

Xtrawrkx is an advisory and consulting firm specializing in the automotive and manufacturing industries. We offer a range of services, including management consulting, contract manufacturing, and startup factory services, designed to drive innovation and efficiency in these sectors.

We are excited to announce the launch of our monthly newsletter, where we will feature interviews with inspiring founders, just like the one you're reading about now. Dive in and learn from the experiences and insights of these industry leaders, as we bring their stories straight to you.

Today, we are excited to introduce our first guest, Abhishek Gupta, the founder of Motorama

*Ques: Could you introduce yourself?*

*Ans:* "I'm Abhishek Gupta, Founder & CEO of Motorama. I hold a degree in Mechanical and Automation Engineering and a master's in Renewable Energy and Clean Technology. With over 9 years of experience across manufacturing, startups, and clean tech domains, I've dedicated my career to advancing sustainable and innovative technologies."

*Ques: What led you to start Motorama?*

*Ans:* "My previous startup unfortunately had to shut down due to the COVID-19 pandemic. This setback motivated me to explore new opportunities, and given my passion for manufacturing, I turned my attention to the rapidly growing EV sector. Motorama was founded in 2021, with a top-down approach, starting with the repair and maintenance of BLDC motors. This initial phase was critical in helping us understand market needs and the value proposition that people, especially the broader population, were willing to pay for."

*Ques: How did you come up with the idea for the Rare Earth-Free BLDC motor?*

*Ans:* "Our initial goal was to develop our motor, so we began by gaining extensive hands-on experience with BLDC motors and controllers. Over time, we repaired more than 2,500 motors and 1,500 controllers, working with leading companies like Bounce, Yulu, Save Electric, MYBYK, CY International, Mayuri, Corrit, Hero Electric, and Lucas TVS. This hands-on experience was invaluable for four main reasons: understanding BLDC technology, building industry connections, learning about the supply chain, and studying existing motor designs. With this knowledge, we set out to design a more sustainable and innovative product. Most BLDC motors rely on rare earth magnets from China, creating a dependency on external supply chains. We aimed to create a motor that is 100% Made in India and entirely rare earth-free. The development process was

challenging, especially the task of scaling up manufacturing to produce hundreds of units daily, but we were driven by our commitment to innovation and sustainability."

*Ques: How did you acquire the skills and knowledge for this work?*

*Ans:* "My journey began at Indosolar Limited, where I had the opportunity to work closely with the management team and gain valuable mentorship. Additionally, my family played a significant role in shaping my understanding of business and manufacturing. During our repair work at Motorama, we took on various job work projects, which provided us with practical experience in cost reduction, supply chain management, production processes, and storekeeping—skills that are crucial for running a successful manufacturing company."

*Ques: How did you start collaborating with IIT Delhi?*

*Ans:* "We participated in an innovation challenge conducted by the IIT Delhi incubation center, FITT (Foundation of Innovation and Technology Transfer). We proposed our idea of a 12-inch rare earth-free hub motor and controller for two-wheeler applications. Motorama was selected as one of the recipients and winners of that challenge, which significantly boosted our credibility and provided us with the support needed to further develop our technology."

*Ques: Many in the EV sector believe that intense competition could hinder the growth of the ecosystem. Do you agree, and if so, how might this competition impact the industry's development?*

*Ans:* "As the founder of a young startup, I've observed that most startups, including ours, are heavily focused on R&D and execution, while larger companies prioritize manufacturing, operations, and profitability. The key is balancing collaboration and competition. While it's important to share knowledge, it's typically done in exchange for value—whether that's data, partnerships, or insights. Regarding competition, I believe it's essential for innovation. In motor manufacturing, for example, there's room for various types of motors based on specific applications and customer requirements. Healthy competition drives technological advancement and ultimately benefits the industry as a whole."

*Ques: Is it hard to keep up with research and development every day?*

*Ans:* "Our approach to R&D is client-centric. We continuously evolve our products by incorporating feedback from our clients and customers. Before starting any new development, we consult with them to understand their needs and desired features. This collaboration not only saves us time and resources by reducing iterations but also ensures that our products are built with the end user in mind."

*Ques: Have you invested in marketing so far?*

*Ans:* "So far, we haven't made significant investments in marketing. Our orders have mostly come through word of mouth. However, we have made small efforts to increase our visibility, such as placing stickers with our company logo on every motor we repaired and delivering them to clients. We were also featured in EV Reporter during our early stages, which helped us gain some initial exposure."

*Ques: What challenges did you face and how did you address them?*

*Ans:* "Like many startups, one of our biggest challenges was managing finances. While we were able to develop our motor, testing it was costly. To address this, we built our dynamometer to test our motors in-house, which saved us both time and money during the development process. Grants and innovation challenges have been a tremendous support for us. They not only provide funding but also offer opportunities to learn from fellow participants, receive valuable feedback, and gain mentorship. For example, participating in EVangelise 2021, an annual competition conducted by iCreate in Ahmedabad, was a pivotal moment for us. It fast-tracked our development and helped us reach where we are today. My advice to startups in their early stages is to focus on cutting unnecessary expenses—everything else will fall into place over time."

Currently, Motorama is in two verticals: Electric Mobility and Heating, Ventilation, and Air conditioning Motors and Controllers. Join us and let's make energy efficiency more sustainable.

Thank you, Abhishek Gupta, for sharing your journey and insights with us today. Your passion for innovation and dedication to making sustainable technology accessible is truly inspiring. We wish you and Motorama continued success in your exciting ventures.

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