

14th AUTO EXPO 2018

COMPONENTS

8-11 FEBRUARY 2018

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Show Daily

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Essential reading for the Automotive Industry

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Stanadyne's fuel systems

Gasoline Pumping Injector and Solenoid Controlled Unit Pump pitched as cost-effective replacements for India market **Page 4**



V-Tech debuts at Auto Expo

UK-based company eyes booming garage equipment market in India, makes plans to grow presence **Page 7**



Advik Hi-Tech's move pays off

Pune-based supplier reports robust visitor footfalls and business enquiries on the first day of the show itself **Page 11**

Auto Expo Components Show 2018 opens on a strong, optimistic note



THE AUTOMOBILE AND auto components industry in India is leading the manufacturing sector and is a major part of the 'Make in India' Initiative, said Anant Gangaram Geete, Minister of Heavy Industries and Public Enterprises, government of India, at the inaugural session of the 14th Auto Expo 2018 Components Show being organised by the Confederation of Indian Industry (CII), the Automotive Component Manufacturers Association (ACMA) and the Society of Indian Automobile Manufacturers (SIAM).

According to the minister, a major focus of the auto industry should be to develop environment-friendly vehicles and he committed his

Ministry's support to make this happen.

Suresh Prabhu, Minister of Commerce and Industry, government of India, highlighted the need for the auto components industry to develop global standards and participate in Global Value Chains (GVCs). He stated the industry is already a success story in terms of participating in global supply chains and is now ready to value-add and participate in GVCs.

He stated that his Ministry is exploring the development of two auto clusters – one on the east coast and the other on the west coast. These would be created on a global scale with world-class facilities to help the automotive industry plug into the GVCs. He urged the auto

components industry to step up its exports as this, in his view, would go a long way in boosting the growth of the sector.

Ms. Shobana Kamineni, president, CII, stated according to a recent CII study, 5 products in the automotive sector have the potential to be #1 or #2 in the world. These include passenger vehicles, two- and three-wheelers, heavy commercial vehicles, auto electricals and electronics, and automotive batteries. These have now been acknowledged by the government of India and included as a part of the 25 priority sectors for Make in India 2.0. She felt that the sector is well positioned to benefit from globalisation and increase its exports exponentially.

Complementing the Indian auto component industry, Abhay Firodia, president, SIAM, said, "Today, the Indian auto component industry contributes to more the half of the average exports of the automotive industry achieves. The Auto Expo - Components Show is one such platform where the exhibitors show their maturity and technology prowess to their potential customers in light of the disruptions which the industry is bound to face. It is heartening to see the Indian auto component industry is all geared up to take the bull by the horn."

Nirmal Minda, president, Automotive Component Manufacturers Association, said, "There are two major headwinds that the Indian

automotive industry is gearing up for, one, preparing itself to transition from BS IV to BS VI and the other is embracing electric mobility. I hence urge our two ministers to ensure that a technology neutral road-map, with well-defined roles and responsibilities, and definite timelines, is made available to the industry so that we can transition well or else the disruption will sweep us away."

"We are also delighted that the Ministry of Commerce and Industry is shortly going to launch a new Industrial Policy while the Department of Heavy Industry is working towards a new Auto Policy. We hope both the policies are well integrated and complement each other," added Minda.

Chandrajit Banerjee, director general, CII, stated that the Auto Expo 2018 Components show covered 60,000 square metres of exhibition space, and over 1,200 participants from over 20 countries. There are also seven international pavilions showcasing world-class technologies and products.

Vinnie Mehta, director general, ACMA delivered the concluding remarks, stating: "The Auto Expo has come a long way in terms of display and stature. We welcome you to the world's largest auto components show." n

TELWIN: THE WORLD'S BEST WELDING EQUIPMENT IS IN INDIA FOR ALL BODYSHOPS

MADHUS GARAGE EQUIPMENT is the leading garage equipment supplier in India for over 30 years. Madhus brings the latest equipment from around the world in line with its mission to 'Bridge the technological gap between India and the advanced countries'. Madhus is the only company importing, selling and servicing high-tech equipment in India which is on par with equipment sold in the USA, Japan and Germany.

Madhus has two full-fledged and operational training centres in Bangalore and Delhi where training is imparted on a variety of services like Wheel Alignment, Wheel Balancing, Welding, Truck Wheel Alignment, Wheel Balancing and Tyre Changing, AC gas recharging, Collision Repair Systems and so on.

Madhus will have a third training centre coming up soon in Pune.

Madhus has also partnered with many OEMs for training programmes. Companies like VW, Honda, Tata Motors, MRF, JK, Michelin, and many more have sent their delegates to Madhus for training.

Madhus has been associated with Telwin, a welding manufacturing company, for over 5 years now. Telwin is an Italian company operating for over 50 years and manufacturing world class welding products.

A team of over 120 trained Madhus engineers who are based in over 35 offices across India installs Telwin Welding Equipment.

Madhus has the largest strength of service engineers in the Indian garage equipment industry. A Centralised Service Cell, based in Delhi and Bangalore, ably supports our service engineers. The Service Cell is just a phone call away for customers to log in their complaints. The CSC executives then keep in touch with the customer and give them regular update on the complaint via phone call and SMS.

Telwin welding equipment is approved by OEMs such as Mercedes-Benz, Honda, Toyota, Renault, Hyundai and many more. Dealerships across India are using the Telwin welding equipment and technicians report much quicker work and less mistakes.

Telwin's Inverter technology spot welders consume far lesser power than competitors, give



'Madhus has the largest strength of service engineers in the Indian garage equipment industry.'

better quality welds and are far easier to use, thanks to the transformer inside the clamp. The made in Telwin technology 'Smart Autose' feature allows the automatic detection of both material and thickness, without manual interference, and accordingly applies the correct amount of pressure to weld the material thickness upto 3mm+3mm+3mm. A wide range of operation by means of long and lighter cables, in comparison with others (5 mtrs). Telwin equipment is EMF certified.

Microprocessor-controlled Telwin MIG/MAG Inverter welders are flexible and can weld different materials; steel, stainless steel, aluminium, galvanised steel applications in bodyshop. Fast Synergy adjustments (17 pre-set curves), One touch with LCD technology makes the welder very easy to use. Just set the material thickness and start welding. Telwin's ATC technology makes it easy to achieve excellent

surfaces in steel, stainless steel, galvanised steel, brass and in particular aluminium. The welding process is so short that it causes no alteration to below surface even if painted, plastic-coated or galvanised. Works on single phase current.

In summary, Telwin Welding equipment is the best available in India, appropriately supported by the well-trained and knowledgeable team of Madhus. Telwin is perfect for any bodyshop, an OE dealership or a third party garage.

Telwin products are available and serviced across the country by Madhus. You can contact us at Madhus@Madhusindia.com or log on to www.madhusindia.com and send your enquiry.

standards of welding on thin sheets, thanks to state-of-the-art control of arc automatically.

Plasma Inverter technology cutter, working at minimum currents, can cut sheet thickness of 8mm. It is also possible to work on sheets that are near to each other and cut top one without cutting into the one underneath. Works on single phase current!

Dent puller-microprocessor controlled, electric system for repairing metal sheet, and are ideally suited for car body shop. The LCD digital, multifunction control panel allows automatic regulation of spot welding parameters according to the chosen tool. Digital Puller 5500 Duo is supplied with Automatic and Manual gun. Optional Duo kit accessories gives more flexibility to technicians.

Aluspotter 6100 capacitor discharge welding studs of 3-8mm and other accessories with tip strike. It enables welding of studs on non-treated or non-oxidised



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SHOW DAILY

VINNIE MEHTA
Director General, ACMA



On the key highlights of the Components Show

The Auto Expo-Components Show 2018 is a barometer of the industry's competitiveness. Each year, the show has out-performed its earlier edition with great aplomb and elan. This year too will not be any different. It will display an array of products and technologies, which provide solutions to the issues that we as an industry are currently grappling with.

One of the big highlights will be increased focus on technology. The industry has to be compliant to the various regulations that include emission norms, environment and safety. We are graduating from BS IV norms to BS VI and we have incoming deadlines to adhere to the same. The 2020 deadline is now not too far away either. The other aspect is the government's focus on electric mobility. So the participating component manufacturers are showcasing technologies around the same.

On the show's difference from previous editions

Over the years, the quality of products and technologies displayed is really becoming world class. The last edition of the Components Show (2016) was at par with any international auto show in terms of its sleekness, presentation, theme, packaging, quality of display and other pointers. I believe that with every subsequent edition, we have been bettering the event. Since the first Auto Expo Components Show in 1996, we have come a long way on every scale. I can say that in two decades it has become a world class show.

'SINCE THE FIRST SUCH SHOW IN 1996, WE HAVE COME A LONG WAY ON EVERY SCALE.'

On the 'Safer Drives' initiative

The Safer Drives campaign is one of the most happening initiatives and the star show(s) from ACMA. Once again, we have a dedicated pavilion to Safer Drives at the Components Show. It also hosts VR (virtual reality) activities targeted at all those who are interested. Primarily, it is aimed at the common man although the event is a B2B show. We are also expecting many stakeholders from the aftermarket, who will be interested in the VR activities at the Safer Drives pavilion.

Safer Drives is a very unique campaign from ACMA and we will continue to build the momentum around it. Virtual reality will be our tool to deliver our message on safety to the visitors.

On identifying the right areas of future investments

ACMA has been largely focusing on efforts around the manufacturing processes undertaken by the component suppliers. We run excellent cluster programs such as the ACMA Center for Technology (ACT), which has made intervention in more than 1,000 companies and has helped them upgrade their practices to the ones followed globally. n

CHANDRAJIT BANERJEE
Director General, CII



On expectations from Auto Expo 2018

Indian auto component makers remain among the most competitive and innovative in the world. The industry is witnessing huge shifts due to acceleration in electric and hybrid vehicles, increasing standards for clean and efficient use of energy, customer expectations, and rising penetration of roads and highways. Quick product development and flexibility are key to the sector and it is making admirable improvements. At Auto Expo 2018, we expect these trends to be showcased to the world with Indian capabilities receiving heightened attention.

On CII's role in helping the auto industry develop its technology and innovation potential

CII's engagement in the technology and innovation sector as a whole is very strong. We are involved in identifying trends, developing policy solutions, undertaking partnerships with global agencies, and assisting industry to stay ahead of the curve. Our work in quality has helped automotive companies to structure their innovation models for continuous improvement. I am proud that CII has worked with many companies to enable them to get the prestigious Deming Award for Quality, which has propelled their technology and innovation systems. In addition, CII also spearheads the cluster learning program, the Visionary Leaders for Manufacturing (VLFM) program, and the Global Innovation and Technology Alliance (GITA). I am happy to note that the automotive sector has been at the forefront of availing these programs and has benefited in terms of aligning with global needs. CII would continue to work with enterprises to accelerate their innovation and technology processes.

'CII HAS WORKED WITH MANY COMPANIES TO ENABLE THEM TO GET THE DEMING AWARD.'

On the dominant mobility trends in 2018

Mobility is undergoing constant visible change that is impacting producers as well as consumers in both urban and rural areas. Last year, the roads and highways program received a significant impetus. GST has already transformed movement of goods in India over the last few months. In urban areas, the advent of aggregator platforms is changing the way how people commute. At the same time, the demand for utility vehicles is rapidly increasing and young consumers are keen to have value-added vehicles with new technologies. Rapid spread of metros in many cities and the imperative of efficient public transportation will shift the way buses are used. Overlaying all these developments is the movement towards e-vehicles which will influence the entire transportation sector. Lastly, the emissions and standards norms can be expected to be stricter, leading to better fuel efficiency and adjustment in production processes. n

VISHNU MATHUR
Director General, SIAM



On the theme of 'Mobility For All'

What we mean by 'Mobility for All' is sustainable mobility, affordable mobility and safe mobility. If you go into the depth of these three factors, it involves a lot of areas. Sustainable mobility talks about environment, energy security, carbon emissions. The Indian automotive industry is the only industry globally which has moved from no emission norms scene to BS IV in 10 years (from 2000 to 2010). Then there is a gap of 7 years because of fuel availability issues. Now, because we want to catch up, we are again the first country in the world to agree to jump from BS IV to BS VI norms, skipping the BS V stage.

On safety, which is again a part of that sustainability matrix, we have progressed faster than how it has happened in the last 10 years. All these progressions have a huge requirement of manpower and efforts by the industry. Now, while we are saying that we are working on meeting the BS VI emission norms by 2020, we are also saying that we will work on the electrification of vehicles.

If you can go back to two editions of the Auto Expo, you can recall seeing concepts and theme pavilions. That is probably the stage one indicating the incoming technology transitions. That's followed by the display of the concept vehicles. Between 2014 to 2018 Auto Expo, I am sure you will find several EVs commercially launched for retail. That's the speed of development that has

'WE HAVE TAKEN THE SAME VISION OF NITI AAYOG AND HAVE GONE A STEP AHEAD.'

taken place in the area of sustainability.

On SIAM's 2047 EV roadmap

NITI Aayog has never said that we must be 100 percent EV industry by 2030. In fact, the report done by the Rocky Mountain Institute talks about 40 percent of all vehicles to be electrified by 2030. They have not given any provision beyond that. So we have taken the same vision of NITI Aayog and we have gone a step ahead and said that we can have 100 percent electrification (of vehicles) by 2047. That's a visionary policy. I believe that targets and visions should always be ambitious. All stakeholders will work together because we have an ambitious target.

Electrification of 40 percent of overall vehicles by 2030 also means there will still be 60 percent vehicles powered by the ICE engines. That's why we must continue development of ICE engines. ICE engines cannot be written off as they will continue to play an important role in the future too. These ICE engines can run on petrol, diesel, methanol, ethanol, bio-diesel, CNG, LPG and hybrids. These technologies can help improve fuel economy, reduce fuel consumption and carbon emissions, and meet norms we have committed to. n

Stanadyne debuts innovative, low-cost diesel, petrol fuel systems

STANADYNE, A GLOBAL FUEL injection systems developer, headquartered in Windsor, Connecticut, debuted two new fuel systems that offer a differentiated approach for small engines to meet BS VI emission standards.

The Gasoline Pumping Injector (GPI) and Solenoid Controlled Unit Pump (SCUP) have been developed as cost-effective replacements for mechanical systems in two- and three-wheeler applications, and enable OEMs to meet India's new emission norms.

The GPI is an integrated pump and injector that fits in the footprint of the mechanical carburetors commonly used on small petrol engines today. The SCUP is an electronically controlled unit pump that



Sanjay Chadda, MD, Stanadyne Near East, and Stanadyne president, chief technology officer Dr John Pinson.

offers precise timing and fuel delivery control and is an alternative to diesel common rail technology. "GPI and SCUP technology was developed for the Indian market to offer the country's manufacturers a way to seamlessly transition engines into an era of cleaner power and energy," said Sanjay Chadda, managing director for

Stanadyne Near East. "Aside from addressing India's upcoming emissions requirements, the GPI has the capability to serve the global market as well." With manufacturers working to meet 2019/2020 emissions requirements of small diesel and petrol engines, Stanadyne's GPI and SCUP offer alternative low-cost solutions that require fewer engine

modifications compared to more complex systems like port fuel injection and diesel common rail.

"This technology (GPI and SCUP) is designed to fit in the footprint of today's mechanical systems, which gives them a direct advantage over the other options in the market, which would require manufacturers to make major design changes to their engines," said Jayabalan S, senior general manager of Application Engineering.

Showcased along with GPI and SCUP at the Com are Stanadyne's other diesel and gasoline fuel systems - Gasoline Direct Injection (GDI) pumps and Diesel Common Rail (DCR) systems - which marks these products' inaugural exhibition in India.

Stanadyne's GDI tech is designed primarily for three-cylinder and above passenger-vehicle engines and is among the world's fastest-growing fuel systems to improve petrol fuel economy. Stanadyne developed the world's first 200 bar GDI pump for the automotive market in 2006.

"With manufacturing facilities strategically placed across the globe, Stanadyne is committed to enabling the next generation of clean and fuel-efficient engines," said Stanadyne president, chief technology officer Dr John Pinson. "Solving the unique regional challenges faced by our customers with tailor-made products is part of our company philosophy - the technology in our GPI and SCUP products is an ideal example of this." n

BS VI to give a new charge to Radiant Polymers' business

DELHI-BASED RADIANT Polymers is banking upon the new opportunities under the incoming BS VI regime. The company estimates a massive spurt in the demand for lightweight plastic parts such as the throttle bodies, injectors, fuel pumps, fuel filters, carbon canisters among other components.

Nitin Bahl, CEO, Radiant Polymers, said, "We are developing many components that will see a spurt in demand due to implementation of BS VI standards." "To ensure that the fuel that is sent to the fuel injector is clean, you need a fuel filter. We are already manufacturing these fuel filters for passenger cars. We can also make the same for two-wheeler applications. These are all for the exhaust pipe emissions," he added.



Nitin Bahl: "We are developing many components that will see a spurt in demand due to implementation of BS VI standards."

technology. It will see mass implementation across all products, starting from 100cc vehicles."

The company is also looking forward to bank upon the incoming demand for carbon canisters, thanks to the evaporative norms. Radiant Polymers has been investing on expanding its production facilities. "We need to develop more tooling, invest in more machines, capacity expansion is a continuous process," he added. n

INTERVIEW



S MURALIDHARAN
President, Lucas Indian Service

What is your opinion about the current state of the Indian automotive aftermarket business?

The automotive aftermarket is in a midst of major change with technologies like the adoption of BS VI to follow in two years; this is certainly a quantum jump as is the emergence of electric vehicles. India is also at an inflection point in terms of technologies in safety and regulations. What's more, with the changing technologies, we also have three generations of vehicles running on the road including vehicles: some with a carburetor, some with multi-jet injection and some are inline injection - this poses a challenge for the aftermarket.

The number of parts required for servicing a vehicle have gone up exponentially. For example, today to service all the Maruti cars on road in India needs 1,40,000 Stock-keeping Units (SKUs); this is impossible for small mom-and-pop shops and local garages to service. These are going through huge change as they can't manage the technology. They may not able to carry so much inventory and yet have to service the market otherwise they won't survive. And, in the GST era, if they are not online, there will be a struggle and new tech like digital media also pose a challenge for them. This is, therefore, squeezing the margin in the value chain.

In this context, Lucas Indian Service is transforming the market by being a specialist service provider and an aftermarket solutions provider who also works with OEMs and Tier 1 suppliers at the same time.

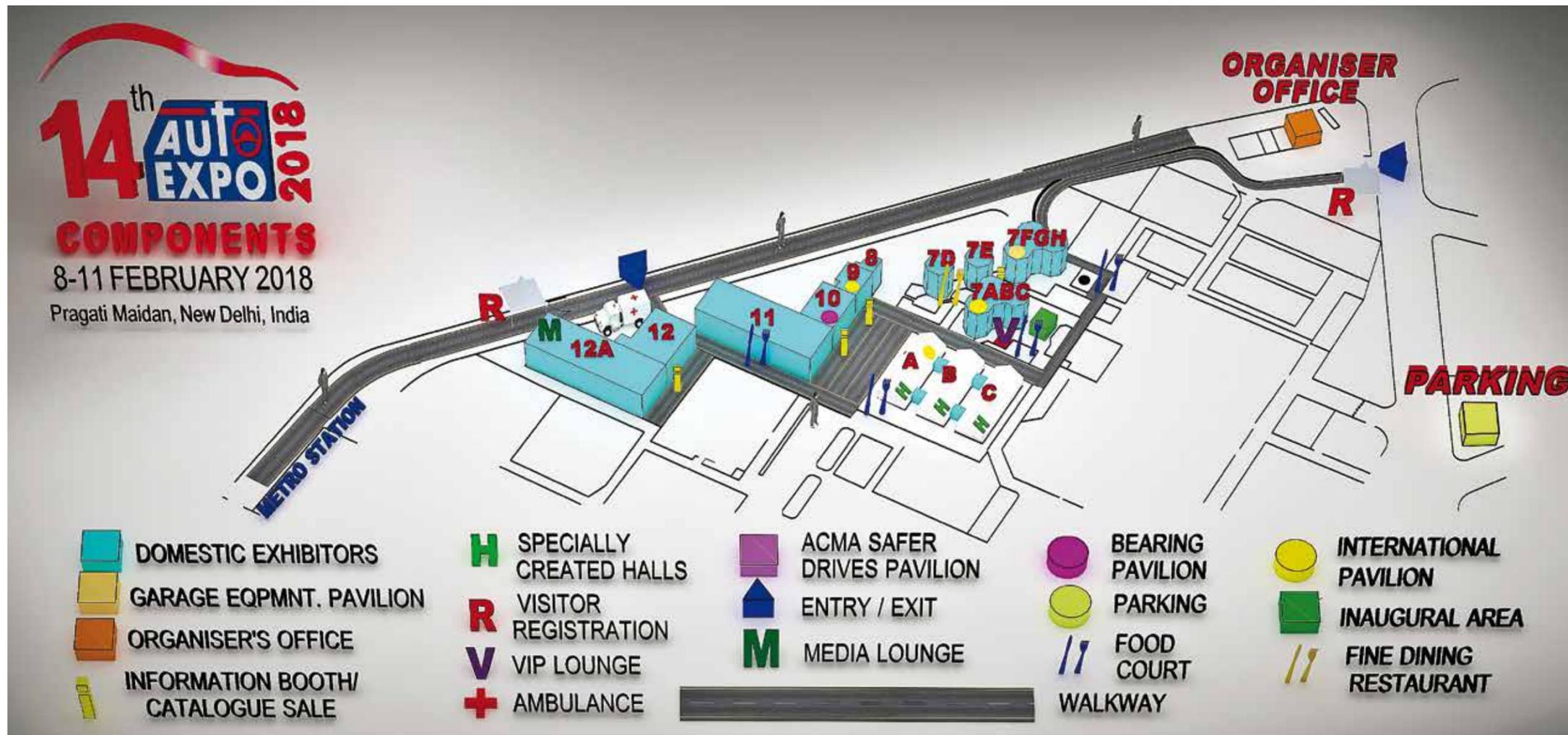
How is Lucas Indian Service catering to the Indian automotive aftermarket sector?

We cover the entire country through our four regional offices, three central warehouses and 29 branch offices with stock points. In addition to our 20 company-owned workshops, we have established a dedicated network of over 150 distributors, 2,000 dealers, more than 550 service dealers, 15,000 retailers, and 30,000 registered auto electricians/mechanics.

We have reached 1,260 towns across the country not just in Tier 1 but Tier 2, 3 and 4 cities, reaching almost every district in India for service. We have a strong supply chain system, which is constantly upgraded and modernised with digital reach. So we have an aftermarket presence, digital reach and we are a multi-brand too. Today, with our understanding of the consumer, we have developed a brand portfolio and are offering a choice to customers. We ensure people are well trained at the local level. We don't have just one training centre in Chennai or Bangalore but we offer training across multiple cities.

What is the company focusing on at the Auto Expo?

We will display all these capabilities at the Auto Expo, being part of the TVS stall. We are planning a series of meeting with dealers, mechanics and service providers. We also want to attract certain, large automotive companies across the world which are scouting for partners in India for aftermarket distribution. Our depth of knowledge of the Indian market, our ability to service products, our knowledge, who we can train and the full package could be a high use of these customers. n



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Protects from cracks
Fresh look

ANTIBAC INTERIOR
Silver Based Technology
Compatible for all types
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TWO WHEELER



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Waxpol Industries showcases varied product range

Kolkata-based Waxpol Industries, set up in 1950, is introducing its high-performance NLGI GC-LB Certified Grease – EP Grease RED. It is designed to target the high-performance needs of heavy vehicles and off-road equipment. The company claims it is an exceptional grease with all-round performance, extreme pressure resistance that outperforms conventional EP.

The company, which develops and markets an extensive range of vehicle care solutions comprising polishes, lubricants and car care products, will also showcase its Bulk Pack Range – Ecosaver. It is ideal for users of high-volume car care products. Waxpol's Ecosaver range includes Tyre Black, Car Shampoo Concentrate, Multipurpose Liquid Wax. The company is organising live demonstrations at its Stall 10 in Hall 12.

According to the company spokesperson, "From the very first Expo in 1986 and every year since, Auto Expo has exceeded our expectations. We are confident that Auto Expo will yet again provide us with an exceptional platform and a very well prepared show."

Given the huge interest in this year's Components Show, Waxpol Industries should have a good outing. n



Sujan Group unveils new product range for two-wheelers

THE MUMBAI-BASED Sujan Group, which operates in seven verticals and has 15 production facilities, launched several new products for two-wheelers. These include fuel hoses and quick connectors, brake hose and oil seals, canisters, valves, fuel assembly, among others.

The Group also showcased its product range for its latest JV with Hefa of China, which will introduce canisters and valves in the Indian market. A new plant, under the joint venture Mega-Hefa, is set to start operations at Sanand, Gujarat in June 2018.

Another Group company, Polyrub Extrusions will also be inaugurating its second plant at Manesar at around the same time. Polyrub Extrusions makes hoses for the two- and four-wheeler vehicles.

At its booth at Lake Hangar C, Stall No. 36, the Sujan Group is also displaying its products from its joint ventures with Cooper Standard of the US. These include fluid transfer



systems made by Polyrub Cooper Standard, which has a plant at Chakan, as well as anti-vibration products including engine mounts, centre struts and suspension parts, which are manufactured by Sujan Cooper Standard which also has a plant at Chakan for supply to Mahindra, Tenneco and other Tier 1 suppliers. In 2017, it inaugurated a new plant near Chennai for AVS parts for the Renault Kwid.

Commenting on the Group's maiden appearance

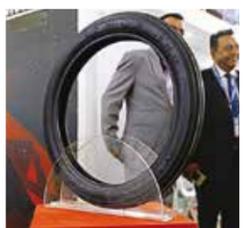
at the Auto Expo, Karan Sujan, director, said: "We wanted to talk about our strengths as a group which was not known so far. We have built an empire on rubber and with our partnerships and alliances, have taken our products and solutions to a new level. We expect greater visibility for our expansive product range which has been globally benchmarked and which caters not just to auto but to railways, oil and gas, agriculture equipment and aerospace." n



GoldSeal-SaarGummi reveals six new products

GOLDSEAL-SAARGUMMI, the Indo-German JV which has just completed 20 years in India, is showcasing its product portfolio including EPDM rubber weatherstrips, door seals, window channels and windscreen rubber finishers at Hall 7A, Booth No 9. It also has six new products:

- Vario Section – Continuous Variable Extrusion
- Vario Proof – Integrated Sealing Compound
- Solid Light – Weight Reduction'
- Seal Tex – Cloth Optic Coating
- Seal Matic – Continuous Door Seal
- Carrier Light – Weight Reduction n



Steelbird Int'l launches tyres and tubes for 2Ws and EVs

Steelbird International launched tyres and tubes for two-wheelers and e-vehicles during Auto Expo Component 2018. The company's entry into the tyres and tubes segment is the part of its strategy to counter the disruption caused by e-mobility in the auto components industry and yet sticking to its core competence of rubber moulding.

With 10 different sizes and six patterns, Steelbird's tyres and tubes will be available in the aftermarkets of India and Nepal for a variety of two-wheeled vehicles and electric three-wheelers. n

UK-based V-Tech eyes garage equipment market in India

V-TECH, THE UK-based garage equipment trading company, is now looking to expand its footprint and widen its presence in the Indian market where it began operations in August 2017.

Its product line-up includes automatic wheel balancers, 3D wheel aligners, semi-automatic tyre changers, electro-hydraulic lifts, exhaust gas analysers, headlight aligners, AC cooling units and OBD diagnostic equipment from Sweden, Denmark, China, and the UK among others. "Supplying high-quality products remains our prime focus. We have been in the business for over a decade in the UK, where our equipment is servicing customers in over 5,000



garages across the country," said SK Jain, COO, V-Tech India, which has debuted at the Components Show.

The company is setting up a distribution and service partner network to cater to aftermarket resellers in India. "We already have close to 12 distributors, including seven in Delhi-NCR, and two in Pune. Our target is to touch 50 distributors by August '18."

"Establishing brand presence is a must. While we aim to increase our visibility, consistent focus on product quality and customer support is vital for taking us closer to become a one-stop shop for all the diverse customer needs. Striking the right balance between quality and affordability, our VGE range of wheel balancers is very popular in India," Jain added. n

A

ON THE FAST TRACK WITH AUTOCAR INDIA.

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Experts debate future challenges for Indian auto component industry

AS VEHICLES TURN computers on wheels with enhanced electronics and connectivity, new mobility trends make their presence felt and electromobility takes roots, component suppliers are exploring ways to remain relevant in the future. To address current and future challenges, ACMA held a panel discussion with eminent industry heads on 'Making the Indian Auto Component Industry Future Ready' on the sidelines of the Component Show 2018.

Jayant Davar, past president and chairman (Globalisation committee), ACMA and co-chairman and managing director, Sandhar Technologies, opened the session by calling for the panelists' views on the penetration of electric vehicles globally in a decade from now. He mentioned in the future the automotive industry would evolve as a transportation industry, and how legacy car companies would see tough competition from new companies globally.

Tarang Jain, managing director, Varroc Engineering, said globally the penetration of EVs is still a very small number, and it is not practically possible to see 100 percent adoption of



cleaner vehicles in a short span of 5-10 years. He said the auto industry will need to revisit its strategy and come up with a new vision – products and solutions – for the future. And, even by 2030, convincing the average Indian consumer about EVs would require a lot of incentives, subsidies and support from the government, improvement in EV range, creation of huge charging infrastructure. He cautioned that traditional components would be replaced by electronics, and OEMs would need to look at the new-age requirements.

Andrew Fullbrook, Global Powertrain Forecasting for Automotive, IHS Markit, said the Indian auto industry is faced with short- and medium-term

concerns, especially with new diesel regulations kicking in globally. He stated globally the term 'electric vehicles' has been modified to bank on the new-age trend. When EVs was first coined, it meant full electric vehicles but now it has been modified to suit a vehicle which has at least one electric motor. Speaking on the theme of EVs, he said unlike the evolution of lithium batteries that started its journey from consumer appliances to the automotive segment, solid-state batteries would first come in the auto industry and then gradually move to consumer appliances. He further mentioned how the government-backed incentives and schemes gradually drive EV sales

globally. He, however, said global EV penetration would be only around 4.1 percent by 2030.

Mumshad Ahmad, vice-president - Global Purchasing and Supply Chain, General Motors, stated that despite the global concerns from ICE-based vehicles and a demand to shift towards EVs, markets could not have a single roadmap. Each country would require its own roadmap, keeping in mind its domestic needs and challenges. He said with the cost for EVs being high globally, India would witness a longer adoption time.

Quin Garcia, managing director, Autotech Ventures, was of the opinion that with the government's push towards EVs, Tier 1

suppliers and OEMs have already started working on the emerging technology, but the adoption of EVs in the next few years would continue to remain low.

The session saw Vidhya Shankar, partner, Grant Thornton, speaking on how software has penetrated globally since the introduction of computers. He said the new-age young consumer is able to afford everything, and the challenge for the auto industry is to sell products to this customer, who is not looking for a product but an experience. He said, "In the future, carmakers would not be judged on the number of vehicles sold but the total number of miles travelled by their product'.

Jeffrey Jacob, partner, Roland Berger, said almost 60 percent of exports from the Indian component industry consisted of powertrain parts – the global shift to EVs would impact them the most. Likewise, solar energy took years of development and cost reduction to make it a sustainable solution today. He added that EV adoption by the consumer would require not just attractiveness of the vehicle, but also TCO, government push and adequate charging infrastructure. n

Bybre introduces new range of CBS for 2W industry

BYBRE, PART OF the Brembo Group, which started operations in India eight years ago to address the needs for the domestic automobile industry, is betting big on the upcoming safety norms that will see combined braking systems (CBS) for the motorcycle segment.

The company says the Auto Expo is a good event to showcase new solutions and technology to not only OEMs but also to the end consumer who plays a key role in influencing the manufacturing decision for OEMs.

Bybre is showcasing the combi braking system for

motorcycles – CBS Actuator and a two-circuit caliper at Hall 7ABC, Stall 4. Sudhir Nirantar, executive director and CEO, said: "If consumers see the benefit of combi braking system, they will start demanding/ expecting the same from OEMs. As a result, the safety improvement in the



motorcycle segment will further improve."

Nirantar said it took 15 years for disc brakes to reach the penetration of 35 percent in the motorcycle segment in India; similar headroom is available for the application of disc-brakes in the scooter segment. n

CALENDAR OF EVENTS IN PRAGATI MAIDAN

DATE	TIME	PROGRAMME TITLE	CONTACT	VENUE
9 February, 2018	0930-1100 Hrs	French Delegations	anjali.nair@acma.in (9899985280)	Hall 1B, Gate No.1
9 February, 2018	1230-1330 Hrs	Study on xEV – Supplier Opportunity – Press Meet	harkaran.malhotra@acma.in	Hall No.8, 1st Floor
10 February, 2018	0930-1600 Hrs	Auto Water 2018: Driving towards a Sustainable Future for the Auto Sector	Kavita.nair@cii.in; Preeti.kathuria@cii.in; vipin.varghese@cii.in	7 ABC Outside
10 February, 2018	1500 Hrs	Weaving Synergies – Spot the Innovation Contest	madhurima.maniyara@cii.in (9764001342)	Hall 1B, Gate No.1
11 February, 2018	1000-1300 Hrs	ACMA - AIAWA Conference Current & Future Scenario	vikrantt.mohan@aiawa.in (9848019470)	7 ABC Outside

Active Suspension, **Aerodynamic drag**,
 Anti-Squat, **Apex**, Aspect Ratio, **Balance Shaft**, Ball
 Joint, **Beam Axle**, Beltline, **Bevel Gears**, Brake Bias,
Bushing, Cam Profile, **Camber**, Compliance,
Compression Ratio, Constant-Velocity Joint,
Connecting Rod, de Dion Suspension, **Detonation**,
 Dive, **Drag Coefficient**, Driveline, **Exhaust-Gas**
Recirculation, Engine Control System, **Exhaust**
Manifold, Exhaust Port, **Feedback**, Fuel-Air-Ratio
 Control, **Final-Drive Ratio**, Fluid Coupling,
 Four-Wheel Drift, Helical Gear, **Jounce..**



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Advik Hi-Tech debuts at Auto Expo 2018

PARTICIPATING FOR THE first time in the Auto Expo Components Show 2018, Pune-based Advik Hi-Tech, a leading global automotive component manufacturer, is displaying a range of products from its existing portfolio that includes oil pumps, water pumps, tensioners, combined braking system (CBS), throttle body, secondary air injection / air secondary valves, purge valves, reed valves among others.

Aditya Bhartia, MD, Advik Group of Companies, said, "We are participating in the Auto Expo for the first time. The response that we got on day one has been overwhelming. When we meet the OEMs, Tier 1s and other visitors, I see a lot of value in the brand connect that we have built over the years. As India advances from BS-IV to BS-VI emission norms, necessitating a shift in engine technology, our products showcased here are well positioned to help

our customers stay ahead in the changing market. We are a future-ready brand and these products underscore our commitment to developing best-in-class clean mobility solutions."

Talking about oil pumps and water pumps, he commented, "We now manufacture 1.5 million water pumps per annum for the two-wheeler industry. In India, two-wheelers do not use water pumps too often currently because the engines are air-cooled but we export a lot of that to the ASEAN markets. With BS VI coming in and the rise of bigger-displacement motorcycles in India will bring the demand for water pumps. So we are working aggressively on this product line and we have six water pumps on display here that we supply to the ASEAN markets."

On the oil pumps side, Advik makes 70 different models of oil pumps, including two-wheelers and four-wheelers.



Aditya Bhartia: "The response that we got on day one at the Components Show has been overwhelming."

For Advik Hi-Tech, just like for several other component suppliers, the implementation of BS VI emission norms from 2020 is a big opportunity. These stringent norms, which mandate replacement of carburetors with electronic fuel injections, will benefit the company with rapid rise in demand for the throttle body (used as a critical part in the EFI assembly unit).

"Advik has fully developed complete

throttle body assembly and is geared up for the launch of BS VI emission norms," he said.

On the other hand, an incoming safety regulation mandates the installation of CBS on all new vehicles (below 125cc) from April 2018, which is also a big opportunity for this company.

Advik claims it is the world's largest manufacturer of mechanical CBS (combined braking system). It has been manufacturing CBS since 2010 and more than 10 million CBS units made by Advik Hi-Tech are currently being used on the Indian roads. CBS prevents vehicle skidding during panic braking and improves vehicle's stability and stopping distance.

Meanwhile, the company had locally developed secondary air injection (SAI) / air secondary valve (ASV). "It injects fresh air into the exhaust stream to allow for a fuller

combustion of exhaust gases. Furthermore, BS IV regulation establishes the first-ever evaporative emission (EVAP) standards for two- and three-wheelers. Purge valve is the part of the vehicle evaporative emission control (EVAP) system. EVAP system prevents evaporation of the fuel vapours in the fuel tank. Gasoline fumes, which are generated in the fuel tank, get stored in canister. A purge valve controls the flow of this absorbed fuel fumes from canister to the engine from intake manifold," he explained.

Advik's top boss estimates the company's India business turnover to be around Rs 400 crore. "In FY2017-18, we had planned to invest about Rs 50 crore and we are in line with our plans, which are based on our product pipeline for the near future. This should result into 25 percent CAGR growth for the next three years," he disclosed. n

SNAPSHOTS



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