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**COMPONENTS**

**8-11 FEBRUARY 2018**  
Pragati Maidan, New Delhi, India

# Show Daily

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**11 FEBRUARY 2018 DAY FOUR**

## Safer Drives Pavilion wows

Component suppliers do their bit and more to spread awareness of road safety and the use of genuine parts **Page 2**



## ATS Elgi draws visitors

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## ARaymond Fasteners

Displays latest connecting solutions suitable for upcoming BS VI emission norms; has a busy time at the Auto Expo **Page 9**

# UNO Minda's TD118 points towards a new direction for the Group



The TD118 is the first of a series of 10 technology demonstration cars by UNO Minda.



Amit Jain.

INDIAN COMPONENT MAJOR UNO Minda Group has a presence in about 26 product categories. As part of its growth strategy, the company now wants to project itself as a systems supplier too. That explains the creation of the TD118, a technology demonstration car. The moniker stands for technology demonstrator car No. 1, 2018.

“What we tried to do is to bring in solutions and show OEMs how these different products could

interact with each other. What we do by doing that is basically we demonstrate use cases rather than demonstrating products,” says Amit Jain, CEO - Advanced Technology and executive director, UNO Minda Group. ‘Smart and connected’ is the theme for the TD118. A Maruti Suzuki Baleno gets even more attractive with the redesigned headlamps with LED DRLs and rectangular projector lamp matrix with dynamic turn lights and

redesigned LED tail-lamps. The TD118 also showcases UNO Minda’s efforts to tap the new megatrends of autonomous and connected cars. The car is designed to be able to park itself autonomously. Two radars, four cameras and 10 ultrasonic sensors help the TD118 do it as well as detect blind spots. A door-open warning is built into the system, especially for Indian use cases. Occupants of the car will be alerted by a red light

near the inside door handle if it’s unsafe to open the door due to traffic or any obstacle. The radars also assist in reversing the car by alerting the driver of any cross traffic. The images of the four cameras get stitched together to give a bird’s eye-view too.

In the interior, the centre console of the TD118 gets a 10-inch vertically mounted touchscreen, which houses the infotainment system with Android’s operating system exclusively for

automotive applications, HVAC and TPMS among a host of features. The car’s sound system is also enhanced with two roof-mounted speakers.

The Group has a presence in 26 product categories. Everything in the TD118 is from the existing product portfolio. According to Jain, the TD118 is just the start. TD218 will follow this year. The plan is to showcase 10 tech demonstrator vehicles over the next five years. **n**

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# Suppliers do their bit and more for a safer drive

INDIA LEADS THE world in road crash deaths and injuries. In 2016, there were 1,317 accidents and 413 deaths on Indian roads each day – the country witnessed reports of 480,652 road accidents that injured 494,624 individuals and claimed 150,785 lives. However, in spite of road accidents taking such a disturbingly high toll of precious human life, there continues to be deep apathy towards road accident victims and indifference towards the road safety rules. In a bid to make Indian roads safer and sensitise the public towards their responsibilities on road, ACMA has, some years ago, started the 'Safer Drives' initiative in a bid to disseminate information about road safety and also encourage the use of genuine auto parts by motorists and inculcate good driving habits.

The safety initiative has now reached newer heights with its latest iteration at the Safer Drives Pavilion at the Components Expo between Hall 11 and Lake Hangar, where a cluster of partnering companies is showcasing its innovative efforts in an attempt to enhance vehicle and pedestrian safety on the Indian roads.

**VIRTUAL REALITY CHECK**  
The action in the booth starts off with educating the general public through two virtual reality-enabled games, aimed at spreading awareness about good driving habits and also visually mapping a driver's attentiveness on the road by 'throwing' multiple distractions in virtual reality. The booth also houses a driver training simulator set up by the Automotive Skills Development Council (ASDC), which is actively pushing the installation of such systems in technical training institutions across the country.



Safer Drives Pavilion, located between Hall 11 and Lake Hangar, has seen considerable visitor footfalls at the Components Show.



Ramashankar Pandey: "We aim to spread awareness by making people better informed of their alertness levels while driving, and stressing upon the benefits of using superior quality parts."

The ACMA Safer Drives pavilion is also an extension of the safety focus of various major component suppliers, where Hella, for instance, has its vast range of improved lighting technologies like Matrix headlamps, long-life signalling lamps for trucks, high-power fog lamps and high-quality wiper blades on display for the aftermarket. Also, German Tier 1 major Continental is showcasing its OE range of speed sensors, cameras, radars and ultrasound sensors to gauge the distance between vehicles

and activate active braking systems like automatic emergency braking to prevent accidents. Harita Seating Systems, the seating solutions provider to the commercial vehicle industry and part of the TVS Group, has given a glimpse of its innovative solution of integrating a visual, audio and tactile feedback mechanism into a commercial bus or truck driver's seat, to keep the alertness levels in check. The Intelli-Seat notifies the fleet owner if a driver is showing signs of drowsiness. The Intelli-Seat comes at a premium of Rs

12,000 over a regular one and is seeing good traction with OEs, as well as with a lot of coachbuilders. Among other suppliers which are part of the pavilion is the UNO Minda Group, Elofic Industries, Brakes India, AG Industries, Dynamic and Holoflex.

**KEEPING FAKE AT BAY**  
ACMA's initiative also takes into account the big menace of counterfeit and substandard components afloat in big numbers in the aftermarket, and the campaign spreads consumer awareness by asking the general public

and mechanics to look out for 3D holograms on part packaging to differentiate between a high-quality genuine part and its low-grade, unsafe variety. According to Ramashankar Pandey, managing director, Hella India, "As the automobile industry as a whole, we needed to be responsible towards tackling the dreadful scenario of increasing road accidents in India and bringing in actions on the ground. ACMA took this activity very proactively and having historically witnessed positive reactions towards public debate campaigns in the past, the Safer Drives initiative was born to holistically manage the entire ecosystem of issues related to road safety. We are targeting to spread mass public awareness by making people better informed of their alertness levels while driving, and stressing upon the benefits of using superior quality parts while vehicle servicing. Also, at industry level, displaying a host of driver assist technologies aimed at significantly improving vehicle stability and driver control on the road." n



Hella India's Virtual Reality simulator judges a user's alertness level while driving on a scale of 0 to 500. The VR 'game' also prompts the user to adopt good driving habits.



Continental's display of cameras, radars, ABS and airbag modules. The firm has a Zero Fatalities, Zero Injuries, Zero Accidents roadmap.



Proper vehicle lighting, which increases visibility, is a vital contributor to staying safe on the road. Latest tech on display.



A visitor to the Safer Drives Pavilion tries his hand at the driving simulator installed by the Automotive Skills Development Council, which is targeting similar installations in driving schools.



AG Industries, Elofic, UNO Minda Group, Dynamic and Holoflex are also part of this collaborative supplier effort to enhance road safety awareness among visitors to the Components Show 2018.



Harita Seating Systems is displaying its innovative solutions. Intelli-Seat (right) and three-point seatbelt harness for buses.



Elofic Industries' display stresses upon use of genuine, high-quality fuel line parts like fuel and oil filters for optimum vehicle performance. Industry continues to battle menace of fake parts.

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# Italy's Streparava sees Expo as a growth platform for tech transfer

STREPARAVA, THE 170 MILLION euro Italian manufacturer of powertrain and driveline parts, is displaying some of its futuristic products and technologies that are slated for supply to Euro 6-compliant engines. It is showcasing its global capabilities and assessing feedback from its potential customers at the Components Show 2018.

The company is displaying the engine components developed at the Bangalore-based plant for a Euro 6 engine being developed by a commercial vehicle major based in Germany. The commercial launch of this engine is expected to be towards Q3 2018.

Streparava India is also displaying parts



such as the rocker arm assembly and the bearing cap assembly that are critical components for another Euro 6-compliant medium duty engine being developed by another CV major based in Sweden.

The company is showcasing two-wheeler engine components used in superbikes. According to the official, the two-wheeler engine parts are still in their development phase. They are to be

supplied to a European customer.

Streparava India also has a high-pressure fuel injection pump housing, for which the end customer is a global giant in the passenger vehicle segment.

While the company's global product portfolio includes powertrain and driveline parts and chassis systems and sub-components, its local operations focus on manufacturing and supplying the former. The major share of business currently comes from the CV segment. Since it makes components for Euro 6-compliant engines, it exports these parts to the OEMs in Europe. The supplies to local customers are also indirectly exported to the foreign markets.

According to the company, apart from the organic growth at par with the industry projections, CY 2018 will witness SOPs (of new projects, some of which are mentioned above), which will be crucial for the future growth.

"Latest acquisitions made by the Group (globally) have further expanded our product and technology portfolio, and the same will open an array of new opportunities in the market," states an official company statement.

Streparava India aims to use the Auto Expo - Components Show 2018 as a platform to weigh the opportunities in transferring other new technologies and products from Europe to India.



The company has been operating in India since 2006, when it first came to this market on the back of a joint venture with its

Indian partner Sansera Engineering. In 2014, Streparava bought the JV, thereby making its India operations independent.

The company has six manufacturing plants worldwide with headquarters based in Italy (near Milan). It has three plants located in Italy and one each in Spain, Brazil and India (in Bangalore).

The company representative says that Streparava's global turnover is expected to cross 200 million euros via organic growth in its existing business by 2020. The Italian auto component supplier, which sees its Indian arm contribute up to 5 percent of its global turnover, is also open for making new acquisitions in future.

The priorities for its India operations include localising more parts at its Bangalore plant, thereby boosting its local business. Interestingly, it has recently designed and developed an independent suspension system for a zero emission vehicle in Europe. Streparava India is at Hall B (Lake / Booth No. 94). n

## INTERVIEW



**JAYANT DAVAR**  
FOUNDER, CO-CHAIRMAN AND MD,  
SANDHAR TECHNOLOGIES

### What strategy is Sandhar adopting to tap into the upcoming opportunities in the mobility space?

There is a lot of talk about a dramatic change coming in to sweep the powertrain space, but I believe it is going to take a while before all that happens. For the moment, we as a company are concentrating on the changes in terms of the mandates that the government has given, for instance the BS VI regulations, as well as the customer preferences.

With BS VI, there are going to be several opportunities in terms of how the engine operates and the outflow emissions. We have taken a very proactive step with our partners (Daeshin) in Korea, and are ready with oil filters and fuel pump modules for two-wheelers, which is a big market in itself and poses for a tremendous opportunity in the near future.

Moreover, safety regulations are getting stricter and as features like combined braking system (CBS) get mandated, we eye a big potential there as well. Helmets too are going to soon become mandatory for both riders and pillion on two-wheelers, and 50 million is the immediate market size which needs to be catered when this gets enforced. Auto electronics is a big area we are trying to pursue and have made large investments over the last few years. Now we are waiting for these to bear fruit. The next two years are going to be extremely important for the entire industry, and not just for Sandhar.

### What expansion plan do you have over this near-term horizon and what capex are you looking at?

We have 32 plants right now and eight are under commission. Our expectation is that by the end of CY2018, we will have a total of 40 operational plants. Over the past five years, we have made around Rs 650 crore in investments; while a large part of it is already done, now there will be some incremental investments towards balancing equipment and scaling up capacities.

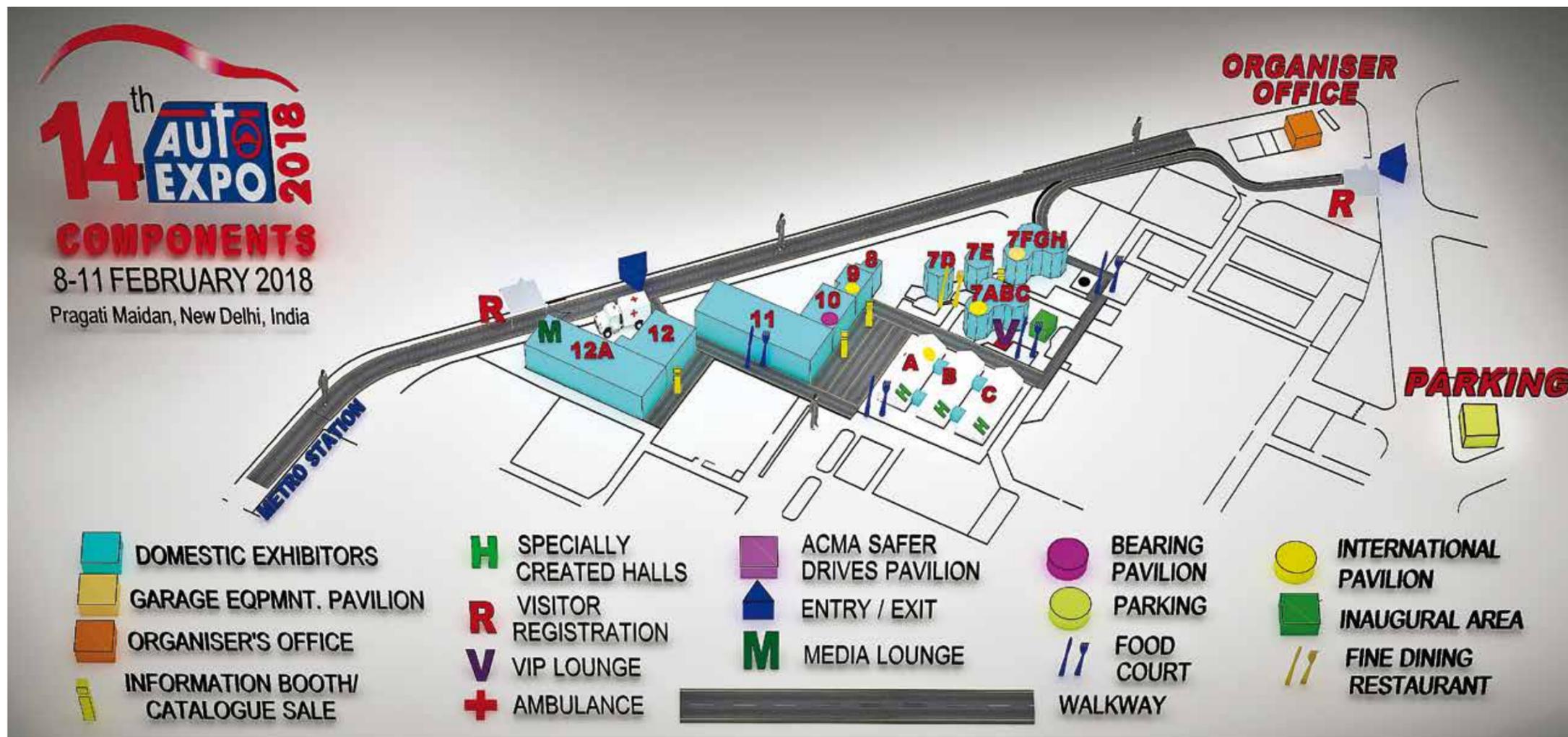
### Is the industry now on firm ground? What is your outlook?

Sandhar is unaffected by any of the upcoming disruptions in terms of propulsion technologies and we find ourselves in a good position in terms of the opportunities that we are trying to take on.

The facilitating aspects are all there. If the government is putting in a huge amount of investment on infrastructure, then that, in turn, corresponds to higher sales of commercial vehicles as well as construction equipment, where we are a major player in supplying cabins. To my mind, with the speed of change that is being portrayed by the government, my thinking would be that the industry should do really well in the years to come.

### Sandhar has been doing a series of collaborations in the recent past. Will there be many more in the coming future?

While I cannot reveal all that is going behind the curtains, it would, however, suffice to say that we are on a continuous journey of identifying technologies that we need to bring to India. We have covered up most of what the new mandates are talking about, but there are several other aspects which we have to do in terms of components of customer preference. n



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**INTERVIEW**

**How is the response for Elofic Industries at the Auto Expo?**

We have high engagement over the last three days and most of our customers and dealer distributors are visiting us. The response this year has been better than our expectations. We see Auto Expo as a platform to engage with the whole automotive ecosystem.

**Can you elaborate on the company's current business plan?**

There were some minor hiccups during the first quarter of this fiscal year due to GST implementation. There was an impact on the aftermarket business whereas the OEMs' business largely consistent and growing over 25 percent YoY. We are extremely excited about the business prospects with OEMs. We cater to all the segments of the automotive industry including two-wheelers, passenger cars, tractors, medium and heavy commercial vehicles, industrial, small engines, generators, off-highway, petrol chemical, and air-conditioning. We supply to quite a vast range of industries.

**What is the major focus area for Elofic Industries?**

The focus is technologies - to become a leader, today one has to be focused on technologies, new product development and constantly stay ahead. At Components Show 2018, we are displaying to all our customers that Elofic is BS VI-ready. We have a product that can meet the need of various OEMs; in fact, we are already working with several of them since inception stage as this takes time. Our team has constantly worked on BS VI technologies. We are also looking at global technological changes to equip ourselves to become future-ready.

What is Elofic's product portfolio spread in terms of various industry segments? With filters being an aftermarket product, overall 35 percent of our revenue are export; out of this 80 percent OEMs. The domestic aftermarket business is 40 percent and 25 percent is OEMs. Filters are the key products for us, lubrication is our secondary product, but five months ago we have added air purifiers for domestic and office purposes.

**To what do you attribute Elofic Industries' success in**

**the export market?**

India looks quite attractive for global OEMs for sourcing products from a supplier. Over the years, Indian suppliers have set up most modern manufacturing facilities with capabilities to supply quality products on a consistent basis. Our quality is respected by our overseas customers. We have a warehouse in all the key overseas locations to store products and able to supply just in time to our customers. Quality and reliable delivery are critical to gain customer confidence. Our majority of the exports are to North America and Europe.

**Elofic has been growing consistently both in domestic and overseas markets. Do you foresee any challenges in the near future?**

I think we have to keep de-risking ourselves as OEMs have been dependent on suppliers in terms of sourcing critical products in just-in-time. Therefore, as key suppliers, we have to be ready ourselves to address the need of the OEMs through some contingency plan if there is any production disruption. We are working on this area quite seriously to ensure that supplies to OEMs are

consistently maintained.

**How many plants does Elofic currently operate and in which locations?**

We have six manufacturing locations - four plants are in the NCR region, one plant in Himachal Pradesh and one plant in Hosur. We are among few companies which are self-reliant in terms of child parts. We manufacture all the components required for filters in-house. We have our own press-shop, injection moulding, oil blending and grease making for lubricants. We believe in having all the manufacturing control in our hand. This helps us in pricing, cost, quality, and reliability in terms of delivering products to our customers. Every year we invest more than Rs 25-30 crore in plants capacity, upgradation and investment in technologies; this is a process which will continue.

**What are your growth expectations over the next 2-3 years?**

We are a 66-year-old company and in all these years Elofic has never seen a decline in growth. We will certainly continue this trend going forward. Depending upon the market conditions, the growth may slower or higher but every year we have been growing. n



**K D SAHNI**  
JOINT MANAGING DIRECTOR,  
ELOFIC INDUSTRIES

**ATS Elgi's SmartWash attracts distributors and visitors**

ATS ELGI, WHICH has one of the widest ranges of garage equipment in India, is having live demonstrations of its SmartWash automatic car wash, which is drawing a considerable audience. This machine, which offers better technical efficiency and longevity, is targeted at garages and vehicle service providers.

SmartWash is equipped to deliver a spotless and

glossy car in a little more than five minutes. ATS Elgi says the machine is suitable for any garage which is in need of quick automation to streamline its washing process. The key feature includes wash systems with soft brushes, shampoo and waxing and simultaneous under-chassis wash.

Besides this, it is also exhibiting new technologies in vehicle servicing equipment -



automatic car washer, vehicle test lane, and panel repair systems. While the indoor stall is primarily dedicated for body shop and vehicle diagnostic products - plastic repair system and vehicle test lane - the outdoor stall displays washing equipment, which includes automatic car washer, under-chassis washer, 360-degree washing boom and car washing pump among others. n

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# ARaymond Fasteners India focuses on assembly solutions



The company stall is seeing high footfall of business visitors; Kapil Rai, general manager (Sales & Marketing) and Manish Padharia, MD, ARaymond Fasteners India.

FRENCH SUPPLIER OF non-threaded fasteners and quick connectors, ARaymond Fasteners is displaying some of its latest connecting solutions suitable for the upcoming BS VI emission norms.

Manish Padharia, managing director, ARaymond Fasteners India, says: "The 2018 Auto Expo Components Show has been very busy for us. I can clearly see that the customers are now more focused on the BS VI emission norms and they are looking for cost effective solutions for the same. They are also looking for solutions around electro mobility."

BS VI emission norms demand necessary measures for the OEMs to aggressively work on the front of quality and reliability of components including reducing weight of parts across the entire vehicle structure.

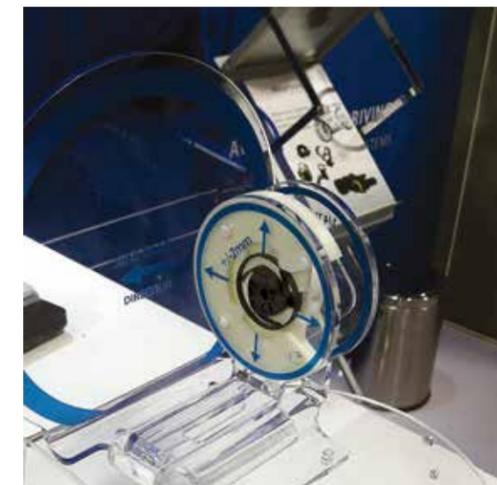
"Along with that, the incoming safety norms and the market demand

for connectivity solutions is driving the need for compact and lightweight solutions. So it's not only about the connectors, it is about integration of products thereby offering smart assembly solutions," adds Padharia, who claims to have had very busy days at the 2018 Auto Expo Components Show at Pragati Maidan.

#### COMPLETE ASSEMBLY SOLUTIONS

The top company official says that ARaymond Fasteners India is focusing on providing complete assembly solutions in the wake of the incoming demand on the back of BS VI emission norms and electric mobility.

"We want to integrate number of parts, we want to ensure that we provide them solutions for light materials, which may be made of new advanced composites. Our priority is to help them with the new incoming norms. We are not here to sell a product,



Side crash fastener is a prominent safety ARaymond product.

we are here to sell what our customers require. To do so, sometimes we discard our own existing solution while we develop new. This is inherent DNA of ARaymond," he underlines.

#### LIGHTWEIGHTING A FUNDAMENTAL STRENGTH

The managing director of ARaymond Fasteners

India calls lightweighting his company's key subject. "Developing lightweight solutions is our core strength. We strive to provide our customers the right assembly solutions based on their needs, based on serviceability and based on the warranty," he says.

The company, which will undoubtedly see a spurt in its business under the

implementation of the BS VI regime, expects good growth in the near future. While it is preparing to stay aligned with its order book, it is also focusing on the value per part it offers to its customers.

"This approach is delivering higher growth than the market average," Padharia quips. According to him, ARaymond Fasteners India's FY2016-17 business stood at about Rs 220 crore. It is targeting to breach the Rs 300 crore turnover by the end of the ongoing fiscal.

#### SIDE CRASH FASTENERS

Among many products, ARaymond is displaying side crash fasteners, which come under its safety portfolio. In case of side or frontal impact, the trims (attached on the car's body) must not detach and hit the passenger(s). The company's side crash fasteners offer safety by ensuring that in the event of an accident, the trims remain attached. n

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INTERVIEW

**What are the new and existing products and technologies that NEI is displaying at the Components Expo 2018?**

Our dynamic R&D centre is focused on providing innovative and effective technological responses to help develop the right products. Our superior manufacturing capabilities and innovative design and product development, combined with a flexible approach in addressing market challenges, are supporting nation-wide initiatives like digitisation, care for environment and resource conservation.

Considering the ongoing legislation towards BS VI, energy efficient solutions for the automotive industry is one of the focus areas. For that reason, we have axle solutions where in small applications we have low torque ball bearings instead of taper rollers bearings. For heavy duty, we have unitised solution with better internal geometry and sealing solution to have less friction torque. We have also developed solid lube coatings, which reduce the friction and at the same time resist adhesive wear under poor lubricated condition, thus enhancing service life significantly.

**Under Reliability Improvement Solutions:** We are working on ready to mount bearing assembly, where in paired bearing for pinion solution / unit bearing for wheel application will ease the assembly process at OEMs. We are also providing integrated solutions like Preset Hub Assemblies for the wheel end CV segment.

The current legislation may also demand for high power-to-weight solutions, where in our longer life solution, example, coated / special material and heat treated bearings would be perfect fit which will give 2-3 times more life compared to standard variants. This would also help in downsizing the current applications. For example, our 'HCR', 'SLC' and 'Optimile' series bearing are already developed for wheel and transmission applications.

The high-speed application being demanded in electric vehicles would be catered through efficient



**ROHIT SABOO**  
PRESIDENT AND CEO,  
NATIONAL ENGINEERING INDUSTRIES

seal design, low friction bearing solutions along with specially developed insulated bearings and hybrid bearings.

Further for extreme environment conditions, we have developed coatings to prevent corrosion on external surfaces significantly for a very long period and surface treatment over bearings which can prevent corrosion as well as resist adhesive wear, thus enhancing service life.

**What is NEI's outlook on the preparedness of the industry for the BS VI emission norms?**

BS VI is a mammoth R&D project undertaken by the automotive industry in India. As per analysts, BS VI is expected to bring around an 80 percent reduction in sulphur content, from 50 ppm to 10 ppm, NOx emissions from diesel cars are expected to come down by nearly 70 percent and, from cars with petrol engines, by 25 percent.

The transition will involve overhauling the working dynamics of the automakers and will alter the cost structure forever and is, therefore, considered to be one of the most challenging technical transformations.

One of the critical areas related to automobiles today is the conservation of natural resources. In a vehicle, only about 12.6 percent of energy is used for moving the vehicle, whereas 62 percent is lost to engine friction, engine-pumping losses and to waste heat, 17 percent is lost in idling, 2 percent lost in accessories operation and 5.6 percent lost in the drivetrain due to friction and slippage.

By understanding the various torque contributors to the bearing such as grease, seal and internal bearing geometry, NBC manufactures a wide variety and range of bearings for automotive, industrial and railways applications. NBC's assortment of bearings includes large diameter special bearings for the railways, steel mills, heavy engineering Industries and power generation plants. The company also manufactures axle boxes for railway rolling stock, and other allied, special and next-generation products to improve fuel efficiency and reduce friction.

Further, we also manufacture a wide range of both metric and inch series deep groove ball bearings, angular contact ball bearings, self-aligning ball bearings among

others, including Thermo Mechanical Bearings (TMB) for longer life and special heat-treated bearings for dimensional stability at high temperatures.

NBC has engineered fuel efficient bearings for transmission and wheel bearing application for the two-wheeler segment as well. Various other programs are underway and NBC is working towards extending the technology to other areas.

**What is your perspective on the new market opportunities in the automotive industry in 2018?**

The auto industry is set to witness major changes in the form of electric vehicles (EVs), shared mobility, Bharat Stage-VI emission and safety norms supported by robust R&D.

Automobile production in India is anticipated to grow at a robust pace in the coming years, and the expanding fleet size and growing replacement market will further fuel the demand of automotive bearings market in India.

In fact, the Indian automotive components industry also experienced significant growth over the last few years due to a buoyant end-user market and improved consumer sentiment. Additionally, the India automotive aftermarket is expected to grow at around 10-15 percent to reach US\$ 16.5 billion by 2021 from around US\$ 7 billion in 2016. n



SNAP SHOTS



What you see is what you get. The JTEKT stall had this cutaway of the Toyota Prius hybrid.



Delux Bearings showcased its latest portfolio for CV application.



Growing demand for electronics is visible at the Napino Auto booth.



The TVS Group had a strong presence at the Auto Expo with its many component arms.



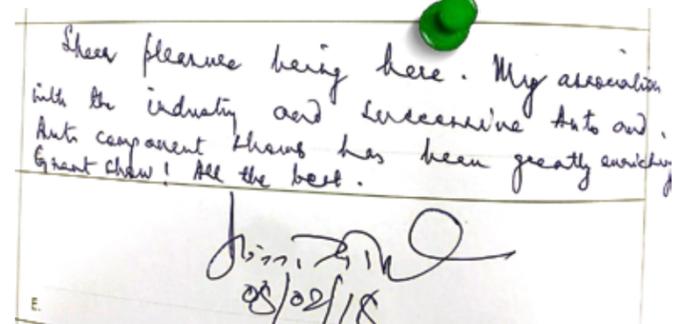
The Hunter Roadforce wheel balancer is a unique offering from Madhus Garage.



Autoform India displays its premium range of car seat upholstery.



A note from Anant Geete, Minister for Heavy Industries & Public Enterprises, government of India, which will be much treasured by the Auto Expo organisers.



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