EV Signal — Digital Presence Audit

Alkraft Thermotechnologies Pvt. Ltd.

Report Type: Standalone Audit + Benchmark Comparison **Date:** February 2026 **Methodology:** Manual audit across six EV Signal scoring dimensions using publicly available data. Scores are 1–10 per dimension; maximum aggregate is 60. Benchmark scores from the prior Log9 / Greenfuel audit are included for context.

Company Profile

	Alkraft Thermotechnologies
Founded	1982 (incorporated); R&D origins in early 1990s
HQ	Chennai, Tamil Nadu (Ambattur Industrial Estate)
Secondary facility	Jamshedpur, Jharkhand
Primary EV product	Battery Thermal Management Systems (BTMS), Cold Plates, Traction Motor Cooling Systems
Ownership	Private, family-owned (Siddeeqi family); unfunded
Employees	~246 (Aug 2025)
Revenue	₹191 Cr (FY2025); 11% revenue CAGR, 16% EBITDA CAGR
Key markets	India, Middle East, Europe, North America
Supply chain tier	Tier 2 (thermal systems to OEMs and Tier 1 integrators)
CEO	Zakkir Hussain Mohammed Haneef
LinkedIn followers	1,432

Context: Alkraft is the oldest company in this audit series by a significant margin — founded 40+ years ago and a genuine industrial incumbent in thermal management. It claims that over a quarter of all commercial vehicles on Indian roads use its products. The company is now pivoting to serve EV powertrain needs with BTMS, cold plates, and motor cooling systems, while continuing to serve ICE, defence, construction, and industrial markets.

Scoring Summary

Dimension	Alkraft	Log9 (prior audit)	Greenfuel (prior audit)
1. Technical Credibility	**5**	9	5
2. Supply Chain Visibility	**6**	7	6
3. Policy & Regulatory Positioning	**2**	7	4
4. Talent Magnetism	**3**	8	4
5. Investor Narrative Alignment	**2**	9	5
6. Brand & Demand Presence	**5**	7	5
Total (out of 60)	**23**	47	29

Dimension-by-Dimension Analysis

---

1. Technical Credibility — 5/10

Measures: patent activity, whitepapers, engineering content, conference presence, technical employee voice

Alkraft's technical heritage is real and documented. The company pioneered aluminium heat exchangers in India in the early 1990s — a genuine industry first — and has since developed brazed aluminium radiators, charge air coolers, cooling system modules with proprietary fin geometries, and now a dedicated BTMS product line for EVs. Its website has a dedicated EV page describing BTMS, Cold Plates, and Traction Motor Cooling Systems with reasonable technical detail. The Bharat Mobility Global Expo 2025 showcase was substantive — Alkraft exhibited stamped and stacked cold plate designs, a traction motor cooling system for EV tippers, and a high-performance 10+ component military cooling system. The company also appeared at Excon 2024 (construction equipment expo) with electrified powertrain thermal solutions.

The website hosts a "Thermally Speaking" blog and a news section with entries dating back to 2018, with more recent posts in 2023–2025. This is more content infrastructure than most Indian Tier 2 suppliers have.

However, the execution falls short of the ambition. No patents were identified in public databases. No whitepapers, case studies, or technical application notes were found. The blog content frequency is sparse — roughly 4–6 posts per year — and appears to be event recaps rather than thought leadership. No technical employee voices appear on LinkedIn or in trade press. The CEO is not visible in public technical discourse.

Gap: The company has 40 years of thermal engineering IP locked in its manufacturing knowledge. None of it is externally visible. No patents, no papers, no engineering blog depth. For a company positioning into EV thermal

management — a technically demanding category where procurement teams evaluate engineering credibility carefully — this is a significant blind spot.

---

2. Supply Chain Visibility — 6/10

Measures: OEM mentions, analyst coverage, trade press, industry association presence, earnings call citations

Alkraft's strongest claim — "over a quarter of all commercial vehicles on Indian roads use our products" — is a remarkable supply chain fact, if true. It implies deep relationships with Tata Motors, Ashok Leyland, and Mahindra, among others, built over decades. The company is listed on Voltbridge (the global EV supply chain directory), which provides baseline discoverability for procurement teams specifically hunting for EV component suppliers. The Bharat Mobility Expo 2025 participation and the Excon 2024 presence confirm active industry event engagement. The company has a Bloomberg company profile entry, which provides a minimal institutional data signal.

However, Alkraft's OEM relationships are almost entirely invisible in its digital presence. No customer names are mentioned on the website, in press releases, or on LinkedIn. No co-branded content, no case studies naming OEMs, no supply relationship announcements. Trade press coverage in EV-specific media (Autocar Professional EV, EVreporter) was not found. The Voltbridge listing is algorithmically generated rather than owned — the platform notes that company information was compiled by AI from public sources.

Gap: The gap between the claimed "quarter of all commercial vehicles" market penetration and the near-zero trace of OEM relationships in digital channels is striking. A Tier 1 procurement team evaluating Alkraft as a BTMS supplier would have almost no way to verify who else is using Alkraft products. In B2B procurement, reference-ability is currency — and Alkraft has none that's digitally accessible.

---

3. Policy & Regulatory Positioning — 2/10

Measures: FAME, PLI, AIS standards, battery thermal regulations, EV policy narrative share of voice

This is Alkraft's weakest dimension by a wide margin. No content referencing FAME-II, PM E-Drive, PLI schemes for auto components, or any EV policy framework was found on Alkraft's website, blog, or LinkedIn. The company does not appear in any policy discussion, industry association comment, or regulatory filing in the context of EV thermal management standards. There is no mention of AIS standards relevant to thermal management, no reference to battery safety regulations, and no engagement with the broader conversation around India's EV indigenisation agenda.

This is particularly consequential because thermal management is becoming a regulatory issue in EVs globally — battery thermal runaway is a key safety concern that regulators in the EU (Battery Regulation 2023), China, and increasingly India are beginning to address. A BTMS supplier that is not positioning around thermal safety standards is missing a significant narrative opportunity.

Gap: The most actionable quick win in this entire audit. Alkraft could immediately publish a single article or LinkedIn piece on "Why Battery Thermal Management is India's next EV safety frontier" and establish a share of voice in a space where currently no Indian Tier 2 supplier is speaking.

---

4. Talent Magnetism — 3/10

Measures: LinkedIn follower growth, job posting quality, Glassdoor signals, engineering community presence, employer brand

With 1,432 LinkedIn followers for a 40-year-old company with 246 employees and ₹191 Cr in revenue, Alkraft's talent magnet signal is extremely weak. By comparison, Log9 — a 10-year-old company with slightly more employees — commands a following roughly 10x larger (LinkedIn data not confirmed precisely, but follower density is clearly much higher based on engagement). LinkedIn content from Alkraft consists primarily of event recaps (Excon, Bharat Mobility Expo) with minimal culture, career, or engineering community content. No team spotlights, no engineering challenge posts, no graduate recruitment content was found.

The company's founding story — a small R&D unit that designed India's first aluminium heat exchanger — is exactly the kind of origin narrative that attracts engineering talent and builds brand equity. It is not being used. No Glassdoor profile was found. No engineering community presence (GitHub, technical forums) was identified.

For a company that needs to hire thermal engineers capable of working on EV-grade BTMS — a scarce and competitive talent category globally — the absence of employer brand investment is a real recruitment risk.

Gap: The founding story alone is a potent employer brand asset. "We invented aluminium heat exchangers for India. Now we're solving EV battery thermal runaway." That is a compelling engineering career narrative that currently does not exist in Alkraft's digital presence.

---

5. Investor Narrative Alignment — 2/10

Measures: VC/PE presence, investor-facing messaging, alignment with capital flow themes

Alkraft has raised no external funding and is family-owned, which explains the low score structurally — there is no VC media trail by design. However, the investor narrative dimension captures more than just fundraising history. It also measures how well a company's public story aligns with where capital is flowing, making it relevant even for companies that don't intend to raise equity capital.

Global capital is flowing heavily into EV thermal management. Companies like Modine Manufacturing (Alkraft's named competitor on Tracxn), Valeo, and Dana Incorporated have all made public EV thermal strategy announcements that have driven institutional attention. In India, PE and growth equity funds are actively searching for EV supply chain plays. A profitable, 40-year-old, bootstrapped thermal management company with real OEM relationships and a growing BTMS product line is exactly the kind of asset that Indian PE would be interested in — but there is no narrative for them to find.

No investor relations content, no strategic vision statements, no mention of EV thermal management market size or growth ambition appears in Alkraft's digital presence. The company's 11% revenue CAGR and 16% EBITDA CAGR — actually strong metrics for a bootstrapped manufacturer — are buried in a corporate database (Tracxn) rather than communicated by the company.

Gap: Even without fundraising intent, building an investor-legible narrative has commercial value — it attracts strategic partnership interest, export customer credibility, and talent. The financial performance data alone, if

communicated, would shift perception significantly.

---

6. Brand & Demand Presence — 5/10

Measures: web quality, SEO, social consistency, trade media share of voice, overall discoverability

Alkraft's website (alkraft.com) is meaningfully better than the average Indian Tier 2 supplier. It has dedicated product pages for each major category (BTMS, Cold Plates, Motor Cooling, Defence, Industrial), a news/blog section with event coverage going back to 2018, and a clean structure that communicates the product range clearly. The EV page in particular ("Thermal Management for Electric Mobility") is well-structured and covers the full BTMS product suite with reasonable detail. The tagline "When the Heat is On, Count on Us" is memorable and category-relevant. Website technology stack (WordPress, Google Font API, reCAPTCHA) is functional but generic — the same stack as Greenfuel.

The brand is consistent within the narrow channel set it occupies (website + LinkedIn). But that channel set is too narrow for a company of this scale and ambition. No Twitter/X presence, no YouTube product demonstrations, no technical video content, no presence in EV-specific media. The ZoomInfo signal — "Alkraft Thermotechnologies Pvt is experiencing very low activity levels compared to other companies in the Manufacturing sector" — is a damning third-party data point that suggests digital intent signals are low.

Interestingly, ZoomInfo also notes the company is "drawing exceptional interest within the Manufacturing industry, suggesting notable developments or strong market momentum" — an unusual contradiction that may reflect the gap between offline industry reputation and online presence.

Gap: The website is a foundation worth building on — it's not starting from zero. But the content publication rate (4–6 posts per year), the absence from EV trade media, and the minimal LinkedIn engagement mean the brand punch is far below what the company's actual market position warrants.

The Core Finding: The Credibility Inversion Problem

Alkraft is the most extreme example yet of what EV Signal is designed to surface: a **credibility inversion**. The company's offline reality — 40+ years of thermal engineering, a claim of 25%+ market share in Indian commercial vehicle thermal management, real EV BTMS products, defence contracts, export customers in Europe and North America — is genuinely impressive. Its digital reality tells a completely different story.

A procurement engineer at a new EV bus OEM, evaluating Alkraft as a BTMS supplier, would Google the company, land on a decent-but-quiet website, find 1,400 LinkedIn followers, see no customer references, find no patent evidence, and find no mention of them in any EV trade media. They would then look at Log9's LinkedIn page, see 130+ patents, find CEO thought leadership on battery policy, and find press releases with named OEM partnerships. The comparison would not favour Alkraft — despite Alkraft potentially having the superior thermal engineering capability for the application.

This is the commercial cost of the digital gap. It is invisible to Alkraft's leadership because their current business is sustained by long-standing relationships built over decades. The risk is that as their existing customer base electrifies and evaluates new BTMS suppliers, or as new EV-native OEMs enter the market, those customers have no digital evidence to justify choosing Alkraft over a newer, louder competitor.

Three-Company Benchmark: Where Alkraft Sits

Dimension	Log9	Greenfuel	Alkraft
Technical Credibility	9	5	**5**
Supply Chain Visibility	7	6	**6**
Policy & Regulatory	7	4	**2**
Talent Magnetism	8	4	**3**
Investor Narrative	9	5	**2**
Brand & Demand	7	5	**5**
Total	**47**	**29**	**23**

The benchmark tells a clear story. Log9 is a digital-native deep-tech company that has built its market position partly through digital presence. Greenfuel and Alkraft are both established manufacturers whose digital presence significantly underrepresents their actual commercial standing. Alkraft scores lower than Greenfuel primarily because it is older, more family-run, and has had less exposure to the startup communication culture that Greenfuel encountered through its EV pivot and acquisition process.

Priority Recommendations for Alkraft

Immediate (0–4 weeks, zero cost): Publish a LinkedIn article from the CEO on battery thermal management as India's next EV safety frontier. Reference specific thermal runaway incidents, the regulatory trajectory, and Alkraft's 40 years of thermal engineering as the solution. This single piece of content would immediately establish a share of voice that no Indian Tier 2 BTMS supplier currently occupies.

Short-term (1–3 months): Name at least one OEM customer on the website — even generically ("a leading Indian electric bus manufacturer") — and write a brief case study around a BTMS application. Add a dedicated "EV Thermal Management" section that leads with safety and performance claims backed by application data. File at least one patent on BTMS design if not already done, and publicise it.

Medium-term (3–6 months): Commission a proper employer brand content stream on LinkedIn — engineering team spotlights, the founding story retold for an EV audience, and an active hiring presence. Engage with Autocar Professional or EVreporter for a feature interview on BTMS for Indian EV commercial vehicles. Submit to speak at The Battery Show India or a comparable conference.

Strategic: Consider whether the company's 40-year track record and profitable growth profile warrants a proactive PE/strategic partnership conversation. The EV thermal management space is consolidating globally; the narrative and digital presence to have that conversation credibly does not yet exist.

Methodology Notes

This audit used publicly available data from: alkraft.com, LinkedIn, Tracxn, Voltbridge, ZoomInfo, RocketReach, Bloomberg company profile, Zauba Corp, and general web search. No proprietary data was accessed. In a productised version of EV Signal, these inputs would be continuously monitored, algorithmically scored, and updated in real time.

Scores reflect digital presence quality, not underlying business quality. Alkraft's EV Signal score of 23/60 is not a verdict on its engineering capability or commercial relationships. It is a measure of how much of that capability and those relationships are legible to someone who has never met the company. In an increasingly digital procurement environment, that distinction matters less and less.
