

11th AUTO EXPO



- 1500 exhibitors
- 25 countries
- 58 new launches including cars, two wheelers, trucks & buses
- 700,000+ visitors
- Exhibitor presence in 16 halls, 10 hangars
- Outdoor space spread over 1,15,000 sqm
- Global premieres of luxury cars

- India-specific launches
- Buying / sourcing delegations from 25 countries
- Special focus on Green Technologies and Environment
- Goodwill Day for Differently-abled Visitors
- 1100 media personnel from around the world



B Muthuraman, President, CII, and Vice Chairman, Tata Steel Ltd. and Chairman, Tata International Ltd, Inaugurating the Auto Expo. Also seen (L-R) **Patrick Blain**, President, OICA; **Rita Menon**, CMD, ITPO; **Chandrajit Banerjee**, Director General, CII; **Rajive Kaul**, Past President, CII and Chairman, Auto Expo 2012 Steering Committee; **Arvind Kapur**, President, ACMA; **S Sandilya**, President, SIAM; **Dr C P Joshi**, Union Minister of Roads Transport & Highways, and **Praful Patel**, Union Minister of Heavy Industries & Public Enterprises



A MASSIVE SURGE of overseas participation, an impressive array of high-end concept cars and green vehicles, business delegations from 25 countries, and the strong presence of Indian manufacturers, reflected in renewed viewer interest in the 11th biennial Auto Expo in New Delhi from 5 -11 January.

The Auto Expo is organised by CII jointly with the Society of Indian Automobile Manufacturers (SIAM) and the Automotive Component Manufacturers Association (ACMA). It is the only show in India accredited by the Organisation Internationale des Constructeurs d'Automobiles (OICA).

India's auto industry, the 7th largest in the world, had a bright future, given India's size, geography and the pace of economic development, said Mr. Praful Patel, Union Minister of Heavy Industries & Public Enterprises, at the inaugural, expressing optimism. He also appreciated the growth and the size of the auto-components industry, which has transformed itself from just catering to the domestic market to supplying to global manufacturers too. Mr Patel suggested that the future growth path of the automotive industry should now focus more on technology development at home, and aim to develop greener/ electric vehicles.

Echoing the positive sentiments, Mr. Kamal Nath, Union Minister of Urban Development, speaking at the valedictory session, congratulated the organisers for a successful Expo.

Expressing delight at the increasing vitality in every Expo, he noted that the auto sector is a key index of the economic health of the nation. After observing the success of the Auto Expo, nobody can say that the Indian automobile industry has been seeing a down trend, he declared.

Mr Kamal Nath called for sharper focus on urban development and the creation of satellite towns, pointing out that 'India will be home to 382 million cars by 2050 and 32% of these will be in just 12 cities.'

Earlier, addressing the inaugural ceremony Dr. C.P.

Green Signal From Auto Makers

The slew of gleaming green cars on display at the Auto Expo 2012 was a clear sign that auto makers are going green ! In the backdrop of spiraling fuel prices and escalating environmental concerns, vehicles driven on hybrid or green technology emerged as a focal point at the 11th Auto Expo.



Major attractions included the world's largest-selling electric car 'Leaf' from Nissan, and Volkswagen's 'XL1' concept. France's Peugeot SA unveiled its hybrid 3008, while Sweden's Volvo displayed its hybrid bus. From India, Mahindra & Mahindra launched its range of Reva Electric cars; Tata presented a hybrid version of Tata Manza and the country's largest two-wheeler maker Hero MotoCorp showed off its first concept hybrid scooter!



The enthusiasm for eco-friendly vehicles echoed in the conference on 'Hybrid/Electric Mobility – Drive the Change' organized by SIAM on

Technology Day, during the Expo. As speakers deliberated upon the potential of hybrid and electric propulsion technologies as an alternative to mainstream vehicles, Mr S Sundareshan, Secretary, Union Ministry of Heavy Industries and Public Enterprises, announced that the National Council on Electric Mobility, now in place as an apex structure to promote hybrid and electric mobility in the country, would help the sector grow in a more concerted and time-bound fashion.



Presentations on the global perspective on hybrid/electric vehicles and India's potential were made by Suzuki Motor Corporation, Toyota Motor Corporation and Volkswagen AG and leading component manufacturers including Bosch, Denso, Eaton Corporation and Cummins.

Joshi, Union Minister of Road Transport & Highways, appreciated the focus on road safety in this edition of the Auto Expo. Noting that spurious auto-components sold in the after-sale market were a major concern, he hoped the Asli Naqli pavilion would be helpful in tackling this menace. Highlighting the progress of the government's initiatives on development of roads, he said the Golden Quadrilateral is now complete and four-fifth of the North-South, East-West corridors now have four-lanes.

This Auto Expo demonstrates India's increasing



Vinnie Mehta, Executive Director, ACMA; Chandrajit Banerjee; Rajive Kaul; Kamal Nath, Union Minister of Urban Development; Arvind Kapur; S Sandilya, and Vishnu Mathur, Director General, SIAM

capability and competence in the automobile and auto component segment, in terms of quality, technology, process, design and research, said Mr. B Muthuraman, President, CII, and Vice Chairman, Tata Steel Ltd. and Chairman, Tata International Ltd. It is also a proof of the attractiveness of the Indian auto market that is driven by rising incomes and rising aspirations of people towards better, safer and more affordable mobility, he added.

The prospects for the automobile market in India, the second fastest growing in the world, are bright, averred Mr. Rajive Kaul, Past President, CII, and Chairman, CII Steering Committee, Auto Expo. Although the industry has been constrained by challenges such as high inflation, high interest rates and a depressed global economy, every pavilion in this edition of the Expo displays world class quality, technology, design and R&D capability, he said, pointing out that India's Auto Expo is the only show in the world where auto manufacturers, and the component and ancillary industry come together on one



Towards Road Safety

In India, around 6 people are killed and 20 people injured in road accidents every day. The Auto Expo 2012 in a bid to promote 'safety for all' hosted a Road Safety Training Programme for three-wheeler drivers on 7 January. The programme, which sensitized the drivers on road safety and road etiquette, was conducted by the Society for Automotive Fitness and Environment (SAFE) and SIAM in association with Delhi Traffic Police and Bajaj Auto Ltd.

To encourage three wheeler drivers to follow rules and regulations, a lucky draw was held and two 3-wheeler drivers were awarded with Rs 5000 cash reward for not receiving a single 'chalaan' in 2011.

The three wheeler drivers took an oath to adhere to traffic rules, charge by the meter, behave well with customers, maintain their vehicles, etc. The oath was initiated by Sunita, the only female auto driver in Delhi. A street play was also enacted to spread awareness on road safety.

A Health Check Up Camp held during the Expo offered counseling, eye check up, blood pressure checks, distribution of free medicines, etc.

platform to display finished vehicles, components and ancillary parts.

The world is looking at India to drive future global growth in the auto sector. Almost every foreign vehicle manufacturer has a presence in India, and those who do not yet have a presence in India are expected to enter shortly, observed Mr S. Sandilya, President, SIAM. He pointed out that the focus on alternative fuels, electric and hybrid mobility etc, was both a national as well as a global imperative today.

The Indian component industry has, in the last few years, penetrated global markets either through partnerships or acquisitions with global manufacturers. Auto Expo 2012, with component exhibitors from Belarus, Canada, People's Republic of China, France, Germany, Hong Kong, Japan, Malaysia, Netherlands, Portugal, Russia, Switzerland, Singapore, Thailand, Turkey and UAE is truly 'India's global automotive show,' declared Mr Arvind Kapur, President, ACMA.

The 11th Auto Expo 2012 hosted 58 launches, besides

a mind-boggling display of world class vehicles and designs from 1500 exhibitors. India-specific products were also unveiled simultaneously for the first time. Utilizing the opportunity to get closer to the Indian manufacturing and components sector, large number of foreign delegations visited the Expo. Auto giants without a manufacturing base in India also showcased their brands to woo Indian consumers.

The expo also drew attention from over 1000 journalists from foreign and domestic motoring media.

With the theme of 'Mobility for All,' the showcasing of hybrid and electric vehicles was another positive step towards eco-friendly and green technology of the future.

The six days of the Expo were abuzz with diverse activities such as seminars, Road Safety Campaign, and Goodwill Day. The visits of Union Ministers, 25 foreign delegations, senior government officials, corporate leaders, Bollywood stars, popular sportsmen and thousands and thousands of car enthusiasts, from places as far away as Coimbatore and Cuttack, added to the glitz, glamour and excitement.

"Cars continue to be on top of the radar of average Indians," observed Mr Chandrajit Banerjee, Director General, CII. "Today, cars are not manufactured for the niche market but for average Indian middle class families," he said.

Innovation & Environment

To encourage people to understand the external environment and look at alternative means of mobility, Auto Expo showcased some of the most awaited hybrid,

Auto Trade Dialogue

The 5th Auto Trade Dialogue was organized by SIAM on the sidelines of the Auto Expo. Dr Surajit Mitra, Secretary, Union Ministry of Minority Affairs, who was the Chief Guest, talked about the need for industry to build brands, invest in manufacturing and encourage R&D for technology development.

Dr Rahul Khullar, Commerce Secretary, India, urged the auto industry to improve its export performance and contribute further by increasing its product portfolio.

Eminent representatives of automobile and industry associations from countries such as Malaysia, Japan, Germany, the UK, Sri Lanka, Brussels, Italy, Australia and Canada, as well as from Indian industry and government, participated in the Dialogue.

Young Designers Steal Spotlight

The 4th edition of the 'Automotive Design Challenge,' conducted by SIAM for young and aspiring engineering and design students, was a nation-wide contest to encourage young students to take up automotive design as a career option.



With the theme of 'Green Mobility - Design Solutions,' the entries were judged on originality, clarity, interactive mobility, social harmony and economic awareness. The winners were announced at the Styling & Design Conclave held during the Expo.

The winners

1st - Advait Srivatsa, IIT, Mumbai

1st Runner up - Pratyush Devadas, NID, Ahmedabad

2nd Runner up - Arunivas A, IIT, Delhi

Special Jury Award-Chirayush Shinde, IIT, Mumbai

electric cars and two-wheelers that would potentially be on the roads in the coming years. The innovation and R&D of Indian companies who are proactively looking at green cars stood out at the event, as did the growth in design as a strategy for the bottom of the pyramid.

The emerging trend of reverse integration that's being created from the Indian component and ancillary industry was in evidence. The depth of innovation and cost reduction in the form of lightweight auto parts was a case in point.

States Evince Interest

Auto Expo provided a platform for state governments to interact with domestic and global auto and component manufacturers. In a positive signal for new growth and employment, the state governments of Gujarat, Karnataka, Jharkhand and Odisha pitched in to woo the business community to set up units in their respective states.

Voices

'The Government is shortly setting up a National Automotive Board as a nodal agency for all policy and certification related issues of the automobile industry. I feel this agency would help address these issues within the framework of government and industry and thus facilitate the growth of the industry.'

Praful Patel, Union Minister of Heavy Industries & Public Enterprises

'I am delighted to see the increasing vitality in every Expo, and the changing profile of visitors since 2006, with the younger visitors in every edition. After observing the success of this Auto Expo, nobody can say that the Indian automobile industry has been seeing a down trend!'

Kamal Nath, Union Minister of Urban Development

'On this occasion I wish to highlight the progress of government's initiatives on development of roads, road transport and road safety. The Golden Quadrilateral is now complete and four-fifth of the North-South East-West corridors now have four-lanes.'

Dr. C.P. Joshi, Union Minister of Road Transport & Highways

'This is a magnificent event. I am pleased that we had 15 Canadian companies exhibiting.'

Stewart Beck, High Commissioner of Canada to India

'With its cascading impact on several upstream and downstream industries and its impact on employment and growth, the auto industry will play an even more significant role in India's future growth and prosperity.'

B Muthuraman, President, CII, and Vice Chairman, Tata Steel Ltd. and Chairman, Tata International Ltd

'This edition of Auto Expo has surpassed previous records in terms of international participation and vehicle launches.'

Chandrajit Banerjee, Director General, CII

'In future, lower cost automotives, small cars and lower cost two wheelers are going to be people's movements. India has emerged as a low cost producer of two-wheelers and small cars. And the shift towards R&D is very much in the right direction. I see exponential growth for the automotive industry as we go forward.'

Rajiv Kaul, Past President, CII and Chairman, CII Steering Committee, Auto Expo

'It is time to give another dream to the people of India, which is green mobility for all.'

S.Sandilya, President, SIAM

'The Indian automotive growth story remains intact in the long run and I am confident that the auto component sector will continue to be an engine of growth for India's economic and manufacturing sector.'

Arvind Kapur, President, ACMA

Goodwill Day at Auto Expo

The opening of the 11th Auto Expo was marked by a Goodwill Day on 5 January, organized by CII in collaboration with the NIPMAN Foundation that works in the area of Health, Dignity and Happiness for the Differently-abled. This added another perspective to the theme of 'Mobility for All' in the Expo, aligning the need for vehicles sensitive to the special needs of differently-abled people, with the focus on safety, environment friendly fuels, and technological advancements.

Over 100 representatives from organizations that included the Indian Spinal Injuries Institute, Action for Ability Development and Inclusion, the Equal Opportunity Cell of Delhi University, and the Wheelchair Flying Club visited selected automotive pavilions. They also interacted with automotive manufacturers at the Expo to suggest how vehicles could be made more accessible for the differently-abled.

Many of the visitors, themselves users of automobiles, shared insights on how simple innovations could make a transformational difference to making vehicles accessible for those with special needs: a manual control for brake and accelerator, a switch that enabled a seat to swivel out of the car making it easier for a person to be seated in the car, a sliding door, or one that opened fully to allow easier access, were some of the measures that are positive enablers.

Ms Priyanka Malhotra, CEO, NIPMAN Foundation, said such initiatives are very useful in sensitizing automotive manufacturers to making automobiles better suited to the needs not only of the differently abled, but also the elderly, as well as those, who because of injury or illness, need more accessible vehicles in the short term. They offer, therefore, not just sensitive but also market savvy opportunities, she said.

