

29.07.2020
Pirmasens, Germany

Dear visitor,

Thank you very much for visiting our new start-up's webpage, my name is Sai Prakash Polakonda, currently living in Germany for my master studies. Today is a very big day for me not just because I have announced my start-up, but it's my only dream since childhood (to get into the automotive industry.) Past 7 years I have explored numerous career choices and ideas related to the automotive industry, they all were great but none of them brought me greater satisfaction to pursue. Instead of chasing ideas, I then started looking for a meaningful vision, because it is much broader and gives us the power to make meaningful contributions to the society just like how J.R.D Tata (Jeh) pursued his passion for flying and gave India wings by starting Tata Airlines (now Air India), this research company idea and my vision is born out of his inspiration. However, I enjoyed doing science experiments when I was in my schooling. I was known for it. Announcing my start-up on J.R.D Tata's 116th birth anniversary is a tribute to him and a great honour to me.

To talk about the start-up, as we know that we are moving into a new mobility era, this EV (electric vehicle) shift is just a tip of the iceberg. I believe in the coming years the transportation industry is going to evolve into a much broader spectrum. The rise in population, rapid urbanization, climate change is just a few pieces of evidence to support my statement. Every country, every government and companies relate to is going to have challenging times to tackle and create value out of it. To mention, not just the auto industry, everything is going to change and we must be prepared for it. But the future seems exciting.

India is one of the fastest-growing economies, fastest urbanizing, younger and more working-class people than any other country, I see India as a country full of opportunities. It's an exciting time but to take advantage of this transition, India must expand its R&D capabilities as much as possible, not just for big players. EVs soon going to become more like assembling a computer CPU (I mean they become that simple) and the value addition will be in the form of innovations. So, to take advantage of this once-in-a-lifetime opportunity in the auto sector, one must invest heavily in these emerging technologies by leveraging India's strategic strengths and synergies across the globe. This is the vision I set for this company; to take advantage of this opportunity and be a catalyst to widespread innovations.

I emphasized the global collaboration because we are all going to live in uncertainty and face similar challenges, but the level of impact varies. If we work together, we can bring much greater value faster and better than doing it alone. The times like COVID-19 pandemic have made us think our own capabilities and I believe post-covid-19 era will be of better alliances with other nations.

Let's hope for a better tomorrow, not just hope but we strive for it by being proactive rather than reacting to the consequences we face later. I believe, people at Iris Automotive Research will make a meaningful contribution to the country and to the entire humanity.

With best regards,



Sai Prakash Polakonda
Founder