



Case Study

Market Prioritization & Buyer Insights for Turbine Services in Power and Metal Segments

A leading engineering services provider specializing in rotating equipment sought to refine its strategic focus within India's Power and Metal sectors. With extensive experience across turbines, compressors, generators, and comprehensive maintenance services, the company aimed to identify high-value buyers, evaluate segment-wise demand potential, and understand emerging market trends. The objective was to gain clearer visibility into competitive dynamics, procurement behavior, and investment cycles across industrial clusters, enabling the development of a more targeted and scalable go-to-market strategy that aligns with future growth opportunities.

Problems

The study required an in-depth assessment of top buyers of steam-turbine services in thermal, nuclear, and metal industries, along with a high-level profile of major buyers across adjacent segments. Key objectives included mapping buyer capacity, identifying current service suppliers, analysing annual MRO spending, and capturing key contacts for business development. Additionally, the company sought competitive insights on peer service providers to align positioning and strategic priorities. A structured research approach was essential to quantify opportunity size and guide market targeting.

Approach and Result

DART Analysts employed a two-phase research approach combining market mapping with

primary insights. Secondary research included competitor profiling, buyer identification across targeted industries, and analysis of installed capacities, service patterns, and MRO budgets.

This established a comprehensive database of potential prospects within Power and Metal segments, supported by a high-level scan of other industries. Primary insights were derived from 15 interviews with turbine-servicing firms, OEMs, O&M providers, and industrial and power-generation clients. These discussions confirmed market dynamics, highlighted strong vendor relationships, and identified gaps in post-service documentation, follow-up support, pricing competitiveness, and technical capability.

Respondents also shared variations in maintenance budgets, preventive-maintenance cycles, and overhaul practices across industries. Interviews further clarified vendor-selection processes, dependence on external partners for major overhauls, and outsourcing trends among OEMs. Respondents also noted regional demand differences, upcoming turbine projects, and opportunities in renewables, oil & gas, nuclear, and underserved geographies. These insights guided buyer prioritization and informed recommendations on capability enhancement, digital maintenance tools, and strategic partnerships.



DART's Strategy Consulting & Primary Research

DART led the engagement with a strong strategic consulting focus, conducting extensive secondary research to map buyers, assess competitors, analyze installed capacities, and evaluate MRO spending across Power and Metal industries. This was complemented by targeted online and telephonic interviews to validate market dynamics and gather frontline insights. Our consultants synthesized these findings into a structured market view—highlighting buyer potential, service gaps, and competitive positioning—and provided clear, actionable recommendations on market prioritization, capability enhancement, and strategic partnerships to strengthen the client's go-to-market approach.