms, connectivity solutions, and cybersecurity measures to ensure reliable and secure autonomous and connected vehicle operations. By leveraging engineering expertise, the automotive industry can make significant strides toward a more efficient, sustainable, and connected future.

Established in 1991 in Hyderabad, India, Cyient is a global engineering and technology solutions company. By collaborating with global customers at every step of the process, Cyient aims to accelerate engineering and technology convergence to design digital enterprises, build an autonomous world, and develop sustainable products, plants, and processes. With a diverse range of services, including engineering design and development, product life cycle management, network and operations services, digital transformation, software development and maintenance, and technical documentation and publication, Cyient offers comprehensive solutions to various industries. Cyient primarily focuses on design engineering, digital and embedded technologies to the transportation, automotive, aerospace and defense, medical technology, telecommunications, and utility industries. Within the automotive sector, Cyient specializes in several areas, including intelligent software-defined products, next-gen connectivity, edge and autonomous systems, e-mobility, powertrain engineering, body and chassis engineering, data insights and cloud platforms, security, and sustainable energy and systems.

Cyient has established a global presence with operations in more than 22 countries across North America, Europe, Asia Pacific, and the Middle East to serve its customers better. This widespread reach showcases the company's commitment to helping customers worldwide and its ability to cater to diverse markets effectively.

Excelling in Leadership via Comprehensive Product Solutions

Cyient's unique advantage lies in its strong ability to unify a comprehensive range of services that its peers often lack, which helps its customers accelerate innovation, improve efficiency, and drive growth. Cyient goes above and beyond its comprehensive solutions to provide a diverse range of services that empower automotive companies in their product development and quality assurance efforts. By leveraging its available offerings, Cyient effectively addresses various key challenges across the automotive industry. Some of the key products and solutions provided by Cyient in the automotive engineering domain include:

Autonomous and connected mobility solutions: Cyient's expertise and solutions in perception systems for automated driving and digital cockpit domain controllers demonstrate the company's commitment to innovation and excellence in autonomous and connected mobility. The company's consulting-led approach and technology development expertise ensure scalability, modularity, and high performance. With Cyient's contributions, realizing a genuinely autonomous and connected future becomes even more tangible, promising a transformative and superior driving experience for all.

Sustainable energy systems: Cyient is a leading provider of tailored sustainable energy solutions for the automotive industry. It specializes in advanced battery management systems (BMS) that optimize electric vehicle (EV) battery performance and efficiency. Cyient offers innovative power distribution systems that enhance energy management and utilization within EVs. By leveraging its expertise in BMS, alternate fuel and power distribution, Cyient paves the way for a greener and more sustainable future services towards alternative fuels of transportation such as hydrogen. Its solutions enable optimal performance, longevity,

and efficient power usage in EVs, promoting the electrification of transportation and reducing environmental impact.

Software-defined solutions: Cyient's software solutions provide a comprehensive suite of tools and technologies that enhance automotive engineering processes. The software-defined solutions enable faster development, integration, and testing, supporting the efficient realization of emerging mobility programs. Additionally, the over-the-air capabilities enable continuous improvement and enhanced functionality of automotive software, ensuring vehicles stay updated with the latest advancements.

Furthermore, the company's testing and validation services play a pivotal role in ensuring the reliability, safety, and compliance of automotive systems. Through a range of rigorous tests encompassing functionality, performance, durability, and compliance, Cyient's expertise enables customers to meet regulatory requirements and deliver products that excel in performance. Cyient's design engineering,

"Frost & Sullivan commends Cyient's broad initiatives and showcases the company's capabilities in developing innovative technologies that enhance the overall user experience in the automotive industry. Through the company's comprehensive service offerings, Cyient successfully demonstrates its commitment to supporting automotive companies in overcoming industry challenges and driving innovation across the autonomous, connected, electric, and shared sectors."

- Norazah Bachok
Best Practices Research Analyst

digital and embedded technologies services span the product life cycle, ranging from product design to prototyping and manufacturing. By harnessing advanced tools and technologies, Cyient empowers the efficient and effective development of cutting-edge mechanical and electrical systems for the automotive industry.

Furthermore, Cyient's capability sets its engineering solutions apart in the market by offering customers the best price-to-performance value. By prioritizing cost-effectiveness without compromising on performance, Cyient ensures that customers receive exceptional value for their investment. These remarkable offerings have garnered recognition. Frost & Sullivan commends

Cyient's broad initiatives and showcases the company's capabilities in developing innovative technologies that enhance the overall user experience in the automotive industry. Through the company's comprehensive service offerings, Cyient successfully demonstrates its commitment to supporting automotive companies in overcoming industry challenges and driving innovation across the autonomous, connected, electric, and shared sectors.

Enhancing Competitiveness with Strategic Growth Plans

Cyient's comprehensive growth strategy centers on fostering strong collaborative partnerships with customers, stakeholders, and other organizations. By closely aligning with its customers' business goals and challenges, Cyient gains deep insights into their specific needs and requirements. This collaborative approach allows it to deliver customized solutions and exceptional customer service, setting it apart from the competition. Acting as a trusted advisor and partner, Cyient goes beyond simply providing engineering services. The company actively engages with customers, offering strategic guidance and leveraging its industry expertise to help customers achieve their objectives and drive business growth. By understanding the unique challenges and opportunities of each customer, Cyient tailors its solutions to maximize value and deliver tangible results.

The high level of customer satisfaction and confidence in Cyient's services is evident from its remarkable repeat customer rate of 80% to 85%. This reflects the trust and long-term relationships it has cultivated with its customer base. Customers continue to choose Cyient as their preferred partner due to the exceptional quality of its work, deep domain knowledge, and the ability to consistently meet and exceed expectations. Cyient's commitment to understanding customer requirements, providing customized solutions, and delivering outstanding value has earned it a reputation as a reliable and trusted partner. The company's track record of successfully helping customers achieve their business objectives further strengthens its position in the market and reinforces the confidence customers have in its capabilities.

Cyient has strategically invested in critical partnerships and acquisitions to expand its capabilities and strengthen its market position. Cyient's acquisition of Citec brings sustainability solutions to the Cyient portfolio. Citec specializes in the plant and product engineering sector, and this acquisition strengthens Cyient's presence in the energy industry, with a focus on clean energy. The combined portfolios of Cyient and Citec will be among the largest independent plant engineering capabilities globally. This also enables customers to leverage a comprehensive set of services and offerings in plant engineering, digital solutions, product engineering, consulting, and technical documentation. Among other investments are collaborations with Celfinet, a leading wireless network optimization solutions provider. These partnerships enhance Cyient's digital transformation and telecommunications capabilities, enabling the company to deliver comprehensive workforce management solutions and improved network performance to its customers.¹ Cyient has strategically invested in AnSem, an engineering and manufacturing solutions provider for the semiconductor industry. This investment allows Cyient to broaden its presence in semiconductor manufacturing and offer end-to-end solutions to customers.

With the acquisition of Singapore-based Australian firm Grit Consulting, Cyient enables its customers to tap into deep-rooted expertise in consulting for asset-intensive industries such as metal mining and energy, accelerate Cyient's consulting capabilities, and deliver innovative technology solutions to its customers. The addition of IG partners to Cyient's portfolio has given customers the advantage of the growing convergence of operational and information technologies by leveraging Cyient's proven ability in operational efficiency, asset optimization, and digital transformation. These strategic investments highlight Cyient's commitment to expanding its service offerings and geographical footprint, staying at the forefront of industry trends, and delivering added value to its customers through specialized partnerships.²

Cyient's strong relationships with OEMs and Tier 1 suppliers enable the company to work closely with customers, understand their specific requirements, and align its services accordingly. Cyient has established over 12 strategic relationships with OEMs and Tier 1 suppliers in the automotive and off-highway industries. These partnerships are a testament to Cyient's excellent and advanced automotive engineering services, gaining the company the industry's trust. The strategic relationships with OEMs and Tier 1 suppliers provide Cyient with insights into industry trends, upcoming technologies, and evolving customer needs. This knowledge allows the company to stay ahead of the curve and continually enhance its capabilities to meet the changing demands of the automotive and off-highway sectors. By leveraging

¹ Cyient Annual Report, 2022

² <https://www.citec.com/cyient-completes-acquisition-of-citec/>

its deep domain expertise and advanced engineering capabilities, Cyient assists in bringing innovative and high-quality products to market.

From Frost & Sullivan's analysis, Cyient's numerous strategic relationships with OEMs and Tier 1 suppliers demonstrate its position as a trusted and valued partner in the automotive engineering domain. These relationships showcase the excellence of Cyient's engineering services and reflect its commitment to fostering long-term partnerships and driving innovation in the automotive industry.

Moreover, the combination of Cyient's innovation, collaboration, and staying abreast of industry trends allows Cyient to develop highly differentiated automotive engineering solutions that consistently drive commercial success. By leveraging its innovative capabilities and collaborative mindset, Cyient empowers automotive companies to stay ahead of the competition, navigate industry challenges, and achieve sustainable market leadership.

Position for Growth: Remarkable Business Performance

With a strong presence in North America, India, and Europe, Cyient has established dedicated teams of automotive engineers to cater to the unique needs of its customers. The company's team of over 500 engineers in North America enables close collaboration, ensuring effective communication and timely project execution. India's workforce of around 2,785 automotive engineers leverages technical expertise to deliver innovative and cost-effective solutions. India acts as a digital transformation hub that helps the company to accelerate software development, integration, and testing of numerous global emerging mobility programs. Additionally, the company's presence in Europe, with a team of over 460 automotive engineers, provides valuable insights into the region's dynamics, regulations, and customer preferences, allowing Cyient to tailor solutions accordingly. A vast amount of manpower throughout its global presence brings numerous benefits to Cyient's global customers, including localized expertise, efficient communication, diverse perspectives, scalability, and a reputation for excellence in engineering services.

To maintain its competitive edge and foster a culture of innovation, Cyient has set up around 30 labs and centers of excellence (CoEs) that drive technological advancements, promote collaboration, and deliver cutting-edge solutions. The company's labs and CoEs serve as hubs for collaboration between Cyient and its customers, facilitating the exchange of ideas and harnessing emerging technologies. Moreover, they have played a significant role in improving its business performance, profitability, and ability to secure big-ticket projects. As an example, Cyient has achieved impressive revenue, global presence, and intellectual property results, positioning the company as a leading player in the industry. With nearly \$750 million in revenue and net profit growth of ~22% for 2023, Cyient demonstrates its strong ability to generate substantial income through its various services and solutions.

Cyient's commitment to embracing cutting-edge technology is exemplified by the establishment of its private fifth-generation mobile network CoEs (in collaboration with the esteemed Indian Institute of Technology, Hyderabad, as a research partner). This strategic move demonstrates its proactive approach to staying at the forefront of technological advancements, further solidifying its dedication to leveraging top-notch expertise and resources. The company's initiatives also help to enhance its capabilities and reputation, foster more collaboration, and drive efficiency, all contributing to its success in the market.

By embracing these technologies and leveraging its expertise, Cyient remains at the forefront of the evolving landscape.

Cyient's unwavering dedication to delivering innovative and high-quality automotive engineering solutions has earned the company the trust and appreciation of its customers, resulting in numerous prestigious awards and widespread recognition.³ Bosch (BGSW) recognized Cyient with Enrico Apex Award for Cyient's strategic contributions in scaling up and supporting BGSW globally. Cyient was presented with the coveted "Partner" status and "Achieving Excellence" Award by John Deere, demonstrating the high standards that Cyient set for its supply chain charter for quality, cost, and innovation. Cyient's ability to consistently deliver outstanding value, coupled with its focus on innovation and customer success, has established Cyient as a leading provider in the automotive engineering industry. Its commitment to excellence is reflected in accolades such as the Innovation in Internet of Things Award at the 12th Aegis Graham Bell Awards and being recognized as a "Major Contender" in the digital product engineering service providers category.

Conclusion

With extensive experience and deep domain knowledge in automotive engineering, Cyient thoroughly understands the unique challenges and requirements of the automotive industry. This expertise allows the company to deliver tailored solutions that effectively address specific customer needs, fostering competitiveness, driving innovation, and enabling the delivery of cutting-edge products to the market. Emphasizing innovation and the adoption of future technologies, Cyient leverages innovative tools and technologies to provide advanced automotive engineering solutions. The company actively explores emerging trends, such as electric vehicles, autonomous driving, connectivity, and sustainability, positioning the company at the forefront of industry advancements.

Cyient's global presence and efficient delivery model enable it to provide cost-effective and scalable engineering services to customers across different regions. Its strong financial performance, global footprint, strategic focus, intellectual property portfolio, and technology studios demonstrate its ability to consistently deliver value and maintain a competitive advantage. With a solid foundation and a commitment to innovation, Cyient is well-positioned to continue its growth trajectory and provide exceptional services to customers worldwide.

With its strong overall performance, Cyient earns Frost & Sullivan's 2023 Global Enabling Technology Leadership Award in the automotive engineering services industry.

³ <https://www.cyient.com/about-us/awards-and-accolades>

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Adoption: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

