



# Developing and Validating a Market Entry Strategy for German Electrolyser Manufacturers in India

## PROJECT FACTS

### Duration:

December/2025-September/2026

### Country:

India

### Partners:

thyssenkrupp nucera AG & Co. KGaA

### Outputs:

- Market-entry strategy for electrolyser deployment in India developed and validated
- LCOH tool for local project developers available
- Supply chains for local sourcing potential evaluated
- Stakeholder workshops and knowledge-sharing events with industry and policymakers conducted

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## PROJECT OVERVIEW

The cooperation aims to develop and validate a Go-2-Market strategy for German electrolyser manufacturers in the Indian green hydrogen market by combining private-sector technological expertise with international cooperation and sustainable development. The project aims to accelerate the ramp-up of the Indian electrolyser market by identifying, localising, and further establishing a local electrolyser value chain with Indian partners for potential electrolyser manufacturing and distribution in India.

Beyond electrolysers, it seeks to establish a strong foundation for India's broader green hydrogen economy by addressing key parameters such as cost structures, market potentials, supplier networks, infrastructure, workforce, regulations, and supply chain management. With India emerging as a key growth market for green hydrogen, thyssenkrupp nucera's focus on engineering expertise, local supplier networks, and technical and safety standards makes it a critical technology partner for India's hydrogen transition and for Indo-German industrial collaboration.

## OBJECTIVES & EXPECTED RESULTS

The study is expected to strengthen the knowledge and expertise required to accelerate the deployment of industrial-scale electrolysers and the broader green hydrogen market in India

- Develop and validate a robust market entry strategy for German electrolyser manufacturers in the Indian green hydrogen market
- Deliver an integrated techno-economic framework to assess the cost competitiveness and bankability of green hydrogen projects in India
- Optimise supply chain and execution concepts to enable cost reductions and scalable deployment of green hydrogen plants in India
- Foster knowledge exchange between German and Indian stakeholder on industrial-scale electrolyzer technology



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