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Department of Electrical and Electronics Engineering
Expert Talk Report

Title of the Talk

Industry Practices in Managing Product Strategy for Transportation Electrification Systems

Date and Time

02 April 2026

11:00 AM – 12:00 PM

Venue

Tejas Seminar Hall

New Horizon College of Engineering, Bangalore

Organized By

Department of Electrical and Electronics Engineering

In association with IEEE NHCE Student Branch and IEEE Transportation Electrification Council (TEC)

Speaker

Mr. Venkata Vinod Pasumarthi

General Manager

Ather Energy, Bangalore

Participants

6th Semester EEE Students and Faculty Members

Introduction

The Department of Electrical and Electronics Engineering, New Horizon College of Engineering, organized an expert talk on “**Industry Practices in Managing Product Strategy for Transportation Electrification Systems**” on **02 April 2026** at **Tejas Seminar Hall**. The session was conducted for **6th semester EEE students** with the objective of providing industry exposure and insights into the rapidly evolving field of transportation electrification and electric vehicle technologies.

The expert talk aimed to bridge the gap between academic learning and industry practices by exposing students to real-world product strategy, technology development, and management practices in the electric mobility sector.

Objectives of the Expert Talk

The main objectives of the session were:

- To provide insights into the **product strategy and development process in electric mobility industries**.
- To familiarize students with **transportation electrification technologies and industry trends**.
- To understand the **role of product management in EV systems and sustainable transportation solutions**.

- To encourage students to explore **career opportunities in electric vehicle technology, power electronics, and battery systems.**
- To enhance students' awareness of **industry expectations and emerging technologies in EV ecosystems.**



Expert Talk

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Tejas Seminar Hall

6th Semester E.E.E Students

Mr. Venkata Vinod Pasumarthi

General Manager
Ather Energy, Bangalore

Faculty Coordinators

Prof. Soumya K V	Dr. S Sujitha	Dr. Revathi V	Dr. R J Anandhi	Dr. Manjunatha
Dr. B Gunesriya	HOD-EEE	Dean - R&D	Dean - Academics	Principal

Organised by
Department of Electrical and Electronics Engineering



Session Overview

The expert talk was delivered by **Mr. Venkata Vinod Pasumarthi**, General Manager at **Ather Energy**, Bangalore, a leading electric vehicle manufacturing company in India known for its innovative electric scooters and smart mobility solutions.

During the session, the speaker discussed the **importance of product strategy in the development and deployment of transportation electrification systems**. He explained how industries identify market needs, technological feasibility, and sustainability goals while designing electric mobility products.

The talk highlighted several key aspects of EV product development, including:

- Product lifecycle management in electric mobility
- Integration of power electronics and battery technologies
- Challenges in EV system design and performance optimization
- Charging infrastructure development
- Importance of user experience and digital integration in modern EVs

The speaker also shared practical industry examples from Ather Energy, explaining how electric vehicle products are conceptualized, designed, tested, and brought to the market. He emphasized the importance of interdisciplinary knowledge involving **electrical engineering, electronics, embedded systems, and software integration** in EV development.

Key Insights Shared During the Talk

1. Product Strategy in EV Industry

The speaker explained how companies define product strategies based on customer requirements, market demand, cost considerations, and technological feasibility.

2. Transportation Electrification Trends

The session highlighted the global shift towards electric mobility as a solution for reducing carbon emissions and improving energy efficiency.

3. Technology Integration

Modern EV systems require the integration of several technologies such as battery management systems, motor control, embedded software, IoT connectivity, and smart charging solutions.

4. Industry Challenges

Challenges such as battery cost, charging infrastructure, thermal management, and supply chain management were discussed.

5. Career Opportunities

Students were encouraged to develop skills in areas such as power electronics, embedded systems, electric drives, battery technology, and data-driven mobility solutions.

Student Interaction

The session was highly interactive. Students actively participated in the discussion and raised questions related to:

- Electric vehicle powertrain design
- Battery management systems
- Charging infrastructure
- Future trends in electric mobility
- Career opportunities in the EV industry

The speaker addressed the queries with practical examples and industry perspectives, making the session informative and engaging.

Outcome of the Session

The expert talk provided valuable industry insights and enhanced students' understanding of transportation electrification systems. Students gained knowledge about **product strategy, EV technology development, and industry expectations**. The session motivated students to explore research, innovation, and career opportunities in the fields of **electric mobility, power electronics, battery systems, and sustainable transportation technologies**.

