# Tata Elxsi partners with Qualcomm to accelerate software-defined vehicle adoption



Tata Elxsi, a key player in the design and technology services sector, has announced a strategic partnership with Qualcomm Technologies, Inc., aimed at accelerating the adoption of Software-Defined Vehicles (SDVs). This collaboration is set to leverage Qualcomm's Snapdragon Digital Chassis solutions for cloud-native application development within the automotive industry, marking a significant step towards next-generation mobility solutions.

During the upcoming Consumer Electronics Show (CES) 2025 in Las Vegas, Tata Elxsi will present a live demonstration of its AVENIR™ SDV suite of solutions, integrated with Qualcomm’s Snapdragon Ride Flex System on Chip (SoC). This showcase will illustrate a cloud-native and virtualized approach to automotive software development, specifically designed for passenger, commercial, and off-highway vehicle segments.

The collaboration entails the development of virtual electronic control units (ECUs) using Snapdragon virtual system-on-chips. By employing these VSoCs, Tata Elxsi aims to transform the SDV development process, enabling research and development teams to enhance software development and validation while minimising reliance on the availability of physical hardware. This strategic move seeks to streamline product development lifecycles, allowing advanced mobility solutions to reach the marketplace more rapidly and efficiently.

Shaju S, Vice President and Head of Tata Elxsi’s Transportation Business Unit, highlighted the implications of this partnership, stating, "Our planned work with Qualcomm Technologies reflects Tata Elxsi's leadership and investments in SDV technologies and the future of cloud-native automotive software development." He emphasised that the AVENIR suite, combined with Snapdragon Digital Chassis solutions, provides a robust, scalable foundation for automakers to innovate and advance in the realm of SDVs.

Qualcomm's perspective on this technology collaboration was expressed by Laxmi Rayapudi, Vice President of Automotive Software Product Management, who noted, "Tata Elxsi's demonstration of enabling Snapdragon virtual SoCs for early development in a cloud-native environment leveraging their AVENIR SDV suite offers the developer community a cost effective, early access to target hardware and reduces time to market for new application development." This approach not only fosters innovation in pre-and post-production software development but also facilitates ongoing feature updates throughout a vehicle's lifecycle, enhancing the consumer experience and new business models.

Founded in 1989, Tata Elxsi stands out in the global market for its design and technology services spanning various industries, including Automotive, Media and Telecom, Healthcare, and Transportation. The company collaborates with leading Original Equipment Manufacturers (OEMs) and suppliers, offering extensive research, design, and product engineering services. Its expertise encompasses Autonomous, Electric, and Connected vehicle technologies, complemented by a robust network of global design studios, development centres, offices, and a dedicated workforce exceeding 13,000 engineers and specialists.

The CES 2025 event is poised to serve as a significant platform for Tata Elxsi and Qualcomm to demonstrate their commitment to advancing the automotive industry's transition towards cloud-native solutions and the future of mobility.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.youtube.com/watch?v=6BRuKwtOllk> - This link provides information on Qualcomm's Snapdragon Digital Chassis concept car, highlighting its applications and services in software-defined vehicles, which is relevant to the collaboration between Tata Elxsi and Qualcomm.
* <https://www.qualcomm.com/products/application/automotive> - This link offers detailed information on Qualcomm's automotive technologies, including the Snapdragon Digital Chassis, which is central to the partnership with Tata Elxsi.
* <https://www.qualcomm.com/news/onq/2023/01/ces-2023-qualcomm-unites-ecosystem-to-demonstrate-next-gen-in-vehicle-experiences> - This link provides insights into Qualcomm's demonstrations and innovations at CES 2023, which sets the stage for the upcoming CES 2025 event mentioned in the article.
* <https://www.wardsauto.com/suppliers/qualcomm-s-digital-chassis-takes-hold> - This article discusses Qualcomm's progress with its Digital Chassis, including its growth, partnerships, and the integration of advanced technologies like Generative AI, which aligns with the strategic partnership described.
* <https://www.sae.org/news/2024/11/snapdragon-systems-on-chips> - This link details the updates to Qualcomm's Snapdragon Cockpit Elite and Snapdragon Ride Elite platforms, which are part of the Snapdragon Digital Chassis and relevant to the cloud-native application development mentioned in the article.
* <https://www.qualcomm.com/products/application/automotive#snapdragon-ride> - This section of Qualcomm's website explains the Snapdragon Ride Flex System on Chip (SoC) and its role in automotive software development, which is integral to the Tata Elxsi and Qualcomm partnership.
* <https://www.qualcomm.com/products/application/automotive#snapdragon-cockpit> - This link provides information on the Snapdragon Cockpit, which is part of the Snapdragon Digital Chassis and crucial for the in-cabin digital experiences mentioned in the article.
* <https://www.tataelxsi.com/about-us/> - This link offers background information on Tata Elxsi, including its history, expertise, and global presence, which is relevant to understanding the company's role in the partnership.
* <https://www.tataelxsi.com/industries/automotive/> - This link details Tata Elxsi's services and expertise in the automotive industry, including Autonomous, Electric, and Connected vehicle technologies, which are key to the partnership with Qualcomm.
* <https://www.ces.tech/> - This link provides information about the Consumer Electronics Show (CES), where Tata Elxsi and Qualcomm will demonstrate their collaboration and advancements in SDV technologies.