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India Advanced Driving Assistance System (ADAS) Market By Vehicle Type (Passenger Cars and Commercial Vehicles), By Sensor Type (Camera, Radar, Lidar, and Ultrasonic), By Level of Autonomy (Level 1, Level 2, Level 3, Level 4, and Level 5), By Function (Collision Avoidance, Adaptive Cruise Control, Lane Departure Warning System, Rear-cross Traffic Assistance, Emergency Braking, Intersection Assistance, Automatic Speed Limit, Park Assistance & Others), By Region, Competition, Opportunities & Forecast, 2021-2031F

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Abstracts

Market Overview

India Advanced Driving Assistance System Market was valued at USD 3.7 Billion in 2025 and is projected to reach USD 8.9 Billion by 2031, growing at a CAGR of 19.2% during the forecast period. The market is witnessing robust growth as demand intensifies for technologies that enhance vehicle safety and driving convenience. Modern vehicles are increasingly being outfitted with features like adaptive cruise control, lane departure warnings, blind-spot detection, and automatic emergency braking, which are instrumental in reducing road accidents. Rising consumer awareness about vehicle safety, combined with regulatory efforts and insurance incentives, is prompting automakers to embed these technologies into more models. Additionally, advancements in sensors, AI, and V2X communication are pushing manufacturers to accelerate ADAS integration across both premium and mass-market vehicles. The

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synergy of technological innovation, consumer safety preferences, and supportive government schemes is creating a dynamic landscape for ADAS growth in India.

Key Market Drivers

Increasing Demand for Vehicle Safety Features

Heightened consumer focus on road safety is significantly boosting demand for ADAS features that proactively prevent accidents. Buyers increasingly prioritize vehicles equipped with systems like automatic emergency braking, blind-spot monitoring, and lane-keeping assist. As awareness rises and insurers offer discounts for safety-equipped vehicles, OEMs are prioritizing ADAS in new model development. Furthermore, government support—such as the PM E-DRIVE scheme allocating ?2,000 crore for EV charging infrastructure—indirectly supports ADAS adoption by encouraging EVs, which often come pre-equipped with such technologies. This shift in buyer behavior and policy direction is solidifying ADAS as a key purchase consideration.

Key Market Challenges

High Development and Production Costs

The integration of advanced sensors, computing units, and AI capabilities makes ADAS-equipped vehicles significantly more expensive to produce. These costs are especially burdensome in a price-sensitive market like India, limiting the inclusion of ADAS features in budget vehicles. High R&D expenditure and the complexity of integrating these systems across different platforms pose challenges for OEMs trying to strike a balance between affordability and functionality. Consequently, widespread adoption in lower-priced segments remains a hurdle, potentially slowing overall market penetration.

Key Market Trends

Integration of IoT and Connectivity

The rise of connected vehicles is fueling the integration of IoT-based ADAS components capable of real-time data exchange, diagnostics, and predictive maintenance. These connected systems enable functions such as over-the-air updates, traffic management, and enhanced situational awareness. A notable development in this trend is the July 2024 partnership between MediaTek and JioThings, resulting in a “Made in India”

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Smart Digital Cluster for two-wheelers. This solution includes customizable dashboards and real-time telematics, supporting features like Jio Voice Assistant and media streaming, and exemplifies the growing fusion of ADAS, connectivity, and rider-centric technologies in India's EV segment.

Key Market Players

Bosch GmbH

Continental AG

Denso Corporation

Mobileye N.V.

Aptiv PLC

ZF Friedrichshafen AG

Magna International Inc.

Valeo SA

NVIDIA Corporation

Autoliv Inc.

Report Scope:

In this report, the India Advanced Driving Assistance System Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Advanced Driving Assistance System Market, By Vehicle Type:

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Passenger Cars

Commercial Vehicles

India Advanced Driving Assistance System Market, By Sensor Type:

Camera

Radar

Lidar

Ultrasonic

India Advanced Driving Assistance System Market, By Level of Autonomy:

Level 1

Level 2

Level 3

Level 4

Level 5

India Advanced Driving Assistance System Market, By Function:

Collision Avoidance

Adaptive Cruise Control

Lane Departure Warning System

Rear-cross Traffic Assistance

Emergency Braking

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Intersection Assistance

Automatic Speed Limit

Park Assistance

Others

India Advanced Driving Assistance System Market, By Region:

North

East

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Advanced Driving Assistance System Market.

Available Customizations:

India Advanced Driving Assistance System Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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