

Industrials

Alternatives partnered with a leading market research firm to conduct a benchmarking study of lubricant suppliers focused on the agricultural equipment segment across Southeast Asia and India, comparing them against global players.



Sector	Scope	Duration
Industrials	Phone Consultations	60 mins

Overview

Alternatives leveraged its network of industrial experts to identify senior professionals with direct experience in the agricultural lubricants space, particularly those who had led sales & business initiatives.

This engagement enabled the client to gain actionable insights into supplier capabilities, market dynamics, and competitive differentiation across SEA and India.

Alternatives collaborated closely with the client to enable two expert consultations and generate meaningful, actionable insights.

**Expert profiles showcased
(All Formers)**

National OEM Manager India	Petronas
Procurement Head Myanmar	Kubota
National Sales Head Vietnam	Castrol
Senior General Manager India	Veedol