

12th AUTO EXPO 2014
COMPONENTS
6-9 February 2014
Pragati Maidan, New Delhi, INDIA

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ACMA
Automotive Component
Manufacturers Association of India

CII
Confederation of
Indian Industry

SIAM
Society of Indian
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IN CONVERSATION WITH **HARISH LAKSHMAN** PRESIDENT, ACMA

“Technology, globalisation and quality are the main themes of the 2014 Auto Expo”

Harish is a busy man. We meet him at a joint press conference with his Canadian counterparts. He's quickly whisked away to a press conference on the 'Asli Naqli' concept stall where his colleagues are eager to have him talk about spurious and counterfeit parts. The tall and fit President of ACMA tells the waiting press about how they are pushing with various ministries for standards on aftermarket parts just like they have to go through. The press have questions to ask, but he's pressed for time, answers a few and starts talking about the event organisation with us on his way out, just as he's discussing urgent matters with his colleagues. With 50,000 square metres of gross area and 1100 exhibitors from various countries, the Auto Expo at Pragati Maidan can be demanding on an ACMA President. But his calm demeanour and candid behaviour makes it seem like a much smaller event at hand. We begin by asking him about what this year's Expo stands for.

How would you describe this year's Expo, the Components Show and the central theme?

The industry has been going through a tough time. Add to that, for the first time the Components and OEM shows we're being separated. Given the background there was a lot of anxiety, however, as we've realised from our members and participants, the show has exceeded expectations. The quality of footfalls has been good and even CEOs of OEMs have managed to spend quality time here (at Pragati Maidan) as well.

As far as this edition of the Auto Expo goes, the three main themes have been technology, globalisation and quality.

Concepts like Asli Naqli and the Safety Pavilion; will these be recurring themes at the Auto Expo?

The Asli Naqli concept has been in existence for the past few Auto Expos now and we have taken it nationwide with

road shows in the past few months. It's the same with the new Safety Pavilion. General awareness levels have improved on safety have improved, though there are legislation complications. We are actively working with the government and SIAM to increase awareness even further.

The Components Show attracts a large number of participants from all over the world. How do you plan to increase it further?

One of the important things ACMA does is that it talks to its counterparts world over. We have signed 30 such MoUs with our counterparts to increase participa-

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DAY 4 BRINGS IN 1,10,000 VISITORS AT THE AUTO EXPO 2014

The first part of the weekend at Auto Expo 2014 - the Motor Show - saw a footfall of 1,10,000 at India Expo Mart. The visitors grew through Day 4 of the Expo as families in and around Delhi came to witness the future of automobiles being showcased at Greater Noida.

Organisers and exhibitors were elated with the overwhelming response and were satisfied with the crowd and traffic management at the venue as the largest number of visitors registered themselves at the venue. Organizers also expressed their appreciation to the discipline and support shown through the day.

The day also saw some high profile visits from the film industry as well as the Delhi Political circles with Akshay Kumar, Sachin Pilot, Shiv Pal Yadav amongst other dignitaries from the Government enjoying their weekend at the Auto Expo.

ALL THE NEWS

DAY 4: 8TH FEBRUARY

How important is innovation? In automotive parlance, quite a bit. But what sort of innovation is driving the auto industry is just as important. Indian component manufacturers are at the forefront of innovation too. It isn't just Tier-I suppliers, even those from Tier-II are creating world-class products. They are standing head and shoulders with their foreign counterparts as the *Show Daily* discovered and are truly making India a hub for innovation.



ANAND NVH (HALL 1C)

Anand NVH, manufacturer of myriad automobile products like strut mounts, sub-frame bushes, pendulum supports, engine, body and transmission mounts, and more has been around in the automotive components sector for close to 10 years now. It supplies its wares to car companies like GM, Ford, Volkswagen, Ashok Leyland and many more in 22 different global locations. The company produces for both commercial vehicles as well as passenger vehicles. The manufacturing facility, spread over a 3,30,000 sq. ft. area, itself is located in Guragaon, Delhi, while a second plant in Sanand, Gujarat has recently been initiated. Anand NVH has a production capacity of 30 tons per day, and its main target is to be a full service provider to the auto industry by 2014. As of now, 80 percent of its products are exported, while 20 percent is reserved for domestic consumption.



PUNJAB BEVEL GEARS (HALL 1C)

Punjab Bevel Gears has more than 35 years of experience in the design and engineering of gears and allied products for automotive, agricultural and industrial applications. Its production facilities are located in Sahibabad, NCR, Ludhiana, Punjab, and Sitarganj, Uttarakhand. More specifically, its Sitarganj plant handles manufacturing, while the plant in Ludhiana handles forging. The total area for its facilities spans 1,80,000 sq. ft. In terms of products, PBG produces transmission gears and shafts, spider kits, forgings and machined parts, axle shafts, differential cases and assemblies and much more for light commercial vehicles, utility vehicles, passenger cars, construction equipment and industrial applications. Its testing facility even includes a fully equipped metrology, metallurgical and chemical laboratory. PBG enjoys a customer base that includes Tata, Mahindra, American Axle Manufacturing Co. Ltd, Dana corporation, Meritor Inc., Scooters India Inc and John Deere amongst others. Its export destinations include USA, Singapore, Bangladesh, Argentina, Iran, Australia, Germany, Brazil, South Africa, Nigeria, Malaysia, Sri Lanka, UK, Turkey, Dubai, Italy, Poland, Egypt, Sudan and Venezuela.



DURATUF (HALL 6)

Duratuf Glass Industries Pvt. Ltd. has been in the business for around five years now and has a very effective range of bullet-proofing solutions for cars. Some of the highlights include the largest single laminated windshield glass for Volvo buses, laminated safety glass for cars and buildings, toughened automobile glass, bullet resistant glass for defence purposes, VVIP cars, houses, cash carrying vans, podiums for VVIPs, burglary resistant glass for jewelry shops, homes, ATMs and banks and much more. In terms of bullet-proofing materials, duratuf will apply it to any car on request and will complete the task within a few days. Its main candidates so far have been politicians and businessmen. It guarantees protection against bullets, grenades, SMGs and the like. Once installed, the weight of the car goes up by anywhere between 750-1000kg. The bullet-proofing process, however, also incorporates necessary changes to the mechanicals of the car in question to cope with the added weight. All of the materials used for the process of bullet-proofing has been through intensive crash testing at its base in Delhi to ensure that it withstands severe strain. On display at the stand was a modified Hindustan Ambassador that cost Rs 12.5 lakh to modify. The price of bullet-proofing varies depending on the kind of car.



GLOBAL AUTOIMPEX AND INDUSTRIES PVT. LTD. (HALL 1C)

Global's sub-brand, Powerful High-tech Clutches (PHC), has been in the business for nearly 35 years now and manufactures clutch bearings, pressure plates and other auto parts from its base in Okhla, Delhi. Global also manufactures other spare parts like water pumps and spark plugs. Its parts are mainly meant for commercial vehicles and passenger vehicles. It guarantees more mileage, better pickup, smoother driving and a better driving experience overall. Its parts are imported from Korea.



INVESTMENT & PRECISION CASTINGS LTD. (HALL 1B)

Investment & Precision Castings Ltd. (IPCL) is India's pioneering lost-wax casting company. Essentially, IPCL creates metallic automotive components using the process of lost-wax casting – which is casting precise and complex metal sculptures based on a pre-existing design pattern. Investment casting, though more expensive than die-casting or sand casting, has lower equipment costs. It can manufacture intricate structures that would be impossible with die-casting. Over time, the company acquired technology that enabled it to produce its own ceramic cores and ceramic moulds. While most items made through investment casting are small, IPCL has been able to manufacture components weighing up to 150 kg. IPCL has been manufacturing all its components locally and independently, providing its components directly to OEMs like Ashok Leyland, Mahindra, Maruti Suzuki and Royal Enfield. Based out of Gujarat, the company manufactures auto parts such as turbocharger components, nozzle rings, pre-combustion chambers, clutch parts (and more), all of which are made via investment casting. It also imports its components to international OEMs such as Demag Cranes.



TECHNO SPRING INDUSTRIES (HALL 1B)

Techno Spring Industries is a domestic outfit that has provided custom precision springs since 1978. Techno Springs manufacture springs for a variety of industries including automotive, electrical, consumer electronic, railway and defence. With a plant in Faridabad, Techno Springs provides components to tier I manufacturers. Although their clientele does include certain OEMs, it largely provides equipment to other manufacturers, who then provide the finished product to the OEMs. Its OEM clientele includes Yamaha, JCB and Suzuki, though they also supply springs to customers from the UK and Canada, where they serve as second tier suppliers to companies like Ford, GM and Chrysler.

IN A NUTSHELL



FOR A CAUSE

The Auto Expo made special arrangements for differently abled visitors for their ease in visiting the largest automotive event in the country. Arrangements like wheel chairs handled by escorts, ramps and low floor busses have been made keeping in mind the smooth transit to the venue. The pathways and hall setups have been designed and structured to assist the movement of differently abled.

DEMING GOD

While the Indian component industry is already making waves on the international circuit on quality, it's the number of Deming awards that the industry have collected that have truly made it world class. CII has been instrumental in launching the Quality and TPM movement in India, thanks to the creation of the TPM Club India, setup in a joint-venture between the Japan Institute of Plant Maintenance (JIPM) and CII.



To know more about the Deming award and its winners, refer to the Show Daily edition tomorrow, February 10.



LOVELY ENGINEERING

The engineering students of Lovely Professional University displayed projects conceptualized and created entirely by different teams, including eco-friendly and solar cars, Formula 1 concepts and hybrids. Some of the key concepts displayed by the students were The Metal Boy, made from 12 Maruti 800 cars, mounting to a height of 41 feet. The project is supposed to be a world record as no one till now has created such a high & balancing metallic structure of cars.

(Continued from Page 1)

tion. For instance we signed one such MoU with the organisers of the SEMA Show (Speciality Equipment Manufacturers Association) in Las Vegas last November to enhance aftermarket presence.

With 2013 being a lull year, OEMs have used their time to improve processes and R&D. How did the components sector spend their time?

Yes, generally there is more R&D spend now than before. But one must understand that the sector has huge over capacities, especially since 2010-11. Typically the Capex of component manufacturers is three to four times that of OEMs. So now, during a downturn, the sector is feeling the impact. As a sector, our first priority now is to keep our head above water.

With a new government expected in the next few months at the centre, what are your expectations from them as the automotive components sector?

We have more hopes than expectations (laughs!). What we want is a stable government. The UPA 2, which is currently in power has been slow to take decisions. This has impacted the economy. So has widespread corruption. The development agenda should take precedence for the



new government. If one notices, there are few things that do keep the economy chugging along; infrastructure, mining and the power sector to name a few. They need to be revived.

In such tough times, the biggest impact is felt by Tier-II and small suppliers. What kind of help does ACMA provide such suppliers?

As a body, we do try to create cluster programmes for Tier-II and small suppliers. These generally relate to programmes to improve efficiencies and to be tight on the shop floor. The larger players do currently utilise processes like TQM, JIT etc, but it's important for smaller manufacturers to do as well, which is where the cluster programmes come into play. We also work with finance companies, banks and the government to relax credit cycles and improve money flow.

ACMA AND APMA JOIN HANDS

Auto Component Manufacturers Association of India (ACMA) and the Automotive Parts Manufacturers Association (APMA) jointly organized a session on 'Business Opportunity with Canadian Automotive Industry' at Pragati Maidan, New Delhi. Both the associations led this session with a mission for Canadian companies to explore the potential opportunities, collaborations and partnerships with India. Exports from India to Canada almost doubled from USD 50 million in 2010 to USD 93 million in 2012, thereby proving the mettle of the industry at large. India is credited of having around 60-65% of R&D centres catering to the internal requirement of the industry leading to a steady increase in employment. The industry offers

employment opportunities to close to 30,000 to 35,000 engineers every year. However, going forward the industry focus will be to bring more innovation and research so as to make a strong offering to business community across the world. The automotive manufacturing industry is the largest sector in Canada. The auto industry is aggressively export intensive, on average shipping three-quarters of production in a year. Canada is part of a fully integrated North American market with annual sales of about 20 million vehicles, and accounts for 16 percent of NAFTA production. This session was attended by a delegation from APMA led by Mr. Steve Rodgers, President and Mr. Harish Lakshman, President ACMA representing the Indian delegation.



SAFETY TRAINING FOR TRUCKERS AT AUTO EXPO

Auto Expo - the Motor Show 2014 saw a surge of more than 500 truckers visiting the Heavy Commercial Vehicle stall to experience the latest products and technologies offered by various manufacturers participating at the Expo. The truckers were briefed about the innovative concepts, driving techniques and measures on road safety through a comprehensive workshop at the stall.



ACMA AND FRAUNHOFER AIM TO CREATE AN INNOVATION CULTURE

To sensitize the Indian auto industry to adopt a culture of innovation, the ACMA and Fraunhofer have joined hands to discuss their aspirations and potential for future work at a conference organized jointly by them at the Indian Habitat Centre.

Key speakers from both organisations stressed upon the necessity for organisations to focus more towards innovation and develop a road map for the industry. The last three to five years have seen a systematic shift with organisations focussing more on engineering, design and technology; but innovation management is critical today as well.

This association is an initiative towards providing better technology in order to meet the changing demands of customers. With the focus being more on technology and design, this association is expected to create awareness and increase the need to recognize how business success can be fruitful for the Indian Automotive industry.

SUPER DISPLAY

The supercar pavilion at the Auto Expo showcased more than 40 classic- and high-performance vehicles at the venue. The special pavilion exhibited vintage models like the Daimler Vanden, BMW Isetta 300, Morris 8, Austin 10, Ford Model T, A 1957 Ambassador, Ford Capri, Fiat 503 and the Porsche 911 Targa. Classic two-wheelers such as the Lambretta, Indian Scout and BSA were also put on display at the pavilion.



ACCIDENTAL SAFETY

A first-of-its-kind display of 'safety critical items' at the Safety Pavilion in the 12th Auto Expo 2014 - Components Show was inaugurated by Mr. Harish Lakshman, President of the Automotive Component Manufacturers Association of India (ACMA) at Pragati Maidan, New Delhi, today. The necessity for a thematic exhibition on 'safety' comes at a time when the incidence of road accidents is on a rise and hence the need to sensitise consumers on the importance of in-vehicular safety devices.





IN CONVERSATION WITH **LUCAS ORDONEZ** GT4 DRIVER, NISSAN

Spanish racer Lucas Ordonez tells us that the path to success is paved with pixels. We're all ears.

Tell us how you came to be a part of the GT Academy.

The Nissan Gran Turismo Academy started in 2008, the combined effort of Sony and Nissan motors. It was their first edition. The idea was to find skilled gamers and turn them into professional racers. I found the advertisement in a magazine in 2008 and I joined the GT Academy online. There was just one month to go for the qualification round where the top 20 lap times were selected. Then I got into the national finals in Spain. My dad and my brother were racing drivers and I was always trying to become one. I joined at a time when I was studying and I would play during the night for 2 hours because I only had a month to prepare and a lot of people were very fast. So first it was the training round followed by my entry into the national finals.

At what point did you start to race real cars?

After the national finals, I reached the European finals, held at Silverstone. There was no play station there. It was a series of fitness tests and real driving tests in the Nissan GT-R and the 370 Z. The tests included drifting and racing head to head. Lot's of activities to determine the winner. So I ended up winning the European round on the track, I won the fitness rounds and was declared the first GT Academy winner. Then I trained in the UK for three months with racing cars to get used to real racing and then I raced at the Dubai 24 hours, which was the main prize.

How did you cope with the switch from simulator to reality?

Well it's a big step. But we had a really

good interactive program with Gran Turismo 5. After winning the GT Academy contest, I participated in a lot of local races, really small championships which allowed me to get better at track racing. Then I raced with a GT4 car with a sequential gear box, followed by the race in Dubai where I raced in a Nissan 370 Z. But the process was really smooth, and I learnt step by step.

When you started out, did you use regular PlayStation controllers or did you use a more elaborate setup?

Initially I had the regular controllers but I realized I could slice off ten seconds if I used a steering wheel with a clutch and paddle shifters. The clutch makes for quicker shifts while the steering makes it a lot more precise.

How well do simulators work as an introduction to the world of racing?

Well it really helps in spotting talent. They familiarize you with the track perfectly so you already know how much speed you should be doing in what zone, where your braking point is and how you manage the throttle pedal. So every year you can see a GT Academy winner who is no older than 18 or 19, get behind the wheel of a sub 500 bhp Nissan GT-R. And they are sometimes 3 or 4 seconds slower than professional racing drivers.

Do the winners get a full lap in their very first attempt or do they have to clear smaller tests?

No they do some slalom rounds, followed by some head to head racing and some drifting. Only if you're good at that do you get to the next level in the finals and get to drive a GT-R. One of the tests involves the finalist to start last on a grid

of seven professional racing drivers and attempt to overtake them.

What are the areas where the simulator is just as precise as the real deal? And where is it lacking?

The race tracks. Gran Turismo spends a lot of time researching the tracks. The way the car behaves is also fairly accurate. If there's one thing it cannot emulate it's the G-forces.

How far do you think simulators have come since the time you started?

A lot since simulation is now more crucial to motorsport than it was 5 years ago. Now all the Formula One teams, all the manufacturers and all other racing teams rely heavily on sims for feedback since it's much cheaper.

Where does the GT academy driver stand when compared to a contender who has trained at a very early age with karts and other forms of motorsports? Does he get similar opportunities?

Well, it's a much cheaper way to get into motorsports for people for whom it would be otherwise impossible. Motorsports is very cruel that way because there's a lot of money involved. Even I didn't have that money but I always wanted to be a race car driver. And today I'm racing on a GT4 level (Lucas secured a podium position in his first race and scored second overall). Me and my team came 2nd in our class at the 24 hours of Le Mans. I've competed in the 24 Hours of Nurburgring I am going to compete in the European Le Mans series and the Le Mans 24 hours soon. So I would say that if you perform well consistently with real cars your opportunities are quite good.



THE BEAUTIFUL AND THE WHACKY AT THE AUTO EXPO 2014



The Tata Safari Storme Ladakh edition is a one-off example created specially for the Auto Expo



Your last chance to see a 2013 F1 car in the flesh



The Hyundai i20 WRC car's body shell is prepared in India



Jaguar had on display its new F-Type coupe



This bespoke Royal Enfield KC Flier attracted large numbers at Hall 2, Greater Noida



The DC Tia is a small two-seat convertible measuring under 3-metres, and is powered by a 1.2-litre turbocharged petrol engine



The new Chevrolet Corvette C7 was one of the stars of the Auto Expo. It will not be making it to India, though

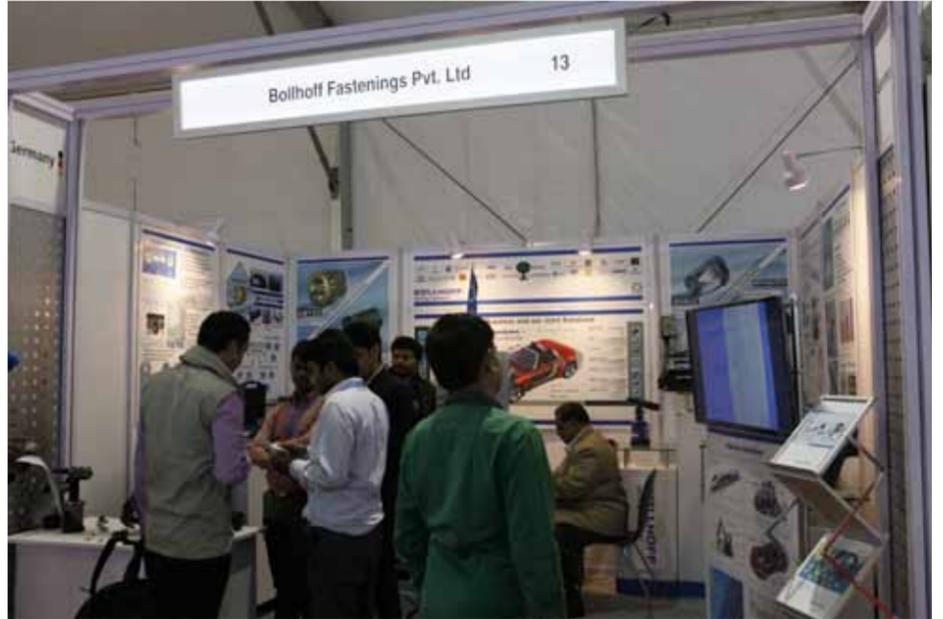
THE GERMAN PAVILION WOWS SHOWGOERS



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