



ACMA
Automotive Component Manufacturers Association of India

SIAM
Society of Indian Automobile Manufacturers



B20 India Secretariat
CII
Confederation of Indian Industry

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OICA
The International Organisation of Motor Vehicle Manufacturers



AUTO EXPO NEWS

GLOBAL PLATFORM FOR FUTURE TECHNOLOGIES & INNOVATION



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INDOMITABLE SPIRIT RULES

As the crowds grew on Day Two of the Auto Expo Components Show 2023 in Pragati Maidan, it was all about business, networking, and forming new partnerships with Indian and global component players, ushering in a new era for India's component ecosystem, which remains resilient and innovative, and appears ready to take on the world



The 16th edition of the Auto Expo Components Show, which emerged from the epidemic, was a phenomenal success, gathering a historic number of people to the show that has become synonymous with innovation. Day Two showed a resurgence of interest among exhibitors and visitors in working together on a wider scale to help push the industry down a well-lit path to the future. Given the expo's historic success, experts feel that the goal of Design in India for the World is not out of reach

A sizable crowd flocked the Auto Expo Components Show 2023 on January 13 to see and experience the latest technology advancements in components sector

High on Business Confidence

Business meetings and visitor inquiries stole the show on Day Two of the 16th Auto Expo Components Show, where products and technological advancements in the EV sector and green mobility remained big crowd-pullers, as attendance climbed, making it a phenomenal success

Riding high on excitement and renewed confidence, exhibitors at the Auto Expo Components Show were seen fielding business inquiries on Day Two, as visitors showed a keen interest in new products and technical breakthroughs on display. This has increased component makers' and innovators' business confidence, enhancing their ability to alter not only the Indian auto industry, but also serve as a design, innovation, and manufacturing hub for the rest of the world.

Sunjay J Kapur, President, ACMA, stated that the 16th edition of the event was "phenomenal and historic" in terms of placing the Indian component sector on the correct course to growth. The crucial message, he noted, is that the onus is now on industry leaders and other key players to move things forward. He went on to say that the government's support for the industry has been wonderful, and that moving forward, it will be more of a collaborative effort.



According to Kapur, 'Design in India' will be the next big thing for the auto component market, and collaborative ventures and technological alliances will reshape the sector in the near future.

Visitors were captivated as innovative and sophisticated innovations in the components sector, in both greener and cleaner energy-saving formats, were launched and presented during the expo.

"More and more new players with no prior expertise in the automobile sec-

tor will enter and demonstrate what they can do to disrupt technology and the way mobility will function. Electric automobiles are currently popular. I believe electric vehicles will play a significant role, both in urban India and elsewhere," said Vipin Sondhi, Chairman, CII National Committee on Future Mobility and Battery Storage as also Chairman CII National Committee on Technology, R&D and Innovation.

The return of the show in physical format after a nearly three-year hiatus has undoubtedly played a key role in

KEY HIGHLIGHTS

- Big Boost to Design in India
- Innovations in EVs steal the limelight
- Business Networking order of the day
- Exhibitors Excited about Prospects
- Strengthens Confidence in Indian Component Ecosystem

generating a desire among business visitors and exhibitors to meet face to face in person to discuss and understand the products and services on offer, which cannot be achieved in a virtual environment, as Anurag Thakur of Voestalpine and Narendra Panchani of Rajkot Engineering Association, which has 50 member companies participating in the show, have both stated.

Big Boost for Global Partnership

This expo has developed as an ideal venue for networking with international players, and many visitors were engaged in professional discussions, providing an excellent learning opportunity

The Auto Expo Components Show 2023 has given a big boost to international collaborations with companies from countries including Canada, France, Germany, India, Israel, Italy, Japan, Poland, Singapore, South Korea, Switzerland, Chinese Taipei, Thailand, UK and USA, which are showcasing their products and innovations in anticipation of winning partners from India. Besides six countries – France, Germany, Japan, Poland, South Korea and UK – setting up their Country Pavilions at the expo, international business delegations from 15 countries are expected to create business synergies, giving a big push to Indian component manufacturers to remain competitive when it comes to incorporating latest technologies in their products and services.

This exhibition has emerged as a perfect place for networking with international players, and a lot of visitors were attending professional talks which provides a great learning experience. It also presents a great opportunity for MSMEs operating in the component space to update, learn, and excel in the latest technologies from across the globe in order to evolve in the value chain.

Saleri, an Italian company with plants in Europe, Mexico and China is looking to setup their shops in India. "We are offering all sorts of water pumps, for all vehicles that includes electrical vehicles as well as conventional engines. These are the electrical pumps nobody is making right now in India. Research and development is going on all over the world, but we are the only company having ready product available with us. So, this is a tested and productionized product in Europe and in Mexico, and the same product will be made in India," said Vaibhav Badvar, Head of Sales and Business Development-India.

ShinDegen, another Japanese company, which has set up a stall at the exhibition, is exhibiting a variety of products like ECUs for two-wheeled electric vehicles, which are expected to become more popular in India. The company is releasing its latest PCU at the expo for the first time anywhere in the world. They expect Indian business visitors to experience their products and form long-term partnerships.

COUNTRY PAVILIONS

FRANCE, GERMANY, JAPAN, POLAND, KOREA, UK

A collage of images related to the country pavilions. It includes the official logo for the '16th Auto Expo Components' held from 12-15 January 2023 in Pragati Maidan, New Delhi, India. Below the logo, there are five small images representing different countries: France, Germany, Japan, Poland, and South Korea. Each image shows a group of people at a trade show booth, likely the respective country's pavilion.

Future Technologies on Display

At the expo, ACMA has set up a theme-specific pavilion with products from startups and affiliates of well-known component manufacturers showcasing their innovations for both EV and conventional vehicles

As Emerging technologies are set to define the future of mobility, the theme and focus of Auto Expo Components Show--“Technovation – Global Platform for Future Technologies & Innovation”–has aptly set the tone for future areas for innovation for India’s component industry.

The theme-focused pavilion put up by ACMA at the expo, features products from startups and subsidiaries of established component makers exhibiting their innovations for both EV and conventional vehicles. Whether it's battery Housing and motor housing, E-Axle Drive, digital-twin benchmarking, applications for product design, engineering and digital manufacturing or LSR components for EVs, each small booth has technology to demonstrate that will drive the future of mobility.

In total, there are 24 companies with breakthrough products, many of which are yet to be launched in India. As the auto component sector is witnessing huge shifts owing to technological advancements, and shifting focus on clean and efficient use of energy, these innovations will help the sector to move towards a green future.

Each pavilion generated a great deal of interest among business visitors, who were seen interacting with the exhibitors to understand the product application and other details.



B2B: Creating New Synergies

On Day Two of the 16th Auto Expo Components Show, numerous business-to-business meetings and networking events were held at the specifically created venue for companies to forge new business alliances and cement enduring relationships





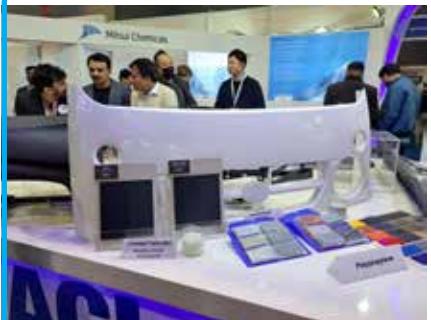
Buzzing with Excitement!

An amazing response was seen on Day Two of the Auto Expo Components Show, bringing hundreds of business visitors face to face with exhibitors showing a wide range of products, from the tiniest OBC in the world to weatherproof tarpaulin, encompassing the full spectrum of innovative components.



Innovative Products for Mobility

With focus on EV innovations and products, a good number of components manufacturers are showcasing their products for the EV industry as well as conventional vehicles at the Auto Expo Components Show 2023



Low Weight Tailgate and Sunroof

This product by Mitsui Chemicals is used in Honda cars in Japan and USA. The company is looking forward to attract EV manufacturers to use it in their products owing to its good strength and low weight.



Tyre Changing Attachment for EVs

This product by Sarveshwari Technologies has been uniquely designed for EVs. While changing a tyre in EV, the shaft on the hub normally touches the base of the tire changer. The company has made an attachment which makes it easier to change the tires.

Energy Efficient Power Control Units

These energy efficient PCUs by ShinDengen are focused on EVs in two-wheeler segment which use 12V electric components. It is tuned with software and provides data on efficiency, speed, torque, etc.



Nano-Catalyst for coating CDPF

This product by Soltek aids in low temperature regeneration on DPF fitted BS6 diesel vehicle and improves efficiency by lowering carbon emission.



Friction Motor Cooling System

Developed by Alkraft Thermotechnologies for EV buses, it's a cooling system completed integrated with an electric fan and is supplied as a complete kit including hoses, frames everything that can be directly fitted to the vehicle.



Semi-Solid Li-Ion Cell

This product by TVS Lucas subsidiary Indeon is India's first Semi-Solid Li-Ion Cell with unprecedented level of safety. This has been extensively tested eliminating the possibility of metal contamination. It can be used by EVs in both two-wheeler and three-wheeler segment.

On-board Charger (OBC)

The maker of world's smallest OBC has put this product on display, which can be used both by fleet operators and individual customers with convenience.



Digital Twin Benchmarking, Delta Costing and Iceberg 3.0

These services and products by Caresoft Global Pvt. Ltd have a unique technology to scan cars similar to when a human goes to a CT scan to diagnose a problem.



PVC Fabric Tarpauline

This unique product by Edscha Trailer Systems is being customized for the Indian requirements. For example, the ruler to hold the Tarpauline is made of aluminium for European conditions, but in India it is being made using galvanized steel to make sure it's strong enough to prevent any damage to goods while transporting.



LSR Components for EVs

These tiny components by Futech Polymer made of silicone rubber parts are used in combined charging systems and can support all kinds of EV chargers in cars. The company has also been making rubber products like injection molding as well as compression molds.

Future Tech Critical for EVs

Each edition of the show will place an increasing emphasis on futuristic technologies. Whatever is topical at the time will be highly exciting for young people, exhibitors, and OEMs all put together, says Vipin Sondhi, Chairman, CII National Committee on Future Mobility and Battery Storage

How has the Auto Expo Components Show shaped up, given that people were missing out on business for three years?

First I must congratulate both CII and ACMA on coming back strongly after three years following COVID to put up a magnificent show. Judging by the quality of footfalls and the number of footfalls, it has generated a huge amount of interest. At the Technovation pavilion, where each small booth, whether it's a startup, or it's a newcomer, has the technology to show that is going to lead the future. The show has evolved over a period from auto show that was focused on a few OEMs to become a mobility show. We're going to have more and more new players who have had no previous experience with the automobile industry actually come in and show what they can do to disrupt technology and to disrupt the way mobility will work. The current flavor is electric vehicles. I think electric vehicles, at least for the urban India as well as overseas is going to play a huge role.

From the perspective of component industry, how is it going to transform going forward?

Technology as it evolves in the future is going to depend a lot on usage. The region in which it is being used, as well as the type of vehicle required. Electric vehicles will be more and more used in urban areas, because that's where you can set up an ecosystem for charging infrastructure and for batteries, etc. So, it will be mainly passenger vehicles, two wheelers and light commercial vehicles which are required to work from warehouse to the city. The moment you get deeper into our country, intercity buses, intercity trucks will likely go the hydrogen route for which maybe hydrogen corridors will have to be set up between metro cities. When I re-imagine the future, I see engines will not go away, because the rural part of the country will still need an ecosystem that will have to be created. But we have to remember that diesel as it is now is going to be clean diesel. It can be utilized without affecting too much climate change in a negative way. So when we look at the future, I see electric vehicles in

urban areas and Metros, but engines in intercity buses, trucks, on the hydrogen route. This will be the scenario for over the next 10 years up to



Vipin Sondhi, Chairman, CII National Committee on Future Mobility and Battery Storage

2030. After that, newer things will come up. But what's important is that each edition of this show will focus more and more on future technologies. Whatever is relevant at that point is going to be very exciting for young people, for exhibitors, and for OEMs everybody all put together.

How can the component industry become a supplier for major EV vehicle manufacturers in the world?

The automobile industry and components in particular over 40 years have not only grown domestically, but have been a strong base for exports. Almost every vehicle overseas has an Indian automobile component either made in India or owned by India, if it is closer in Europe or USA. That strength we have to retain in electric vehicles, and then in hydrogen fuel cell vehicles. In order to retain that domestic base the industry will have to work very hard, and it can only come through technological innovation.

Going forward how can collaborations and partnership work to ensure the growth of the sector?

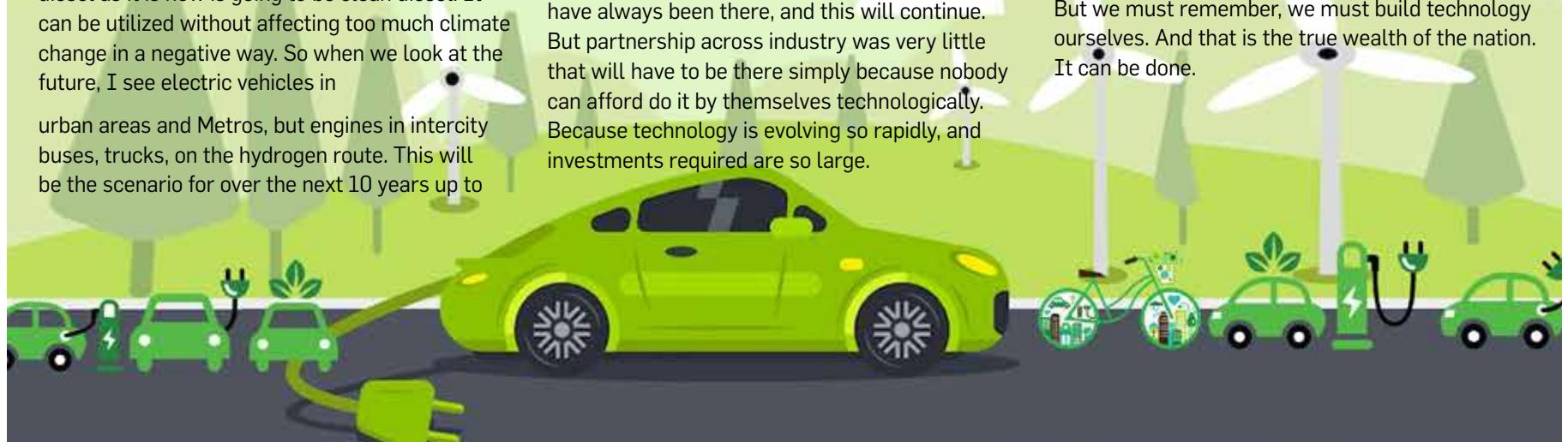
What is very clear is that no one company can do it all. No set of companies can do it all. So it's very important that partnerships, not only amongst OEMs, but also amongst component manufacturers will have to be created, which never existed. The partnership between components and OEMs have always been there, and this will continue. But partnership across industry was very little that will have to be there simply because nobody can afford do it by themselves technologically. Because technology is evolving so rapidly, and investments required are so large.

KEY CHALLENGES FOR THE EV INDUSTRY

- The challenge in the EV industry is that we must be mindful that global supply systems, whether for raw resources like lithium or finished goods, will be constantly disturbed. For example, magnets are essentially material oriented. We must ensure that the technology is as close to us as feasible.
- To nurture the medium and small industries is another challenge. Technology is changing so quickly that we can't keep up. We need to upskill them and make sure that everyone at a medium and small company is continuously reminded that they need to be upscaled and that there is someone available to supply that scaling, such as an OEM. This is a significant challenge because the majority of our country's employment and industrial base are concentrated in this sector.
- The final obstacle that we will face is financial. A lot of insurance and financial decisions are made using data that is readily available. But, if no data is available, on what basis does a bank, a nonbanking financial organisation, or an insurance company make a financing decision? As a result, they will have to work around this.

What are the inherent strengths and advantages for the component industry?

We have the inherent strength of already having a large domestic base as also a large export base as far as components is concerned. So that strength already exists. The question is how do we capitalize on that strength and keep moving forward. The advantage of a large domestic base is that anybody in the world will want to participate here. So we will always have continuous access to technology. But we must remember, we must build technology ourselves. And that is the true wealth of the nation. It can be done.



Exhibitors Speak their Mind

Exhibitors express happiness to have received an excellent response from visitors at the 16th edition of the Auto Expo Components Show as they look forward to closing deals and exchanging ideas



Onnen Freiherr von Bredow,
Head Asia-Pacific and India
Vice President,
Dorken Coatings

The exhibition is attracting good crowd, which has been good for business networking. I like to learn from professional talks with a lot of visitors here. This exhibition is very different from the ones in Korea, which are more focused nationally.



Osamu Sekoguchi, Sr.
Manager, Sales
Planning and
Management
Dept., Marketing
and Sales Div.,
Maxell, Ltd

We have 70% global market share in heat resistant coin type CR battery. It is a mandatory component especially in the United States, Europe and China. We are looking forward to India making it mandatory as part of a safety measure.



Anurag Thakur, Assistant Manager
(Marketing), Voestalpine

A huge number of people are coming to our stall to understand our products and their application areas. So, it gives us immense pleasure to meet people again after the pandemic. It's always good to meet people in person and exchange ideas.



Colette Carter, Business
Development Manager, Penske

It's been a fantastic opportunity. And given what I've learned about the automotive industry in India, I'm very much looking forward to working and being a part of the evolution of what is happening in the EV market.

Basil Mohamed Siddeeqi,
Managing Director, Alkraft
Thermotechnologies Pvt Ltd



It has been a phenomenal situation in the last two days. So much of customers have been coming to us and we have never seen this kind of interest and enthusiasm before. It's a positive sign.



Narendra Panchani,
MD, Vikas Exports

Rajkot Engineering Association has the largest pavilion in the 16th Auto Expo. After three years, I think public wants to go outside to do business. Last July the Auto Expo Committee declared that there is no more space available, which shows that people are crazy for Auto Expo.



Kosuke Nakada, Sr. Sales
Executive, Shindengen
Electric Manufacturing Co.,
Ltd

Our PSU and ADC converters are ready for India launch. We feel good to be here and able to attract a lot of customers. It will really benefit us to increase our sales and reach our target.



Durga Panindar,
Area Manager-Sales, Edscha
Trailer Systems

We have a sales office in India and our product helps keep goods fresh and safe till 60 degrees celcius temperatures. We are happy to answer so many queries coming from visitors. Business prospects look good to us.

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