

SHOW DAILY

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ACMA
Automotive Component
Manufacturers Association of India

CII
Confederation of
Indian Industry

SIAM
Society of Indian
Automobile Manufacturers

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AUTO EXPO 2016
COMPONENTS
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The 13th Auto Expo show kicked off in fine fashion, and with it came a new theme as well. Say hello to 'Make quality and technology in India'!

The 13th Auto Expo – Components Show was formally opened at New Delhi's Pragati Maidan by Hon'ble Union Minister for Heavy Industries & Public Enterprises, Shri Anant Geete at the ribbon cutting ceremony. The show organised by the Automotive Component Manufacturers Association of India (ACMA), Society Indian Automobile Manufacturers (SIAM) and the Confederation of Indian Industry (CII), showcasing a large variety of products, many of which display the Indian auto component sector's technological advancements and innovations.

Also present at the ribbon cutting ceremony were Mr Arvind Balaji, President, ACMA, Mr Sumit Mazumder, President, CII,

Mr Vinod K Dasari, President, SIAM, and other eminent personalities of the industry, officials and representatives of the exhibiting companies.

Spread over 80,000 square meters in 18 halls, this year the expo has seen participation from 1500 companies, including 900 Indian companies and 600 International exhibitors occupying the entire Pragati Maidan, New Delhi for the first time. Eight dedicated International pavilions from China, Canada, France, Germany, Japan, Taiwan, South Korea and the U.K. have been set-up where the participants keen to engage with the Indian suppliers are displaying their latest products and technologies.

Along with the ribbon cutting ceremony of the 13th Auto Expo



The big hitters walk the talk as they make their way towards the inauguration ceremony

– Components Show, Hon'ble Union Minister Shri Anant Geete also inaugurated Innovation Pavilion and ACMA's 'Asli-Naqli' pavilion. Spread over 100 square meters, the Innovation Pavilion is created to draw attention to

the latest innovation which auto component companies have indigenously designed, developed, tested and validated in India. The ACMA's 'Asli-Naqli' pavilion addresses the rising concerns on counterfeit products sold in the



It's all smiles at the ribbon cutting ceremony at the Innovation pavilion

replacement market and issues concerning intellectual property.

Speaking at the inauguration ceremony, Anant Geete, Minister of Heavy Industries and Public Enterprises of India, said, 'The government has always been working towards the benefit of the industry. The 'Make in India' campaign has been a huge success and has helped the industry unfold numerous possibilities for itself. India is progressing on displaying innovation capabilities in the manufacturing sector and is worth

investing in. We are confident that these investments will eventually pay off the investors, as we continue to register a fast track progress. The tremendous growth of the Auto Expo signifies the growth of the automotive industry in India.'

Looking at the systematic shift the Indian auto component industry is making, Mr Arvind Balaji, President, ACMA, said, 'The auto component industry is making a conscious effort to graduate from Build to Print to

innovation, R&D and creation of products and IP, with quality as the bedrock. This journey will no doubt be arduous and fraught with challenges. Therefore, in tune with the government's agenda of 'Make in India' and to spread the message on the need for focus on R&D and innovation, we have chosen 'Make Quality & Technology in India' as ACMA's theme for this year. Reflecting this ethos, for the first time at the Components show, we have created an 'Innovation Pavilion' displaying components that are designed, developed and validated in India. The primary objective of this pavilion is to showcase the product development prowess of the component sector as also help deepen the automotive value chain in the country.'

'The Indian automotive sector is an exemplar of engineering and entrepreneurship. It has converged with the global auto industry within a short time. We need to now move to the next level. Focus on research and development, design, emissions and efficiency, and new product innovation is important. With its large cohort of talented engineers and knowledge

workers, India has high potential in the global automotive sector,' said Mr Sumit Mazumder, President, Confederation of Indian Industry while addressing the Inaugural Session.

And finally, Mr Chandrajit Banerjee, Director General, CII, while delivering the concluding remarks, said, 'Today, as we complete three exciting decades since the first Auto Expo in 1986, we can truly be proud of India's automotive industry. Through exemplary guidance and innovative initiatives from Government as well as the drive and energy of our entrepreneurs, the automotive sector of the country has emerged as a global force, capturing markets everywhere and captivating consumers.'

The Make in India initiative has set a new environment for growth of the sector. Coupled with the policies for Ease of Doing Business, industrial parks and innovation, Make in India promises to converge all forces for global expansion of India's automotive sector.'

EXPO TALK

There's a lot of buzz around the Components show. Here's what some of them had to say!

ACMA event at Pragati Maidan very well organised. Hopefully we can get a good space to meet and connect.

S.R. Venkatesan

Excellent!

Anant Geete

It has been a pleasure to stay here. Thank you for everything!

Francesco Doneto

Thank you for your kindness!

Toru Takehchi

Great to be here. Thanks!

Sanjeev Kathpalia

It was a good opportunity to know each other and to

Junji Kusunoki

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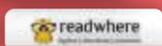
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THE GARAGE EQUIPMENT AND OVERSEAS PAVILIONS

Here's just a snapshot of what these two had on display



CHERY POWERTRAIN COMPANY LIMITED (HALL 7)

One of the bigger stalls in the China pavilion, the Chery Powertrain Company is affiliated to Chery Automobile Company Limited, which mainly engaged in the research, manufacture and sale of ACTECO engines and transmissions. The Chery Powertrain Company has produced more than 20 types of gasoline and diesel engines, of which the displacement ranges from 0.6

litres to 2.0 litres, and the power range for these engines is between 35 bhp and 177 bhp. The transmissions cover manual, AMT, automatic and CVT, while the torque figures range between 9.1 kgm and 25.4 kgm. Since 1997, when Chery Powertrain Company was founded, its powertrains have found applications in automobiles, off-road vehicles, generators, and agricultural vehicles. To get an



idea about its annual output, its current production capacity is in excess of 1,200,000 units while it exports more than 1,000,000 units. By displaying its wares at Pragati Maidan, the Chery Powertrain Company is looking forward to being more connected with and expanding into India in the near future.

QINGDAO SENTURY TIRE COMPANY LIMITED (HALL 7)

Sentury Tire began mass production of tyres as Qingdao Sentury Tire Company Limited in July of 2009, and it produces passenger car radials and aircraft tyres. It has production facilities in Qingdao, China and Thailand currently, with the intention of setting more up in the near future. It has slowly and surely been chipping away at its target of producing 18 million tyres, and by 2021, it hopes to reach 50 million pieces annually. It is also keen on reaching a production capacity of 80,000 tyres annually in 2019 (including 30,000 new tyres and 50,000 retreaded tyres). The company has a number of sub-brands, including Sentury, Landsail, and Delinte high-performance radials, SUV tyres, snow tyres, all-season tyres, F4 racing tyres and even drift semi-thermal-melt tyres. To better gauge its diversity, it produces 13 tyre series and more than 700 sizes in total. With that kind of range, it's a pleasant surprise to see Qingdao Sentury at Pragati Maidan and hopefully it will be made available in India sooner rather than later.





ATS ELGI (HALL 6)

It's hard to miss ATS ELGI at Pragati Maidan. The manufacturer and distributor of automotive service equipment in India is widely known as a one-stop-shop solution for its customers in terms of lifting equipment, body shop equipment, wheel servicing equipment, washing equipment, lube equipment, diagnostic equipment, pneumatic tools, and other such products. ATS ELGI, over the years, has grown to capture a sizeable portion of the market share in India, and it manufactures or deals in nearly 35 equipments and over 150 tools and accessories. It services customers across India and in several other countries through a network of 13 branches and over 65 dealers. The World of Washing Smart Wash exhibit in particular was quite interesting as it had a live demonstration of the entire process of a car wash. Each and every stage was carefully highlighted by a technician for all those interested, and the highlights of the Smart Wash system were hard to ignore.



KARCHER INDIA (HALL 6)

Get to Pragati Maidan via the main gate and it will be hard to not spot Karcher's rather large display. Karcher is known all over the world for its unbeatable cleaning solutions. They are active in over 190 countries and offer innovative cleaning solutions by way of window cleaners, pressure washers, and high pressure cleaners. They have 22 factories all over the world and have been selling their products in India for over 20 years. According to them, 85 percent of all the products sold are less than five years old. In 2011, Alfred Karcher GmbH



& company KG from Germany acquired their distributor in India, and today, Karcher Cleaning Systems Private Limited, with its registered office in Delhi and head office in Noida, is a fully owned subsidiary. Karcher India has 10 branches, 4 additional satellite offices and own 19 service points throughout India with trained sales and service staff. It plans to increase its presence across the country by adding more branches in other cities. The branch staff is well supported with infrastructure like demo machines, inventory of machine and spare parts, at all locations. All centralised functions like product management, service support team, trainers and custom-

er help-line are based at the Head Office in Noida. One of the things on display at Karcher's stall at Pragati Maidan was a high-intensity stain-removing vacuum cleaner that was being demonstrated live.



THE ASLI NAQLI PAVILION

Showcasing anti-counterfeiting measures was the big mantra at the Asli-Naqli Pavilion



TURBO ENERGY PRIVATE LIMITED (HALL 7)

Chennai based Turbo Energy Private Limited (TEL), part of the TVS conglomerate, took part in the 2016 Auto Expo – Component show’s ‘Asli Naqli’-themed pavilion. TEL is an old name in the forced induction component manufacturing industry and their forte is turbocharger manufacturing and its components. TEL’s turbochargers are part of a range of engines, from the 1.3-litre Multijet to the marine diesel engines.

The Asli Naqli pavilion provided the perfect opportunity for TEL to display not only turbocharger components manufactured by them, but also examples of fake components. TEL uses a number of methods to help its customers ascertain the authenticity of its products, most important of which are etching the customer-number and part serial-number (called number plate) microscopically on the metal. This number plate is difficult to duplicate and hence is the easiest way to single out the counterfeits.



WABCO INDIA (HALL 7)

WABCO India, the local arm of the Belgian-headquartered WABCO, designs, manufactures and markets conventional braking products, advanced braking systems, and other related air-assisted products and systems. To tamper-proof the labeling system of their products, WABCO uses an ingenious printing method which chemically reacts whenever anyone one tries to rub a particular part of the label. If that small checkbox is rubbed, a ‘genuine’ label appears under it if the part is a genuine WABCO part. If it isn’t, then it’s a counterfeit unit. To make duplicates of its label difficult and some more safeguards are added like ‘WABCO’ written in microscopic lettering and holograms carry a unique identifier.



LINKSMART TECHNOLOGIES PVT. LTD. (HALL 7)

LinkSmart Technologies works on the other side of the fence when it comes to fighting against counterfeit goods. LinkSmart is a four-year old Bangalore-based company whose solution promises to revolutionise the way in which companies use barcodes or any other type of unique identifier. The primary disadvantage of barcodes are that the unique identifier is built into the barcode when it is printed and that cannot be physically changed, along with the fact that barcodes can be easily duplicated, removed and tampered with. LinkSmart has come up with a roundel-shaped sticker which does not come with any built in code. All one has to do is stick it on an item and it automatically creates a unique code for itself. This code can then be read with the help of their Android app. If the roundel-sticker is tampered or removed in any way, the code becomes void until it is stuck again on a product. Every time the sticker is removed and applied it generates unique codes for each instance. This streamlines the production and handling of these stickers, since they are blank stickers and only get activated when they are used.



HOLOFLEX LTD. (HALL 7)

Holoflex Ltd. is a technology provider that works in creating holographic solutions in the component authentication space. This Kolkata-based company is one of the leading manufacturers of holograms and allied products in India. Holoflex acts as a single window provider of holographic security solutions to help companies add anti-counterfeiting measures to their products. Since Holoflex acts as a single stop shop for holographic solutions, they had a wide range of products on display at the 2016 Auto Expo – Components show's Asli Naqli pavilion. Holoflex has gone beyond the ordinary holographic label and has created tamper-evident holographic labels and labels which can hold variable information. In the barcode scanning space, Holoflex created intelligent 3D barcodes and radio frequency tags which allow the

data imbibed in them to be read easily. To increase the penetration of holographic barcodes, Holoflex also sells barcode printers which can be used by small scale industries. Other than holograms and barcodes, Holoflex also manufactures thermal ribbons which are used in printing labels thermally so that a part of the ribbon gets glued with the label. This makes tampering and removing the labels a daunting task.



WHERE IDEAS TRANSFORM INTO PRODUCTS

The Auto Expo - Components show is not just ambitious, it's path-breaking. Here's a look at all the innovation that's going into this entire event



For the first time in the history of the biennial mega-event, the 13th Auto Expo Components show is showcasing an Innovation Pavilion that is spread over an area of 100 square meters in Hall 7 of Pragati Maidan. More than 13 component manufacturers are displaying their products which are designed, developed and validated in India, supplied to OEMs either in the domestic market or overseas. The intent of the Innovation Pavilion is to offer a unique platform to the component manufacturers to display their prowess in developing cutting edge technologies as also an opportunity to deepen the automotive value chain in the country.

With rapid changes in customer needs and the regulatory environment, the automotive component industry has been making con-

scious efforts to graduate from 'build to print' to 'creation of Intellectual Property'.

The Innovation Pavilion is a step in the right direction to realise ACMA's vision of 'Making Quality and Technology in India' through showcasing a wide range of inventive automotive components made in India. At the pavilion, product range includes Light Weight Fire Resistant PUF Sound Insulation for Engine Room, Fire Resistant Acoustical Barrier, Composite Parts, Gear Shifters, Electro Magnetic Retarder, SGM Starter Motor, Clutch Booster, Auto Adjuster Drum Brake for Commercial Vehicle, High Stress Parabolic Springs, Twin Compressor Motor, Conversion from cast Iron to Aluminium-Wheel for Army Tanks and many more.

In an official communication, Jamna Auto Industries Ltd. is dis-

playing its innovative lightweight composite leaf spring. An official statement from the company stated that 'Composite springs allow higher payloads while lightening the load on vehicle. More importantly, the advanced composite material features a strength-to-weight ratio up to five times greater than steel springs. Durable composite springs are 50-75 per cent lighter than steel, improving fuel economy and payload capacity. They are corrosion resistant and more durable than steel. Composite springs offer many other distinct advantages including superior rust resistance for longer life, 50 per cent more vibration absorption thereby improving ride quality, and 'drive home' capability if overstressed.'

In an official communication Lucas TVS Ltd. stated that a range of SGM Starter Motors

(60mm frame size) for passenger cars are being displayed. These motors are designed to be light weight (2.4 kg) while delivering improved performance in cold starting capabilities. According to the company, these starter motors have replaced a direct drive starter motor, which usually weighs 3.7 kg in Hyundai i10 and i20 models.

The company is also displaying its starter motors for two wheelers and all-terrain vehicles for domestic as well as export markets (Polaris, USA).

Further, the company has also put on display its innovative twin compressor motors, which are used in suspension system of high end passenger and luxury cars from Audi, BMW, Daimler, Porsche and Tesla Motors. According to the company data, these compressor motors are designed in-house to replace 100 percent of

the existing German supplies to WABCO, Germany.

A leading Tier-1 steering manufacturer, Sona Koyo Steering Systems Ltd. is displaying its innovative electric power assist module (EPAM) steering system. In an official statement, the company says, 'Sona Koyo R&D team worked on an innovative steering

system called Electric Power Assist Module (EPAM) which reduces steering effort of the vehicle. Presently being exported to U.S, practically the operator is able to steer the vehicle at less than .407 kgm which is 6.11 kgm in case of normal steering. There was no such system earlier available in this segment, to assist the driver

and to reduce the steering effort for easy, safe and comfortable driving. This innovation of Electric Power assist Module (EPAM) is suitable for off-highway vehicles.'

The said EPAM is a unique integrated design that consists of torque sensor, electronic control unit and motor and reduction gear mechanism.

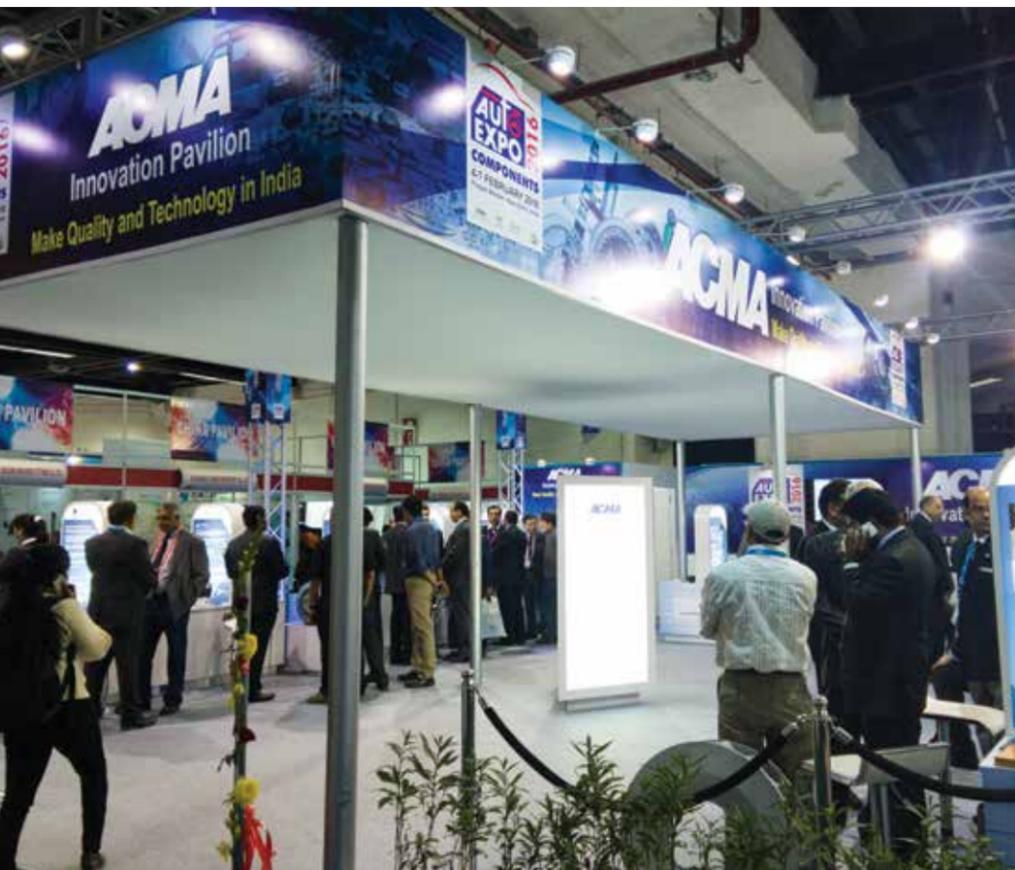
Sundaram Fasteners Ltd. is showcasing some of its most innovative projects that include water and oil pumps integrated with chain guard. An official statement from the company explained that 'Traditionally, the oil pump and water pump are two independent parts of an engine, which are used for circulating oil to engine and to circulate coolant into the engine jackets respectively. These pumps are mounted as individual parts on the engine block in a way integrated to reduce cost and space.'

Among many products, Tata Autocomp Systems Ltd. is displaying its innovative lightweight composite parts, which represent their in-house development and design, CAE simulation capabilities. The company is showcasing 19 lightweight composite parts including exterior cabin parts,

fenders, bumpers and others. The company is also displaying edan innovative effortless gear shift mechanism, which was developed for Revotron engine with minimal stroke and load losses during gear shifting. This innovative mechanism reduces effective input forces for gear shifting.

Wheels India Ltd. is displaying some of its advanced forged aluminium wheels for commercial vehicles. A company document stated that aluminium, which is 60 percent lighter than steel, paves way for forged aluminium wheels. These are 40-50 per cent lighter (24 kg) than their steel counterparts (45 kg) which directly leads to a reduction in the un-sprung mass of the vehicle to around 18 - 20 per cent in net as wheel and tyre assembly. While the reduction in weight of the steering system through wheel weight reduction lowers the driver fatigue and has significant fuel saving advantages, the aluminium wheels (unlike steel) do not face the problem of rusting and excessive material oxidation.

Contributed by ACMA desk



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