Memorandum of Understanding

This Memorandum of Understanding (herein referred to as MoU) sets out to outline the terms, conditions and understanding between **Nucleus - The Analytics Society of Shaheed Sukhdev College of Business Studies, University of Delhi,** and **JCB India**, under which the operations of the Live Project(s) will be carried out.

The MoU will remain effective up till the deliverables are achieved starting from **1st January 2026**, with an expected duration of approximately **1 to 1.5 months.**

The deliverables offered by Nucleus, SSCBS:

Project Objective

To study the rock breaker market in India and produce insight-driven findings that will support JCB in strategic decision-making and future growth of the business. The project aims to analyze industry structure, customer ecosystem, and competitive landscape to highlight opportunities, gaps, and levers for improving market share.

Phase 1 — Project Divisions

Division 1: Market Structure, Size & Share Analysis

- Analyze the structure of the rock breaker industry in India
- Estimate national and regional market size using indicators such as machine population, rental penetration, and active industry clusters
- Determine JCB's market share across India and specific region
- Identify high-demand zones such as mining corridors, industrial belts, and construction hotspots
- Understand macro-level factors influencing rock breaker utilization

Division 2: Customer Segmentation, Preferences & Application Insights

- Identify major customer groups: rental houses, contractors, government users, and new buyers
- Analyze behavioral patterns, brand considerations, and performance expectations
- Understand application-based requirements (construction, quarrying, trenching, demolition, mining)
- Assess the impact of the 70–80% hire ecosystem on customer decisions
- Identify customer pain points and unmet needs, referencing dealer and field feedback

- Utilize credible secondary research sources and clearly define data origins, research methodologies, and validation processes to ensure consistency, reliability, and accuracy of insights.

Division 3: Competitor Benchmarking & Gap Identification

- Identify and analyze major competitors at national and regional levels
- Compare product specifications, performance features, durability claims, price ranges, and compatibility
- Evaluate competitor service approach, spare availability, dealer strength, and brand visibility
- Assess competitive advantages and understand areas where JCB may be underrepresented
- Identify gaps in product, service, or commercial positioning

Phase 2 — Collaborative Recommendation Development

Scope:

After Phase 1 concludes, all teams will collectively:

- Consolidate insights from the three divisions
- Identify the most impactful levers for growth
- Develop 3-5 practical, actionable recommendations aimed at achieving a minimum 5% market share improvement
- Prioritize recommendations based on feasibility and potential impact

Outputs:

- Cross-division insight synthesis
- Strategic recommendation set
- Market share improvement roadmap
- Executive summary for JCB

Communication Structure

- Each Division Lead coordinates directly with JCB PoC for their respective workstreams
- Weekly calls of around 30 minutes will be scheduled for project update discussions with a clear agenda for the weekly meetings.
- Divisions operate independently during Phase 1
- Phase 2 requires full collaboration across all divisions

Key Deliverables

- Market Size & Share Analysis Report (Division 1)
- Customer Segmentation & Insights Report (Division 2)
- Competitor Benchmarking & Gap Analysis (Division 3)
- Final Joint Recommendations (Phase 2)
- Consolidated Project Report for JCB

The deliverables offered by JCB India:

1. Certificate of internship for each member from Nucleus, SSCBS associated with the project

The following members from **Nucleus, SSCBS** will be undertaking the assigned tasks:

Division 1		Division 2		Division 3	
S. No.	Name	S. No.	Name	S. No.	Name
1	**Poorvi Khanduja (Division Lead)**	1	**Pari Kalra (Division Lead)**	1	**Anvi Chugh (Division Lead)**
2	**Mayank Yadav (Division Lead)**	2	**Khushal Bansal (Division Lead)**	2	**Saiyam Baheti (Division Lead)**
3	Aditya Jena	3	Ajitesh Singh	3	Arya Sharma
4	Akshat Soni	4	Eesh Gupta	4	Junit Garg
5	Dipak Chaurasiya	5	Kavish Kumawat	5	Nilay Poptani
6	Kashish Raj	6	Pavani Chandhok	6	Priyam
7	Manik Gogia	7	Prachi Arora	7	Saanvi Arora
8	Mohd Maaz Naim	8	Raghav Bansal	8	Sarthak Pandey
9	Raspreet Singh	9	Ryaan Ahuja	9	Srisham Dash
10	Rohit Sinha	10	Saksham Joshi	10	Tavishi Agarwal
11	Shourya Chourasiya	11	Ujjwal Jain		
12	Shweta Singh				

This MoU also implies a clause of confidentiality between the two involved parties declaring that no information, including any data or resources, furnished as a part of the live project shall be used or shared to any party outside of the agreement unless agreed upon. No social media announcements or external disclosures of any kind shall be made regarding this collaboration, and this requirement must be strictly adhered to as a standard procedure.

13/12/25 13-12-25

Teacher in Charge (Nucleus, SSCBS)

04/12/25

Mr. Vishal Sinha
(Manager, Parts & Attachments Sales & Marketing | JCB India HQ)