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# ***AUTOGUIDE***

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SINCE 1966

India's Automotive Industry & Trade Journal

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**with full force**



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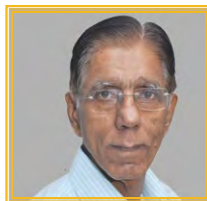
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## Editor's Viewpoint



**Late JOGINDER P. MALHOTRA**  
Founder



**M.P. MALHOTRA**  
Chairman - Editorial board



**SHILPA MALHOTRA**  
Executive Editor

## It's back to business, with full force

With some respite from the pandemic and gradual opening up of business activity across the country, the automobile industry has embarked upon growth trajectory in a proactive manner. True to its resilient nature, the sector is doing its best to make up for the lost time while being fully conscious of the uncertainties ahead. The bouquet of stories packed in this issue is reflective of the positivity prevailing all around without letting down of the guard.

The overall sentiment is boosted by the healthy sales numbers during the past two months. After robust sales in June, the month of July also saw almost all the major carmakers witnessing substantially high sales. While the leading players, Maruti Suzuki and Hyundai Motors, posted 37 per cent and 26 per cent YOY growth respectively, Tata Motors recorded a whopping growth of 101 per cent. Toyota, MG Motor, Nissan and Skoda, too, posted three-digit growth. The performance of the other segments was equally encouraging.

A firm indication of the upbeat morale is provided by the Cover Story based on media reports during the past few weeks. Apart from detailing massive investments recorded by the EV industry during January-July 2021, the story lists ambitious expansion and investment plans chalked out by several auto majors and component players. Prominent among these are Maruti Suzuki's plan to pump in about Rs 18,000 crore for a new factory premises in Haryana and Tata Motors' announcement of Rs 28,900-crore investment, mostly for its British arm Jaguar Land Rover. Besides, Hyundai, Bajaj Auto, Hero Electric, Omega Seiki, Sona Comstar and Sonalike Group have also lined up crores for the next few years.

The issue also comprises a feel-good story about Maharashtra and Rajasthan coming up with their electric vehicle policies. While Maharashtra aims for EVs to make up 10 per cent of all new vehicle registrations by 2025, Rajasthan focuses on demand-creation by offering cash benefits to electric two and three-wheeler buyers. We also carry the ACMA Annual Industry Performance Review for fiscal 2020-21, which states that the turnover of the automotive component industry registered de-growth of 3 per cent over the previous year. Understandable enough, but the good thing is the apex body is "cautiously optimistic" about the current year with vehicular demand picking up.

*Enjoy the August package!*

**THE COVER STORY  
LISTS AMBITIOUS  
EXPANSION AND  
INVESTMENT  
PLANS CHALKED  
OUT BY SEVERAL  
AUTO MAJORS  
AND COMPONENT  
PLAYERS.**



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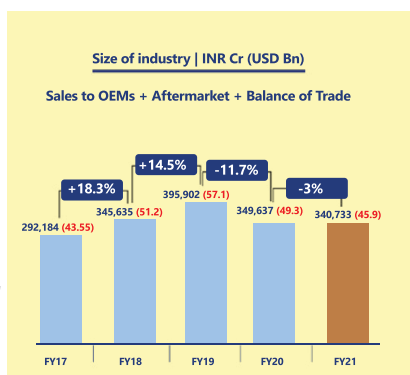
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### SUBSCRIPTION RATES

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# With pent-up demand and eased curbs


## July sales become robust

**W**ITH the easing of lockdowns and travel restrictions in several states, almost all the major carmakers witnessed substantially high sales in July. Besides the pent-up demand, the low base a year ago also contributed to auto companies posting higher sales numbers during the month.

Maruti Suzuki, the largest car manufacturer in the country, sold 1,33,732 units in July, registering a 37 per cent YOY growth compared to the same month last year. The carmaker sold 89,953 units of sub-compact hatchbacks and sedans last month as opposed to 68,787 units in July 2020, registering a 30.77 per cent growth. As for utility vehicles like *Ertiga*, *Vitara Brezza*, *S-Cross*, and others, it sold 32,272 units of such vehicles as compared to 19,177 units sold in July 2020, an increase of 68.28 per cent.

South Korean carmaker Hyundai dispatched 48,042 units in July marking a growth rate of around 26 per cent on a year-on-year basis. The company's seven-seat *Alcazar* contributed significantly to these figures. The auto major had sold 38,200 units in the same month a year ago. Commenting on July numbers, Mr Tarun Garg, Director (Sales, Marketing & Service), Hyundai Motor India Ltd, said, "A positive growth momentum is clearly visible in the passenger vehicle Industry with the stabilisation of macro-economic factors, good monsoon and increase in consumer shift towards personal mobility."

Tata Motors recorded a whopping YOY growth of 101 per cent in July 2021 with 30,185 units sold. This is more than double the number of cars it sold in the same month

	July 2021	June 2021	% change		July 2021	June 2021	% change
<b>Passenger Vehicles (PVs)</b>				<b>Two-Wheelers</b>			
Maruti Suzuki India	1,33,732	1,24,280	8	Royal Enfield	39,290	35,815	10
Hyundai Motor India	48,042	40,496	19	Hero MotoCorp	4,29,208	4,41,536	-3
Tata Motors	30,185	24,110	25	<b>Commercial Vehicles</b>			
Toyota Kirloskar	13,105	8,801	49	Volvo Eicher	4,271	2,438	75
Honda Cars India	6,055	4,767	27	Tata Motors	21,796	19,594	11
MG Motors*	4,225	3,558	19	Maruti Suzuki**	2,768	1,916	44
Nissan India	4,259	3,503	21				
Skoda Auto India	3,080	734	320				
*Retail sales ** (Super Carry)							

last year. The company managed to achieve this feat largely by ensuring a diversified and fresh portfolio with launches like the Dark Editions of *Harrier*, *Nexon*, *Nexon EV* and *Altroz* along with *Tiago NRG*.

Besides Tata Motors, Toyota Kirloskar Motors, MG Motor India, Nissan India and Skoda also posted three-digit growth during last month. While Toyota sold 13,105 units, up 143 pc from 5,386 units recorded in July 2020. Skoda posted 234 per cent growth with 3,080 units sold last month as against 922 units sold in the same month a year ago.

Nissan posted the highest YOY growth at 443 per cent. The automaker sold 4,259 units, up from 784 units registered in July last year. Mr Rakesh Srivastava, MD, Nissan Motor India, said, "Customer sentiments have improved with opening of most of the markets. Nissan has achieved its highest sales in the last three years."

MG Motor India sold 4,225 units last month, a growth of 101 per cent from 2,105 units registered in July 2020.

Honda Cars India registered 13 per cent YOY growth with 6,055 units sold. The Japanese car brand had recorded 5,383 units in July last year.



# Cautiously optimistic industry looks towards future

## Auto firms eye expansions, plan huge investments

**N**OTWITHSTANDING the ongoing pandemic and accompanying fears of a third wave, the predominant sentiment in the automobile industry is highly positive. Having withstood unprecedented losses due to successive lockdowns and travel restrictions, it is wasting no time in getting back to business with renewed vigour. An all-round growth is the overarching mantra and no effort is being spared to achieve that.

The healthy sales numbers during the past months have helped in infusing an upbeat sentiment and several auto players have outlined massive expansion and investment plans. A close look at the recent media headlines reveals that while being cautiously optimistic, most of these automobile and component manufacturers, and some ancillary players, have their eyes focused on growth strategies and building a brighter future for their companies.

Maruti Suzuki India seems to have taken a lead in this regard by lining up the country's largest single-location automobile investment. In a recent interview to a leading English daily, the MSIL Chairman, Mr RC Bhargava, said the company plans to pump in up to Rs 18,000 crore for

a new factory premises in Haryana, which may have a peak annual capacity of 10 lakh units.

He said the company "would like to shift quickly" to the new location but pointed to a series of issues. "It (the plan) went in cold storage due to COVID last year. Now again, it's being reviewed. But we have an additional issue to sort out. Haryana's local job reservation policy, which we are looking into," the Maruti Chairman told the newspaper. "We are concerned about it. We are talking to them, (and) asking the state Government to work out a solution which can make everyone happy," he said.

According to another report in the same newspaper, Hyundai India recently landed in Gurugram with Rs 2,000-crore investment plan in tow. The Korean company opened its corporate office, built at an investment of Rs 1,000 crore over the past three years, in the heart of the millennium city. Hyundai's India headquarters, said the report, has a total built-up area of 28,000sqft and has green elements such as 50kw solar panels on the rooftop, 14 charging units for electric vehicles, and a 400sqmt 'green wall' with plants.

The homegrown auto major Tata Motors, too, has announced an investment of Rs 28,900 crore, mostly for its British arm Jaguar Land Rover. Tata Chairman Mr N Chandrasekaran informed shareholders that the company is also looking to raise capital separately for its electric vehicle segment and aiming for 25 per cent sales in the segment in the medium and long-term, from its current 2 per cent. The company had announced earlier that it will be launching at least 10 EV models before 2025.

Among the EV players, Hero Electric Vehicles has planned an investment of Rs 700 crore by 2025 to rev up its business expansion, including setting up of a new manufacturing unit. The company has already raised Rs 220 crore to part-fund the activities, according to a top company official quoted in media reports.



Hero is planning to set up the new manufacturing facility with an annual capacity of 10 lakh units, besides increasing production at its current plant at Ludhiana to 3 lakh units per annum. Moreover, the company is also ramping up R&D, marketing, dealer network expansion, along with expanding its supply chain, service network and charging stations.

Another EV player, Omega Seiki Mobility (OSM), signed a MoU early this month with Youth Rural Entrepreneur Foundation (YREF) to set out the framework under which OSM and YREF will set up a complete electric vehicle manufacturing facility at Ghazipur in Uttar Pradesh. The OEM will invest Rs 100 crore in the state and will be creating 10,000 jobs in the next two years, claimed the company.

Two-wheeler major Bajaj Auto is in the process of forming a separate wholly-owned subsidiary with a view to participating in the electric vehicle segment. According to media reports, the company informed Bombay Stock Exchange that the Board of Directors had approved the incorporation of a wholly-owned subsidiary at its meeting on July 22. The name of the subsidiary is being finalised and it will have a proposed authorised capital of Rs 100 crore.

Leading automotive systems and components manufacturer Sona Comstar has outlined an investment of Rs 370 crore in its new manufacturing facility which was opened a few months back at Manesar, in Haryana. The state-of-the-art facility, which will manufacture differential assemblies and e-drive modules, is spread across 5 acres and is expected to generate direct employment for 720 skilled workers. Significantly, in February this year, Sona Comstar had filed papers to raise Rs 6,000 crore via an initial public offering (IPO).

Sonalika Group, one of the country's leading tractor manufacturers, recently set up a new high-tech facility at Amb in Himachal Pradesh with an investment of Rs. 200 crore to roll out advanced quality harvesters. The new plant is spread across 29 acres and is designed with multi-stage CED (Cathode Electric Deposition) paint process often seen at car manufacturing facilities.

Apart from these reports about investment plans by various auto companies, prominent business daily, The Economic Times, came up with a special report on the Indian EV industry recording massive investments in the last seven months.

According to the ET report, collective investment done by e2W, e4W, EV component makers, electric commercial vehicles, and last-mile delivery companies

was recorded at Rs 25,045.31 crore during January-July 2021.

Electric commercial vehicles led the investments with a 32 per cent share while electric 4W saw an investment of 28 per cent, said the report. The e2W space saw a total investment of 23 per cent and EV component makers recorded a total investment of 19 per cent, it said further.

"Given the nascent stage of the EV technology evolution, sizeable investments are required in R&D and product development, both on the automobile platforms and battery technology. In the backdrop of tightening emissions and increasing awareness on green environment, EVs are the way forward for the automobile industry," said Shamsheer Dewan, Vice-President, ICRA.

COMPANY	INVESTMENT (In Rupees crore)
Maruti Suzuki India Limited For a new factory premises in Haryana	18,000
Hyundai Motor India With new corporate base in Gurugram	2,000
Tata Motors Mostly for its British arm JLR	28,900
Hero Electric To rev up its business expansion	700
Omega Seiki Mobility To set up EV manufacturing facility	100
Bajaj Auto To form wholly-owned subsidiary for EVs	100
Sona Comstar New manufacturing facility at Manesar for EVs	370
Sonalika Group New facility at Amb in Himachal Pradesh	200

# ACMA Annual Industry Performance Review 2020-21

## Component industry de-grows 3 pc

Sales to OEMs decline 3 pc, imports 11 pc and exports 8 pc

THE turnover of the automotive component industry stood at Rs. 3.40 lakh crore (\$45.9 billion) for the period April 2020 to March 2021, a de-growth of 3 per cent over the previous year, according to the findings of the ACMA Annual Industry Performance Review for fiscal 2020-21.

The findings were released by the Automotive Component Manufacturers Association of India on August 3.

According to these, auto component sales to OEMs, in the domestic market, at Rs.2.79 lakh crore (\$37.7 billion), declined 3 per cent compared to the previous year. The sales in the H1 2021 had declined by 31 per cent over the first-half of the previous year but witnessed a healthy recovery in H2 2021, it said further.

Exports witnessed de-growth of 8 per cent to Rs.0.98 lakh crore (\$13.3 billion) in 2020-21 from Rs 1.02 lakh crore (\$14.5 billion) in 2019-20. Europe, accounting for 32 per cent of exports, saw a decline of 4 per cent, while North America and Asia, accounting for 30 per cent and 26 per cent, declined 7 per cent and 8 per cent respectively.

The Review further said that slowdown in the domestic market also reflected on imports of components into India as they fell by 11 per cent to Rs.1.02 lakh

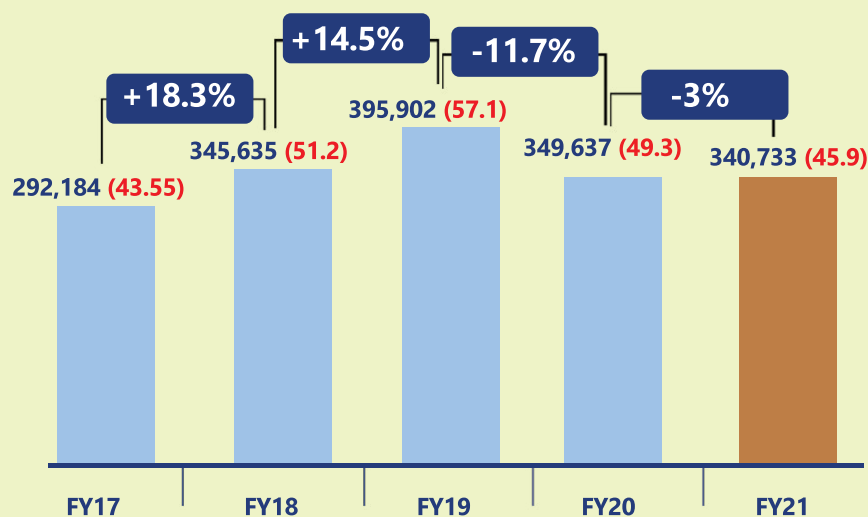
crore (\$13.8 billion) in 2020-21 from Rs.1.09 lakh crore (\$15.4 billion) in 2019-20.

While the two-wheelers and passenger vehicles segments of the aftermarket witnessed strong recovery, revival in the commercial vehicles aftermarket was less than expected leading to an overall decline of 7 per cent in the aftermarket, said the Review. The turnover of the aftermarket in FY20-21 stood at Rs. 64,524 crore (\$8.7 billion) compared to Rs 69.381 crore (\$9.8 billion) in the previous year.



### Size of industry | INR Cr (USD Bn)

#### Sales to OEMs + Aftermarket + Balance of Trade





Commenting on the performance, Mr Vinnie Mehta, Director General, ACMA, said, "The vehicle industry in India witnessed two successive years of de-growth of 14.6 per cent in FY19-20 and thereafter of 13.6 per cent in FY20-21. The economic slowdown of FY19-20 was compounded by the challenges of a pandemic-led national lockdown in FY20-21 resulting in decline in vehicle production and consumption."

While the first quarter of FY20-21, he said, was a complete washout, the industry regained significant ground second quarter onwards. The component industry, in tandem, posted a subdued performance in FY20-21 with de-growth of 3 per cent over the previous year, he added.

Sharing his insights on performance of the industry and how it managed the supply-chain disruptions, Mr Deepak Jain, President, ACMA, said, "The automotive value-chain faced significant disruptions in FY20-21. The nationwide lockdown in wake of the pandemic, one of the severest in the world, put the entire supply chain in disarray. The entire industry took significant time to stabilise again post the gradual unlocking of the economy."

While vehicle sales and production improved quarter-on-quarter from second quarter of FY20-21 onwards, however the first quarter of FY21-22 was once again confronted with another round of disruptions due to the second wave of the pandemic, said Mr Jain. "In this environment of volatility, despite disruption of production in supply chain, the industry displayed remarkable resilience and evolved in a spirit of collaboration," he said.

Speaking about the headwinds being faced by the industry, the ACMA chief said, "With economy progressively returning to normal and as vehicular demand picks-ups, we are cautiously optimistic about the performance of the industry for this year."

On the policy front, Mr Jain said, ACMA was grateful to the Government for announcing the PLI Scheme but it awaited its finer details. The industry, he said, was also keen on early announcement of the details of the RODEPT (Remission of Duties and Taxes on Export Products) Scheme.



**Mr Deepak Jain**  
President, ACMA

"In this environment of volatility, despite disruption of production in supply chain, the industry displayed remarkable resilience and evolved in a spirit of collaboration."



**Mr Vinnie Mehta**  
Director General, ACMA

"While the first quarter of FY20-21 was a complete washout, the industry regained significant ground second quarter onwards. The component industry, in tandem, posted a subdued performance."

# Component industry may see 20-23 pc growth in FY2022



## ICRA REPORT

**T**HE auto component industry is expected to witness 20-23 per cent revenue growth in FY2022, aided by growth across segments and commodity pass-through, said a release issued by ICRA.

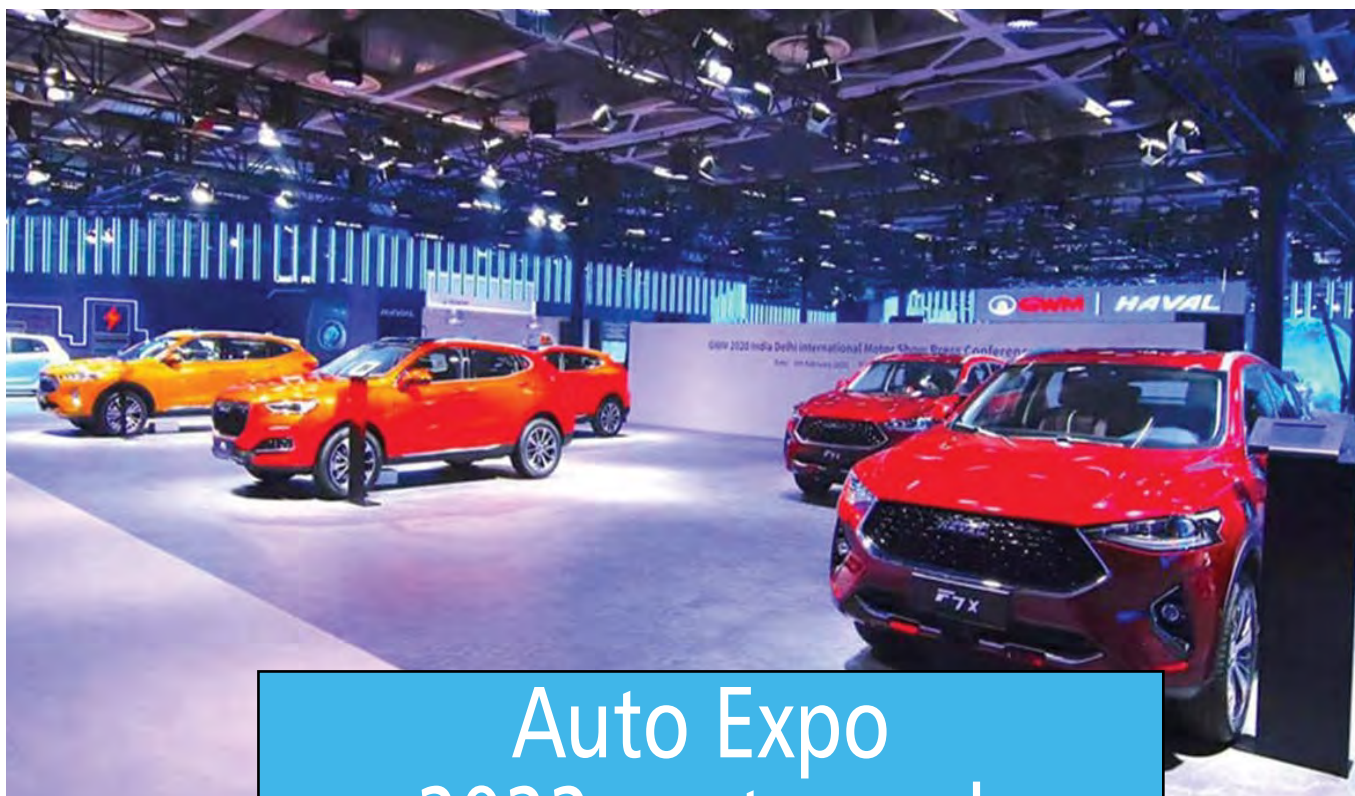
The growth, it said, would come in on the low base of last two fiscals and will look optically strong because of the exceptionally weak H1 FY2021.

According to ICRA, Indian auto component suppliers have reported healthy improvement in export volumes to Europe and USA. Exports have provided the much-needed support in Q1 FY2022 to auto component suppliers when the domestic demand nosedived due to the lockdown.

Sharp increase in commodity prices, supply chain disruptions partly arising from the global semi-conductor shortage, and premium freight are expected to weigh in on industry margins in FY2022, partially offsetting benefits arising from increasing operating leverage.

The Indian auto component industry is expected to report a 20-23 pc revenue growth in FY2022, supported by strong exports demand, and recovery in domestic OE and aftermarket segments. The growth would come in on the low base of last two fiscals and will look optically strong because of the exceptionally weak H1 FY2021.





## Auto Expo 2022 postponed

**T**HE Society of Indian Automobile Manufacturers (SIAM) has decided to postpone Auto Expo – The Motor Show 2022, which was scheduled to be held from February 2 to 9 next year at the India Expo Mart in Greater Noida

The date for the next edition of the mega show would be finalised later this year keeping in view the COVID-19 situation and in alignment with the calendar of global auto shows, said a statement issued on behalf of Mr Rajesh Menon, Director General, SIAM.

According to the statement, the safety of exhibitors, visitors and all stakeholders involved and present at the expo is the topmost priority for SIAM. "It is in this context that the Indian automobile industry and SIAM recognise the inherent risks

in organising the Auto Expo due to the ongoing COVID-19 pandemic and the apprehensions of a possible third wave," it said.

The statement further said, "There is uncertainty around how COVID-19 would develop in the coming months and at the same time organising Auto Expo would need a lead time of preferably a year. Also Auto Expo is like a festival of celebration, for the Indian automobile industry and we look forward to receiving maximum people with no fear of spread of infection."



**Mr Rajesh Menon,**  
Director General, SIAM.





# Maharashtra, Rajasthan take big steps towards electric mobility

## Policy push

**M**AHARASHTRA and Rajasthan became the latest states to come up with their electric vehicle policies. While the Maharashtra EV policy was announced by the state Environment **Minister, Mr Aditya Thackeray**, on July 13, the Rajasthan policy came in the form of a notification issued by the state Transport Department a few days later.

With the goal of making Maharashtra the “topmost producer of battery-powered electric vehicles in India” and aiming for EVs to make up 10 per cent of all new vehicle registrations in the state by 2025, the Thackeray Government rolled out a Rs 930-crore policy that’s valid till March 31, 2025. It also announced that EVs will be exempt from road tax and registration charges.

Rajasthan’s EV policy focuses on demand-creation by offering cash benefits to electric two and three-wheeler buyers. The cash subsidy amount, however, is lower than Delhi, Maharashtra and Gujarat.

While welcoming the policies, the automotive industry has expressed hope that these will accelerate adoption of electric vehicles and help in developing the charging infrastructure in the states.

Maharashtra has set an electrification target of 25 pc of public transport and last-mile delivery by 2025, converting 15 pc of the state transport corporation’s fleet to electric, Government vehicles going electric from April 2022 and e-commerce, logistics companies to transit 25 pc of their fleet transition to electric by 2025.

Electric two-wheelers account for the largest share of incentives as part of the Maharashtra policy. The state will subsidise the first 1,00,000 electric two-wheeler buyers, who are eligible for an incentive of Rs 5,000 per kWh of battery capacity. It will also offer an early-bird incentive of up to Rs 15,000 for those who purchase the two-wheeler before December 31 this year.



The base incentive for electric cars and SUVs is the same as for e-two-wheelers – Rs 5,000 per kWh of battery capacity. However, the subsidy can be availed by vehicles with a battery capacity of up to 30 kWh, which spells a total incentive of Rs 1.5 lakh.

Maharashtra is also working to develop a comprehensive charging network across the state, and is targeting setting up around 2,500 charging stations in seven urban agglomerates in the next four years. Those setting up the first 15,000 slow chargers will be eligible for an incentive of up to Rs 10,000 per charger, and those establishing the first 500 fast chargers will be eligible for a subsidy of up to Rs 5 lakh per charger.

***Rajasthan’s EV policy focuses on demand-creation by offering cash benefits to electric two and three-wheeler buyers. The cash subsidy amount, however, is lower than Delhi, Maharashtra and Gujarat.***



To further promote EV adoption, the Maharashtra Government has made it mandatory for all upcoming property projects to have dedicated, EV-ready parking spaces to the tune of 20 per cent in residential apartments, 25 per cent in institutional and commercial complexes and 100 per cent in Government offices.

As per the Rajasthan EV policy, the state will refund its component of GST (SGST) to the consumers of the EVs. The buyers who will purchase EVs between April 2021 and March 2022 will receive this benefit.

Over and above this, all the electric two and three-wheeler consumers will be eligible for additional cash subsidies. The amount of this cash subsidy will range between Rs 5,000 and Rs 20,000, depending on the size of the battery.

The electric two-wheelers will receive cash benefits between Rs 5,000 and Rs 10,000 depending on battery capacity between 2kWh and over 5kWh. Electric three-wheelers will be eligible for cash benefits between Rs 10,000 and Rs 20,000, depending on battery capacity between 3kWh and more than 5kWh.

However, unlike other states, the Rajasthan Government will not provide any cash subsidies for electric passenger vehicles or e-buses.

Reacting to the Rajasthan Government's efforts to push green mobility, Dr. Yogesh Bhatia, Founder of Detel, said "the visionary move" is a step towards motivating customers for faster adoption of EVs. The added subsidy, he said, "will encourage manufacturers like us to develop new and innovative product lines at the most disruptive price." It will not only boost the adoption of EVs but also generate employment at various levels, he added.

**Maharashtra has set a goal of becoming the "topmost producer of battery-powered electric vehicles in India" and aims for EVs to make up 10 per cent of all new vehicle registrations in the state by 2025.**

EV manufacturers were equally bullish about the Maharashtra Government's announcement. Mr Nagesh Basavanhalli, MD & Group CEO, Greaves Cotton and Director, Ampere Vehicles, said,

"The EV policy announced by the Maharashtra Government will be a great enabler of clean and green mobility. This will not only boost the growth of electric vehicles but will also provide employment at various levels and give impetus to the setting up of charging infrastructure."

**Mr Nakul Kukar**, Founder and CEO, Cell Propulsion, said, "We commend Maharashtra Government for announcing multiple measures to encourage electric vehicle adoption. The revised policy's focal point of bringing ease to consumers and manufacturers is much appreciated. There is a strong emphasis on establishing a robust charging infrastructure, which is much needed to reduce range anxiety and increase EV penetration in the state."

According to **Mr Bakar Sadik Agwan**, Senior Automotive Consulting Analyst at GlobalData, the policy is "aimed to better Maharashtra's position with regards to the production, sales of EVs and network of charging infrastructure." It is set to benefit both supply and the demand side, he said. "The policy also aims to strengthen the charging network across four major highways in the state with nearly 2,500 new charging stations which would promote intra-state EV transportation in Maharashtra," added Mr Agwan.

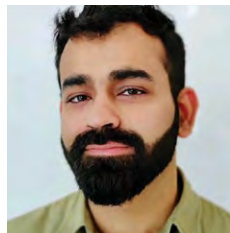


**Mr Nagesh Basavanhalli**

MD & Group CEO,  
Greaves Cotton and  
Director, Ampere Vehicles,

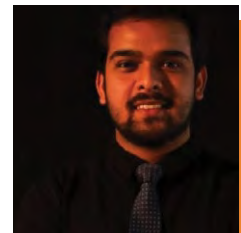


**Dr. Yogesh Bhatia**  
Founder of Detel,



**Mr Nakul Kukar**

Founder and CEO, Cell  
Propulsion,



**Mr Bakar Sadik Agwan,**

Senior Automotive  
Consulting Analyst at  
GlobalData,

# On its golden run, Auto Ignition resolves to make bigger strides

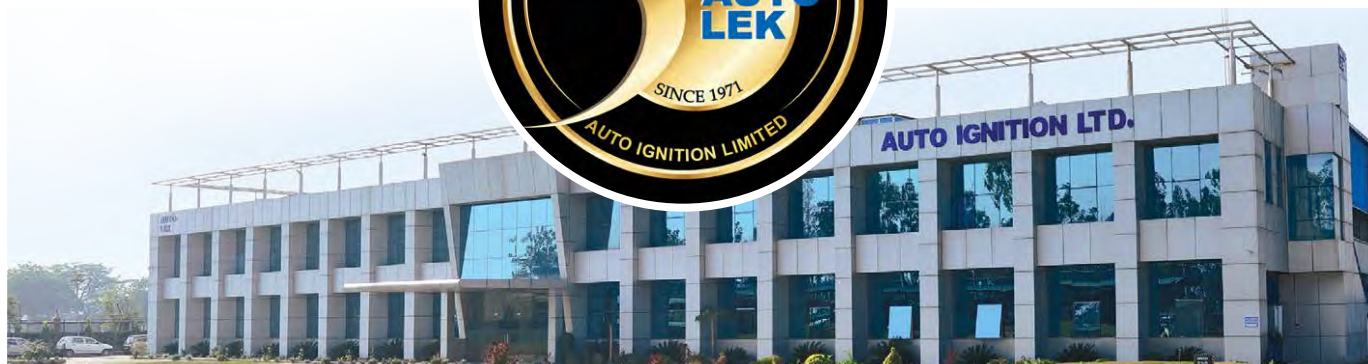
**F**IVE decades ago, Mr RK Sarine, an alumnus of BITS, Pilani, with work experience from Prestolite, USA, embarked upon changing the landscape of the automotive industry in the country. As a pioneer of the only fully Indian start-up for manufacturing starter motors, alternators and other electrical components, he set the stage for others to follow. It was a time when start-ups did not have the same cachet that they have today. Global brands like Bosch, Prestolite and Lucas ruled the Indian market. To take on such giants not only needed technical wherewithal but also a never-say-die-spirit and Mr Sarine had it in abundance. Thus was born Auto Ignition Ltd and the brand Autolek.

Mr Sarine started his entrepreneurial journey from a small, rented shed in Faridabad with a capital of ₹5,000 and a handful of people, all trained by him. The company was incorporated on August 5, 1971 and it commenced manufacturing ignition coils soon thereafter.

From such humble beginnings, the company grew in strength year after year and added a slew of products to its bouquet. Its first OE customer for ignition cells was Hindustan Motors Ltd. Eventually, when the ignition coils went the electronic way, the company shifted its focus to starter motors and alternators.

Mr. Sarine then sensed an opportunity to address the tractor segment as the aftermarket demand for these products was high and abuse rampant. The company set out to make the products robust and tested these under very adverse environmental test chambers. This ability to withstand the abuse remains the hallmark of Autolek products till this day and the first OE customer in the tractor segment continues to be the largest customer of the company till date.

Autolek starter motors and alternators are supplied to almost all the tractor and generator manufacturing customers in the country. In the last five years, the





company has added three overseas OEMs to its list of clients. Today, the company exports its products to more than 30 countries in five continents, has a turnover of ₹400 crore and aims to hit the ₹1,000-crore mark within the next five years.

Auto Ignition Ltd now has two plants, one at Prithla in Haryana and the other in Rudrapur, Uttarakhand, and it employs about 1,000 people. It manufactures one of the widest range of starter motors from 1 KW to 9.5 KW and alternators from 23 amps to 150 amps. It is also the only company in the country to make starter motors of the direct-on variety and gear-reduction motors of planetary gear and offset gear technologies.

The company has invested heavily in R&D and has come up with several cutting-edge designs. Its R&D centre has been recognised by the Government as a Centre of Excellence. It has also catalysed new systems and processes with a view to integrating Industry 4.0 principles. As it celebrates its Golden Jubilee on August 5 this year, Auto Ignition Ltd has really come a long way and it is committed to carry the journey forward with renewed energy and dynamism.

Today, the reins of the company are in the hands of Mr. Ishaan Sarine, grandson of the founder Mr RK Sarine. Ever since he took over in 2013, he has steered the

company to a more innovative and responsive company geared to the changing dynamics enveloping the ecosystem.

Mr Mohan Narayanan, the current President and CEO who also joined in 2013, translated his rich experience culled from leading companies like Escorts, Goetze, Mahle, Brico, Teikoku Piston Ring Company and Federal Mogul, to make the company more system-oriented and professional. After completing nearly 50 years in the automotive Industry, Mr Narayanan would be retiring at the end of the year and Mr Rajendra Abhange, who was formerly Technical Director with Gabriel India and has prior experience in Bosch, would be taking over from him.

With such a rich legacy to boast of, the company refuses to rest on its laurels and is determined to make bigger strides. It will soon be foraying into electric mobility and start making EV motors and controllers. The prototype with unique technical features has already been developed and the product launch is set for the first quarter 2023.

Overwhelmed at the glorious milestone it has achieved, Auto Ignition feels indebted to all the stakeholders, customers, suppliers, and employees who have supported it all through the golden run and seeks their unstinted support in the next phase of its journey.



**Mr. Ishaan Sarine,**  
MD, Auto Ignition Ltd



**Mr. Mohan Narayanan,**  
President & CEO, Auto Ignition Ltd



**Mr. Rajendra Abhange**  
President & CEO Designate  
Auto Ignition Ltd

# Maruti Milestone

## 50 lakh sales in rural markets

**M**ARUTI Suzuki India Limited (MSIL) has attained the mark of 50 lakh sales cumulatively in rural markets. With over 1,700 customised outlets in rural parts of the country, the company was the first to believe in the potential of upcountry markets, said a press release.

Today, reaping the benefits, nearly 40 per cent of the total MSIL sales come from rural markets, it added.

To align with the changing aspirations of the rural customer, recently the company also introduced Nexa, Maruti Suzuki's premium channel in upcountry markets.

MSIL's largest rural network helps in reaching the diverse regions of the country and provides the showroom experience, touch & feel of the vehicle to the rural customer, said the release.

The company has also set up more than 4,000 service touch-points which include 235 'Service-on-Wheels' to provide after-sales support to the customers.

Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "Rural markets have a very special place in our business. Over the years, we have carefully studied the needs of this segment. While the aspirations of upcountry customer are very similar to those at metros, they demand more attention and care. We adopted the philosophy of 'Go Local' with 12,500 specially trained dealership personnel called Resident Dealer Sales Executives (RDSE), who understand the local culture and traditions to fulfill the expectation of these customers."

Over **50,00,000** smiles in rural India and counting



• Rural contribution to total Maruti Suzuki sales increased from 10% in FY08-09 to 40.9% in FY20-21

# Nexa celebrates 6th Anniversary



**M**ARUTI Suzuki's premium retail network, Nexa, completed six years of operations in July 2021. With the first showroom in 2015, Nexa has touched the imagination of young and aspirational customers, according to a press release by the company.

Nearly half of Nexa customers are under 35 years of age and first-time buyers make up nearly 70 per cent of its total sales, the release said further.

In a span of four years, Nexa had 380+ outlets covering more than 234 cities across the country. It launched an augmented reality showroom in January 2020. This virtual showroom allows customers to explore Nexa products effectively and efficiently in a digitalised format.

Mr. Shashank Srivastava, Senior Executive Director, Marketing and Sales, Maruti Suzuki India Limited, said, "Driven by innovation, Nexa marks the first initiative by an automobile company to go beyond selling cars and create new formats of car buying experiences. It is our constant endeavour to keep reinventing to deliver the Nexa experience to ever-evolving customers in the field of automobile and lifestyle."



Mr. Shashank Srivastava,  
Senior ED, Marketing and Sales, Maruti Suzuki



# Mahindra launches Bolero Neo

## Tough, authentic; yet modern and trendy



**M**AHINDRA & Mahindra on July 13 launched Bolero Neo at an introductory price of ₹ 8.48 lakh (ex-showroom) for the N4 variant.

The Bolero SUV portfolio would now have the existing Bolero and Bolero Neo for the evolving customer who is looking for an SUV that is tough, authentic, has go-anywhere capability and yet is modern and trendy, said a press release.

**Mr Veejay Nakra**, CEO, Automotive Division, M&M Ltd., said, "The Bolero brand has witnessed strong loyalty and ruled Indian roads for over two decades now. With this product we have combined the customers' affinity towards brand Bolero with their modern outlook, persona and aspirations."

Packed with modern design, powerful technology and plush features, the Bolero Neo is made for the young evolving customers, said the release. These include, stylish new design, premium interiors crafted by Italian automotive designer Pininfarina, comfortable cabin and safety

technology such as standard dual airbags, anti-lock braking system (ABS) with electronic brake distribution (EBD) and cornering brake control (CBC) and ISOfix child seat

**Mr Velusamy R**, Chief of Global Product Development, Automotive Division, M&M Ltd., said, "Built on the third-generation chassis which it shares with the Scorpio and Thar, the Bolero Neo has powerful attributes that set it apart. Its rugged body-on-frame construction, the proven Mahindra mHawk diesel engine and Multi Terrain Technology give Bolero Neo the ability and confidence to conquer rough terrain."

Alongside these deft new touches, the new Bolero Neo retains the attributes that make the Bolero platform a favorite of car buyers over the last two decades, according to the release.

Bolero Neo will offer a spacious seven-seat configuration and will be available in three variants (N4-base, N8-mid, N10- top) and seven colour options.



**Mr Veejay Nakra**,  
CEO, Automotive Division,  
M&M Ltd.,



**Mr Velusamy R**,  
Chief of Global Product Development,  
Automotive Division, M&M Ltd.,

# Mahindra launches new range of

## Supro Profit Trucks



**M**AHINDRA & Mahindra on July 8 launched its new range of Supro Profit Trucks.

Developed on Supro platform, the new range of cargo mover is affordable, more powerful, boasts of a greater payload capacity and higher mileage that assures higher profit to the customers, said a press release.

**Mr. Veejay Nakra, CEO, Automotive Division, M&M Ltd.,** said, "The Supro has become one of the preferred small commercial vehicle platforms for our customers, given its efficiency and engineering capabilities. With the launch of the new Supro Profit Truck we have significantly enhanced the product proposition by focusing on customers' profitability. While being competitively priced, it also offers class-leading performance, fuel-efficiency and option of diesel and

**CNG powertrains."**

The Supro Profit Truck Mini is powered by Mahindra's powerful Direct Injection (DI) diesel BS-VI engine that comes up with a 19.4 kW power and delivers superior pick up and acceleration, said a press release. It also gets the four-stroke, 2-cylinder 909 cc displacement engine that produces 26HP at 55 Nm of torque, mated to a 4-speed manual gearbox.

The Supro Profit Truck Mini comes fitted with 13-inch tyres and boasts 170 mm of ground clearance to deliver higher performance and greater pickup even with a full-load. It comes equipped with new transmission

which gives car-like gear shift and lower fatigue and customers can do longer trips and earn more, said the release further.

The Supro Profit Truck Maxi is also powered DI turbo diesel BS-VI engine that delivers a superior power of 35.4kW, 47HP and 100NM of torque. Despite its performance, the Supro Profit Truck Maxi delivers class-leading mileage of 21.94km/litre. This compact truck offers 1050 kg of payload carrying capacity in 8.2ft cargo box which enables it to carry higher payloads at lower operational cost.

The Supro Profit Truck Maxi is fitted with a comfortable day cabin with a deck body cargo option. It also comes equipped with many features such as air conditioning and power steering which make it a far more comfortable and easy-to-drive proposition, added the release

## Tata launches 'XPRES' brand *Exclusively for fleet customers*

# XPRES-T



**T**ATA Motors on July 14 announced the launch of a new brand 'XPRES,' exclusively for fleet customers.

Under the XPRES brand, the company will introduce offerings, catering to fleet specific needs of safety, passenger comfort and low cost of ownership, said a press release.

All vehicles for the fleet segment will sport an elegantly designed XPRES badge, clearly differentiating them from the growing 'New Forever' range of cars and SUVs that cater to the requirements of the personal segment, it said further.

The first vehicle under the XPRES brand to be launched shortly, will be an Electric Sedan, called the 'XPRES-T' EV. Targeted at mobility services, corporate and Government fleet customers, the XPRES-T EV will come with an optimal battery size, captive fast charging solution, which will ensure low cost of ownership in addition to safety and passenger comfort, added the release.

Announcing the launch of the XPRES brand, Mr. Shailesh Chandra, President, Passenger Vehicle Business Unit, Tata Motors, said, "We are delighted to launch the XPRES brand which will introduce smarter, future-ready mobility solutions to cater the special needs of all fleet customers – Government, corporates, and mobility services. Electric Vehicles deliver very low cost of ownership, with minimal maintenance,

at the same time offer a very comfortable and pleasant drive. This makes them an ideal choice for intra-city mobility services."



# Tata launches Ace Gold Petrol CX

## 'Another milestone in Chota Haathi journey'

**T**ATA Motors on July 29 launched a new variant of its small commercial vehicle (SCV), *Ace Gold Petrol CX*.

Available in two variants, the flat bed variant is priced at ₹3.99 lakh while the half deck load body variant will cost ₹4.10 lakh.

According to a press release, *Ace Gold Petrol CX* variant is the only four-wheel SCV powered by a two-cylinder engine and a gross vehicle weight of more than 1.5 tonne in India, to be available below the ₹4 lakh price point. It is powered by the same *Ace Gold Petrol* 694cc engine, mated to a four-speed transmission. The *Ace Gold Petrol CX* variant will prove to be a game-changer in the SCV segment, it said.



The release further said that the new *Tata Ace Gold Petrol CX* promises to be at the forefront of last-mile delivery because of its versatility across applications. It is poised to ensure a sustainable and profitable last-mile distribution in the Indian trucking space and generate success stories for years to come.

Speaking about the pioneering mini truck, Mr. Vinay Pathak, Vice-President, Product Line – SCV & PU, Tata Motors, said, "The launch of the new *Ace Gold Petrol CX* marks another milestone in the spectacular journey of the 'Chota Haathi'."

# And now comes, the new Discovery

## JLR's 'ultimate, versatile seven-seat premium SUV'



**J**AGUAR Land Rover India on July 14 introduced new Discovery that "combines an exceptional design evolution with a versatile and intelligently packaged interior." The prices of the new Land Rover Discovery start from Rs 88.06 lakh (ex-showroom), said a press release.

Featuring the latest generation of powerful and efficient six-cylinder Ingenium petrol and diesel engines, advanced Pivi Pro infotainment and superior comfort and practicality, the new Discovery remains one of the most capable, connected and versatile full seven-seat premium SUVs in the world, it said further.

**Mr Rohit Suri**, President and Managing Director, Jaguar Land Rover India, said, "The new Discovery, while retaining Land Rover's legendary breadth of capability, offers renewed levels of refinement, luxury and efficiency which make it the best full-size SUV for the outdoors and adventure-filled journeys with the family".

According to the release, the distinct character and optimised proportions of the new Discovery embrace more than three decades of design evolution. Discovery DNA design cues – including the clamshell bonnet, the stepped roof and the highly visible C-pillar – remain, but new Discovery delivers a bold exterior evolution optimised to project a more confident road presence.

Inside, the new Discovery benefits from enhancements designed to highlight the premium position and craftsmanship of its full-size seven-seat layout, with a spacious cabin incorporating Land Rover's cutting edge Pivi Pro infotainment.

Passenger comfort is supported by Cabin Air Ionisation, now available with PM2.5 air filtration technology. It actively scans incoming air, measuring its quality and automatically uses advanced filters to reduce the level of allergens, toxins and harmful particulates in the cabin, enhancing driver wellbeing

The Intelligent Seat Fold technology allows customers to effortlessly configure the seating layout using the central touchscreen, while Remote app technology lets customers keep tabs on the fuel status and location of their vehicle and even unlock and lock the doors.

In the back, the second-row seats have been carefully redesigned for enhanced comfort. Improved lateral support, longer thicker cushions and careful seat profiling all contribute to greater under-thigh support and improved posture for occupants.

The new Discovery introduces new straight-six Ingenium engines, both petrol and diesel, with enhanced efficiency, performance and smoothness, said the release.

**Mr Rohit Suri**,  
President and Managing  
Director, Jaguar Land Rover  
India,





## Kings of Adventure in new avatars

### BMW launches new R 1250 GS and R 1250 GS Adventure bikes



**B**MW Motorrad India has launched new R 1250 GS and R 1250 GS Adventure motorcycles in the country.

The new BMW R 1250 GS and new BMW R 1250 GS Adventure are available in a basic colour scheme, style triple black variant and style Rallye variant. The company has also come up with a limited edition special '40 Years GS' edition that celebrates the anniversary of the BMW GS family.

According to a press release, the design of the bikes is authentic and purely GS. The motorcycles offer perfect ergonomics for rider and passenger for on and off-road adventures.

In their respective basic colour versions, the bikes emphasise their more precise nature and universal talents in light white solid paint and ice grey solid paint. The optional Style Triple Black enhances the masculine nature of the two motorcycles in and the Blackstorm metallic / black / agate grey colour combination, said the release.

It further said the new full LED adaptive headlight design lends a striking visual appeal. The X-shaped light icons included in the new headlights make the new BMW R 1250 GS and new BMW R 1250 GS Adventure look unique when the headlight is switched on.

Both models feature the powerful 2-cylinder in-line Boxer engine with a displacement of 1254cc, producing a power output of 100 kW (136 hp)





# BMW launches Individual 740Li M Sport Edition



**B**MW India on August 3 launched the Individual 740Li M Sport Edition in the country.

The flagship model of BMW is presented in a new avatar with exclusive personalisation, iconic M performance and handcrafted precision, said a press release.

Mr. Vikram Pawah, President, BMW Group India, said, "BMW Individual is now being locally produced in India at Plant Chennai for the first time. It represents bespoke personalisation and gives a new dimension to the BMW 7 Series, an epitome of exclusivity and performance."

According to the release, limited units of BMW Individual 740Li M Sport Edition are available at Rs

1,42,90,000. It is available in two metallic colours – Tanzanite Blue and Dravit Grey.

The Design Pure Excellence interior package sets brilliant accents that underline the contemporary, luxurious and aesthetic character with unique craftsmanship. M Sport exterior and powerful engine produce an adrenalin-rich combination to set the hearts of motorsport fans pounding, said the release.

The design of the BMW 7 Series is clearer, more modern and more emotional. Visually, the 7 makes a clear statement with an imposing presence, created by the distinctive front and rear design.

The interior offers unique and bespoke personalisation. Customisable embroidery on specially crafted BMW Individual Alcantara headrest and backrest cushions offer customers the chance to express their personality, said the release. The 'BMW Individual' emblem on the interior trims is a perfect fit with the design, it added.

The three-litre six-cylinder produces an output of 340 hp and a maximum torque of 450 Nm at 1,500 – 5,200

rpm. The car accelerates from 0 – 100 km / hr. in just 5.6 seconds.

BMW EfficientDynamics includes features such as 8-speed Steptronic Automatic Transmission, Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution and Driving Experience Control switch.

Rear-seat Entertainment Professional allows users to access the entertainment and navigation functions from the rear seats. It now comprises two 10.2 inch full-HD touch displays with a Blu-ray player.

The safety features include six airbags, Attentiveness Assistance, Dynamic Stability Control, Dynamic Traction Control and electric parking brake with auto hold.



**Mr. Vikram Pawah,**  
President, BMW Group India,

# BMW launches X1 20i Tech Edition



**B**MW India launched X1 20i Tech Edition in the country recently. It is priced at Rs 43,00,000 (ex-showroom) and is available in two colours - Alpine White and Phytonic Blue (Metallic).

According to a press release, the sharper design of the new BMW X1 strengthens its authentic and powerful SAV character. With commanding proportions, high seating position and good road visibility, it has greater road presence than ever before.

The exterior of BMW X1 embodies a muscular and dominant character with precisely drawn lines and strikingly contoured surfaces and it has generous proportions, comfort and a feeling of spaciousness on the inside.

The BMW TwinPower Turbo technology, the petrol engine meld best-in-class power with exemplary efficiency and offer spontaneous responsiveness even at low engine speeds, said the release.

A host of BMW ConnectedDrive technologies make for an entertaining and safe journey and the car come loaded with safety technologies, added the release.

**Mr. Vikram Pawah**, President, BMW Group India said, "BMW India holds the dominant position in the premium compact sports activity vehicle (SAV) segment. With the BMW X1 20i Tech Edition, we are once again strengthening the 'Power of Choice' for customers looking to enter this segment."



**Mr. Vikram Pawah**,  
President, BMW Group India





## Audi Ahmedabad launches three electric SUVs

**A**UDI Ahmedabad on August 2 launched three electric SUVs - the Audi e-tron 50, Audi e-tron 55 and Audi e-tron Sportback 55.

Powered by two electric motors in the front and rear, the Audi e-tron and Audi e-tron Sportback offer a completely novel driving experience, said a press release.

Commenting on the launch, Mr. Samir Mistry, Managing Director, Audi Ahmedabad, said, "Audi Ahmedabad is thrilled to launch Audi e-tron & Audi e-tron Sportback for the Gujarat market. The Audi e-tron range has received phenomenal success across the world and we are confident that it will mesmerise luxury car enthusiasts in Ahmedabad. We at Audi Ahmedabad are ready to

embrace the shift to sustainable mobility."

The e-tron 55 and e-tron Sportback 55 have dual electric motors that deliver up to 300 kW of power with 664 Nm of torque, and can accelerate from 0 to 100 km/h in 5.7 seconds. These are equipped with a 95kWh lithium-ion battery that enables a 359-484 km range (WLTP - Worldwide Harmonized Light Vehicle Test Procedure) on a single charge.

On the other hand, the e-tron 50 has a dual motor with a combined power of 230 kW. It has a 71 kWh lithium-ion battery with 264-379 km range (WLTP), the company added.

The e-tron 50 has a combination of AC charging up to 11 kW and DC charging up to 120 kW, it added.



**Mr. Samir Mistry,**  
Managing Director, Audi Ahmedabad,





# Mercedes strengthens AMG portfolio

## Launches AMG E 53 4MATIC+ and AMG E 63 S 4MATIC+



**L**UXURY carmaker Mercedes-Benz on July 15 introduced two new sedans- the all-new AMG E 53 4MATIC+ and the new AMG E 63 S 4MATIC+; further strengthening its AMG portfolio in the country.

The AMG E 53 4M+ is only the second 'AMG 53 series' product introduced in India, and the first ever in a sedan body shape. The AMG E 63 S 4M+ on the other hand reiterates Mercedes-AMG's renewed focus on 'One Man One Engine' philosophy and providing the AMG brand promise of 'Driving Performance' to all performance purists, said a press release.

The AMG E 63 S 4M+ features a more striking design, improved aerodynamics and provides superior comfort making it a perfect car for race track performance and also daily drivability, said the release.

Launching the sedans through a physic-digital event, Mr Santosh Iyer, Vice-President, Sales & Marketing, Mercedes-Benz India, said, "Today we introduce two new AMG performance sedans for the Indian customers which presents scintillating performance associated with the AMG brand promise of

'Driving Performance'. Both these sedans not only offer exceptional performance and vehicle dynamics, but also increased comfort while retaining the hallmark AMG character."

Indian racing sensation Arjun Maini, who is the first Indian to race at the famed DTM with Mercedes-AMG team GetSpeed, drove the new AMG E 63 S 4M+ on the German Autobahn.

The 23-year-old Indian racer commented, "I drove the car on the Autobahn at 300 kmph and returned thoroughly impressed with its top-end performance, as I strongly relate this vehicle's driving dynamics to that of the GT3 which I am currently driving at the DTM."

The E-Class with its superior engine has been one of the central models, which form the brand core of Mercedes-AMG. The sporty vehicle dynamics of the performance models are combined with considerably more comfort, according to the company press release.

The interiors are enhanced with the addition of a Widescreen Cockpit, an AMG Performance steering wheel and the MBUX infotainment system with AMG-specific functions and displays, reiterating its membership of the AMG family.

With up to six drive programmes of Slippery, Comfort, Sport, Sport+, Individual and RACE on the E 63 S, the characteristics of the new model can be influenced at the tap of a finger. The E 53 offers five drive programmes.

# From electric-first to all-electric Mercedes will be ready at the end of the decade, where market conditions allow

**M**ERCEDES-Benz is getting ready to go all electric by the end of the decade, where market conditions allow. Shifting from electric-first to electric-only, the world's pre-eminent luxury car company is accelerating toward an emissions-free and software-driven future.

By 2022, Mercedes-Benz will have battery electric vehicles (BEV) in all segments the company serves. From 2025 onwards, all newly launched vehicle architectures will be electric-only and customers will be able to

choose an all-electric alternative for every model the company makes. Mercedes-Benz intends to manage this accelerated transformation while sticking to its profitability targets.

"The EV shift is picking up speed - especially in the luxury segment, where Mercedes-Benz belongs. The tipping point is getting closer and we will be ready as markets switch to electric-only by the end of this decade," said Mr Ola Källenius, CEO of Daimler AG and Mercedes-Benz AG.







To facilitate this shift, Mercedes-Benz is unveiling a comprehensive plan which includes significantly accelerating R&D. In total, investments into battery electric vehicles between 2022 and 2030 will amount to over €40 billion. Accelerating and advancing the EV portfolio plan will bring forward the tipping point for EV adoption.

According to a press release, in 2025 Mercedes-Benz will launch three electric-only architectures. The first, MB.EA, will cover all medium to large size passenger cars, establishing a scalable modular system as the electric backbone for the future EV portfolio. AMG. EA will be a dedicated performance electric vehicle platform addressing technology and performance oriented customers. VAN.EA will usher in a new era for purpose made electric vans and Light Commercial Vehicles, which will contribute to emission free transportation and cities in the future.

After reorganising its powertrain activities to put planning, development, purchasing and production under one roof, Mercedes-Benz will deepen the level of vertical integration in manufacturing and development, and insource electric drive technology. This step includes the acquisition of UK based electric motor company YASA.

Mercedes-Benz will need a battery capacity of more than 200 Gigawatt hours and plans to set up eight Gigafactories for producing cells, together with its partners around the world.

The company is also working on setting new standards in charging: 'Plug & Charge' will allow customers to plug-in, charge and unplug without extra steps needed for authentication and payment processing. Plug & Charge will go live with the market launch of the EQS later this year.

Mercedes-Benz is currently developing Vision EQXX, an electric car with a real world range of more than 1,000 kilometres, targeting a single-digit figure for Kwh per 100 kilometres (over 6 miles per Kwh) at normal highway driving speeds.

The company is currently preparing its global production network for electric-only output with the pace of the ramp-up designed to follow market demand. Thanks to early investments into flexible manufacturing, and the state-of-the art MO360 production system, Mercedes-Benz can mass produce

As soon as next year, eight Mercedes-Benz electric vehicles will be produced at seven locations on three continents. Furthermore all passenger car and battery assembly sites run by Mercedes-Benz AG will switch to carbon neutral production by 2022. To enhance manufacturing efficiency,

Mercedes-Benz is joining forces with GROB, a German global leader in highly innovative battery production and automation systems, strengthening its battery production capacity and know-how.





## VW implements new brand design and logo across all its network in India

**V**OLKSWAGEN Passenger Cars India on July 20 announced the implementation of new brand design and logo across all its 150 dealerships in the country.

The company has already implemented 30 touch-points in Phase-I and plans to complete the remaining touch-points in a phased-wise manner in the year 2021.

Through the implementation of the new brand design, Volkswagen aims to make its dealerships more human, attractive and emotional, said a press release.

Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India, said, "The implementation of new brand design across our dealerships marks a new era for Volkswagen in India. By implementing the new brand design and logo, we aim to create a 360° customer experience that is intriguing and contemporary across all channels and appeals to our customers."



# Hero MotoCorp launches Glamour 'Xtec' and Maestro Edge 125



**H**AVING achieved the milestone of over a million sales of motorcycles and scooters in the first quarter of FY'22, Hero MotoCorp commenced the second quarter with the launch of an 'Xtec' avatar of its popular motorcycle – *Glamour*, on July 20.

Representing the evolved tastes and preferences of today's youth, the *Glamour Xtec* is a combination of style, safety, and connectivity, said a press release. Packed with features such as Bluetooth connectivity, Turn-by-Turn Navigation, Integrated USB Charger along with Side-Stand Engine cut off, Bank Angle Sensor and LED headlamp, the new motorcycle is a notch higher than the rest in its segment, said the release.

Mr Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp, said, "The new *Glamour Xtec* brings an 'X' factor to the segment, with first-in-class features like LED headlamp and Turn-by-Turn Navigation through Bluetooth connectivity. It has the ideal combination of features that appeal to the youth."

Mr Naveen Chauhan, Head of Sales and Aftersales, Hero MotoCorp, said, "Since its launch in 2005, the *Glamour* has been a trend-setter. In its *Xtec* avatar too, the *Glamour* builds on the brand legacy with a host of new features that will redefine the 125cc segment."

Close on the heels of the launch of *Glamour Xtec*, the company came up with an advanced, 'connected', and feature-rich new *Maestro Edge 125*, on July 22.

The new *Maestro Edge 125* adds to the ever-growing appeal of the successful *Maestro* brand, offering the ideal combination of style and technology. The new scooter offers a connected and distinctive experience with its enhanced aesthetics, modern technology, and edgy design.

# Ducati launches Multistrada V4



Mr. Bipul Chandra, MD, Ducati India

ITALIAN luxury motorcycle manufacturer Ducati on July 22 announced the launch of its adventure tourer, *Multistrada V4* and *V4 S*. The bikes are priced at ₹18.99 lakh and ₹23.10 lakh respectively (ex-showroom pan-India).

The *Multistrada V4*, said a press release, is an all-new motorcycle from the ground up that will headline Ducati's family of adventure yourer bikes in both capability and technology prowess. This 4th generation of *Multistrada* represents the best of Ducati's technology, performance, and capability, it said further.

With this all-new generation, Ducati has also reimagined this iconic do-it-all machine, said the release. The biggest change starts with the heart of the project, its powerful engine called the *V4 Granturismo*, tuned for all terrain performance, and derived from the highly acclaimed Desmosedici Stradale which does duty on the *Panigale V4* and the *Streetfighter V4*.

The all new *V4 Granturismo* engine guarantees extremely smooth operation at low revs and a linear torque curve as well. So, riders will be able to conquer more technical and difficult terrains with an engine that delivers more power in an effortless manner giving rider more control, and confidence to rule all roads.

The *Multistrada*, according to the release, is a one-of-a-kind motorcycle that not only combines the pleasure of on-asphalt sporty riding, but also gives overall satisfaction and easy off-road handling together with unprecedented comfort on longer journeys and in everyday use.

Mr. Bipul Chandra, Managing Director of Ducati India said, "The wait was long, but I am sure it will be worth for all the Ducatisti that waited patiently for the bike. There's no other way of saying this but the *Multistrada V4* is a state-of-the-art technological marvel, which can take you across the globe with ease. The new *Granturismo V4* engine is specifically designed keeping touring and off-road riding in mind and it is the heart of this whole project."



## Tata Motors drives Nexon EV into Nepal



Mr Siddhartha SJB Rana, Executive Chairman, Siprodi Trading Pvt Ltd and Mr.Ajit Narayan Singh, Country Manager, PVIB, Tata Motors, Nepal at the launch of Tata Nexon EV in Nepal

TATA Motors, in partnership with Siprodi Trading, has launched its *Nexon EV* in Nepal.

The vehicle comes with stunning design, zippy performance, long-range, fast charging capability, extended battery life, class-leading safety features and convenience of charging with its home installed charging equipment, said a press release by the automotive brand.

Launched in January 2020 in India, the product has received a tremendous response and today it is the largest-selling electric SUV in the country capturing over 76.8 pc (as of Q1 FY22) market share, it added.

Mr. Mayank Baldi – Head PVIB, Tata Motors, said, “We are thrilled to announce the launch of our electric SUV – The *Nexon EV* in Nepal. Powered with cutting-edge green technology, Ziptron, the *Nexon EV* elevates the customer experience to an all-new level.”

Mr. Siddhartha SJB Rana, Executive Chairman, Siprodi Trading Pvt. Ltd., said, “Our partnership with Tata Motors has constantly grown from strength to strength. The introduction of the *Nexon EV* marks another milestone in the same.”

## Tata inaugurates eight new showrooms in Ahmedabad

Tata Motors on July 23 inaugurated eight showrooms in and around the vibrant market of Ahmedabad.

These showrooms embrace the new and modern retail identity and will host the company's entire range of passenger vehicles, including its electric vehicles portfolio, said a press release.

The retail outlets are situated in the upcoming pockets of Ahmedabad, such as SG Highway, Ashram Road, Ambawadi, Gota, Vijay Char Rasta, Motera, Vastral and Sanand.



Inaugurating these dealerships, Mr. Shailesh Chandra – President, PVBU, Tata Motors, said, “We are elated to simultaneously inaugurate eight new state-of-the-art showrooms across several upmarket areas of Ahmedabad which will enable us to deliver exemplary customer experience, both online and offline, catering to today's phygital customer needs. With this, our footprint in Gujarat expands to 57 showrooms.”

# Andhra Pradesh to procure 25k e2Ws for Govt staff



**Mr Srikant Nagulapalli**, Chairman, NREDCAP, said: "Providing 25,000 two-wheeler electric vehicles to Government employees will be game-changing for e-mobility in the state. Apart from mitigating climate change, electric mobility is going to be a key economic growth driver and we are focused to build the e-mobility ecosystem in the state."



**T**HE Convergence Energy Services Limited (CESL), a Government company under the Ministry of Power, signed an agreement with the New & Renewable Energy Development Corporation of Andhra Pradesh (NREDCAP) to provide 25,000 electric two-wheelers in the state.

These electric vehicles will be provided to state government employees of and the number may increase as per requirement, said a press release.

Under the agreement CESL and NREDCAP will work to aggregate demand, deploy electric vehicles, and build charging infrastructure. CESL will devise a suitable payment security mechanism, which will be facilitated by NREDCAP.

Andhra Pradesh's Energy Minister, Mr. Balineni Srinivasa Reddy, said, "Our vision, with the procurement of 25,000 two-wheeler electric vehicles, is to make Andhra Pradesh go electric. We have been effectively providing affordable and clean power and a fillip to e-mobility will make a further push towards clean energy adoption."

**Ms Mahua Acharya**, MD & CEO, CESL, said, "Andhra Pradesh's decision to go electric will accelerate e-mobility adoption in the country, hopefully providing a blueprint for other states to adopt."





# iCreate brings together

## Sona Comstar and Israel's IRP Systems



**A**UTOMOTIVE component manufacturer Sona Comstar and Israel's IRP Nexus Group (IRP), provider of cutting-edge electric powertrain solutions for e-mobility, have come together with iCreate (International Centre for Entrepreneurship and Technology).

It's a unique joint development project that will invent a new powertrain, manufacture it and market it globally, said a press release.

According to the release, iCreate has initiated this 'iEV Powertrain Project' with the objective of Indian companies creating and owning futuristic technology, going beyond merely licensing and manufacturing. The project entails Sona Comstar and IRP collaborating to conceive, design, prototype, and manufacture high efficiency, low-cost, magnet-less powertrain (motor + controller) for electric two- and three-wheelers for the global market, said the release.

Under the agreement, IRP will licence its technology to Sona Comstar for manufacturing of the system exclusively in India, expecting to start mass production in 2023.

"This is another step in IRP's mission to lead the automotive ecosystem with innovative and sustainable technology," said Mr Moran Price, IRP Systems Co-founder, and CEO.

"We are excited with this partnership as it will help India reduce its dependence on imports of critical raw materials," said Mr Kiran Deshmukh, CTO, Sona Comstar.





# Atul Auto partners with CSC Grameen eStore

**A**TUL Auto Ltd has partnered with CSC Grameen eStore, an e-commerce initiative by CSC eGovernance Services India Ltd to promote digital ordering and delivery in rural areas.

As a part of the partnership, the automaker's product range will be listed on CSC Grameen eStore and made available to potential customers in hinterlands and deep rural areas through aspirational VLEs (village level entrepreneurs).

The joint digital launch was done by Dr. Dinesh Tyagi, MD-CSC SPV, Mr. Raja Kishore, COO - CSC Grameen eStore, Mr. Niraj Chandra, Director, Atul Auto Ltd, and Mr. Pushkar Sinha, VP Sales, and Marketing, Atul Auto Ltd.

Speaking on the occasion, Mr. Chandra said, "Atul Auto Ltd has developed a robust



Mr. Niraj Chandra, Director, Atul Auto

process to generate demand for its wide range of three-wheeled products through VLEs who will help list the products on CSC Grameen eStores. The VLEs will further promote, generate inquiries, and facilitate the sale to end customers in rural areas through the support of the nearest Atul Auto authorised dealerships."



## Ather enters Kozhikode

**A** THER Energy on July 23 inaugurated its retail outlet, Ather Space, at West Nadakkave, Vellayil, Kozhikode, in association with Crux Mobility. The company's smart scooters 450X and 450 Plus will be available for test-ride and purchase at the new facility.

This is Ather Energy's second experience centre in Kerala after Kochi.

Designed to be a dynamic, tactile, and interactive space, the new Ather Space will offer customers an opportunity

to learn about every aspect of the vehicle and provide a complete overview of the various parts with a stripped-bare unit on display, said a press release.

Mr Ravneet Phokela, Chief Business Officer, Ather Energy, said, "Our second experience centre in Kerala is a result of the response that we are getting from the market since our launch in Kochi. There has been a rise in the test ride requests that we are receiving from other parts of Kerala including Kozhikode."

## Komaki opens 300th dealership

**E** V manufacturer Komaki has opened its 300th dealership at Vidisha in Madhya Pradesh.

The new showroom sprawls over an area of 2,500 sq. feet and showcases all the futuristic models, consistent with the Komaki name, said a press release. The new dealership has already witnessed a booking of 250 electric vehicles, it added.

"The people are becoming increasingly cognizant of the environmental impact caused by traditional IC engine-powered vehicles. As we strive to deliver the best quality at the best possible cost, the response to our efforts is heart-warming", said Ms. Gunjan Malhotra, Director, Komaki Electric Vehicle Division.



## KOMAKI

# Maruti Suzuki Smart Finance

**M**ARUTI Suzuki India has launched Maruti Suzuki Smart Finance, through which people can finance their cars online, anywhere and anytime,

The new facility is available for Arena as well as Nexa customers across the country. It covers a wide range of profiles to meet the demands of a diverse range of customers, said a press release.

According to the release, Maruti Suzuki Smart Finance is a one-stop online finance portal that

empowers customers to transform their car-buying experience with a host of options. These options include choosing the right finance partner, selecting the best-suited loan product, completing all the finance related formalities and disbursal of the loan, online.

**Mr. Shashank Srivastava**, Senior Executive Director (Marketing & Sales), Maruti Suzuki India, said, "Keeping in view the changing customer behaviour, we have launched Maruti Suzuki Smart

Finance - India's first ground-breaking digital platform that enables customers with an end-to-end online car financing solution. To enhance the consumer experience, we have included several industry-first features in the platform."



## Lumax DK Jain Group launches app for retailers



**L**umax DK Jain Group has introduced a mobile application for retailers. The app, said a press release, is expected to ease online transactions for the retailers. Through this, they can directly place orders from their nearest distributors and get them delivered at the earliest.

According to the release, the commercial platform will also provide an opportunity to retailers to browse listed products, categories, order history, new offers and schemes among others.

**Mr. Sanjay Bhagat**, Head of the Aftermarket Division, said, "The mobile application comes at a crucial stage when we are looking to expand our reach and ensure faster delivery to our customers. Through the app, customers will now be able to browse the product features, MRPs and filter their search through categories and sub-categories, part number, vehicle models etc. This will smoothen operations and ease online ordering."







## Tata's PV finance offers in tie-up with IndusInd Bank

**T**ATA Motors has rolled out exciting finance offers for its passenger vehicle customers in collaboration with IndusInd Bank.

As part of this partnership, the company will provide a Step Up scheme where the customers can choose and buy from the safest range of passenger cars in the country, with a special low EMI option scheme for the first 3-6 months, said a press release.

Under the Step Up scheme, customers can avail EMI options lowered by 60 pc starting from Rs 834 per lakh per month, depending on the scheme and the products. The EMI payments will remain lower for a period of three to six months depending on the convenience of the buyer.

**Mr. Ramesh Dorairajan**, Head Network Management and Trade Finance, Passenger Vehicles Business Unit, Tata Motors, said, "The recent COVID-19 upsurge has impacted everyone and to help our passenger car family in these challenging moments, we are delighted to be partnering with IndusInd Bank to roll out special finance schemes."

**Mr. TA Rajagoppalan**, Executive Vice President, Passenger Vehicles, IndusInd Bank, said, "These innovative financial schemes aim at not only reducing the burden on the customer's wallet during these tough times, but also allow them to prioritise commute in a hygienic, safe and comfortable environment. We take pride in joining hands with Tata Motors to roll out these schemes."

## Tata Motors' MoU with J&K Bank for CV finance

**T**ATA Motors has signed a two-year Memorandum of Understanding (MoU) with Jammu & Kashmir Bank, in a collaborative effort to bring attractive and easy financing options to its customers.

The beneficial offerings, arising out of this partnership, will be applicable across Tata Motors' commercial vehicle range, said a press release.

The company will offer special points for joint customers of Tata Motors and J&K Bank on the purchase of its heavy, medium and intermediate trucks. J&K Bank will provide special Loan-to-Value ratios and extended tenure for all vehicle segments with competitive interest rates, added the release.

**Mr. Girish Wagh**, ED & President – Commercial Vehicle Business Unit, Tata Motors, said, "As the market leader in Jammu & Kashmir, we are elated to join forces with the largest bank in the Union Territory. This partnership, with J&K Bank, will go a great distance in easing the vehicle financing process for our customers."

**Mr. RK Chhibber** Chairman and Managing Director, J&K Bank, said, "As partnering with big and quality brands remains at the centre of J&K Bank's strategic planning vis-a-vis customer gratification, we see arrangement with Tata Motors as an opportunity to ensure consistency in availability of wide ranging and quality end-to-end financial solutions to our customers."



## Mahindra adopts captive solar plant in Maharashtra

**M**AHINDRA & Mahindra Ltd. (M&M) is adopting a 58 MWp captive solar plant that is expected to generate about 100 million units of power annually beginning 2022.

Located in Parbhani district in the Marathwada region of Maharashtra, the solar plant will be built, owned, and operated for a period of 25 years by ReNew Sunlight Energy, a 100-per cent subsidiary of ReNew Power Private Limited.

According to a press release, this project is a big step from M&M towards the protection and revival of natural ecosystems. The project will quadruple M&M's renewable power share from 12 pc to 56 pc across Maharashtra including Mumbai, Nashik, Pune, Igatpuri and Nagpur.



Mr Veejay Nakra, CEO, Automotive Division, M&M Ltd., said, "At Mahindra, sustainability is a way of life and a key measure of our success. We are committed to achieving our target of carbon neutrality by 2040 and are well on way to reduce carbon emissions across our manufacturing operations. This new captive solar plant will further our sustainability journey and make a significant contribution in protecting the environment and contributing to Government of India's solar power target of achieving 175 GW by 2022".

## Toyota extends battery warranty for its SHEVs

**T**OYOTA Kirloskar Motor (TKM) on July 28 announced the extension of battery warranty for its self-charging hybrid electric vehicles (SHEVs) in the country.

The warranty is extended from the existing three years or 1,00,000 km to eight years or 1,60,000 km (whichever comes first) for all its SHEV models – Toyota Camry and Vellfire, sold with effect from August 1.

TKM's new 2021 hybrid electric vehicle battery warranty is the longest warranty period offered in the industry and is available to all the owners of Toyota SHEVs, said a press release.

Mr. V. Wiseline Sigamani, AGM, Sales and Strategic Marketing, Toyota Kirloskar Motor, said, "Through the longer battery warranty, which is the most comprehensive coverage in the market today, we



continue to bring many smiles and peace of mind to customers buying a hybrid electric vehicle and enhancing the momentum of vehicle electrification in the country."



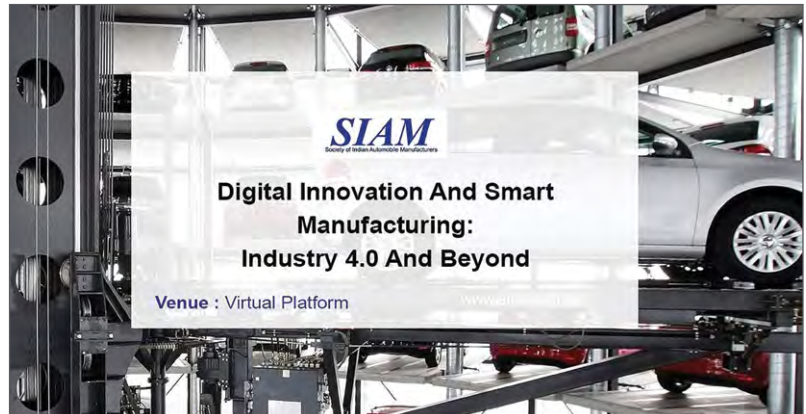
# SIAM hosts 15th Lecture Series on Industry 4.0 and Beyond

IN its bid to strengthen the ongoing discourse on leveraging digital technologies and physical domains for smart manufacturing in the automotive sector, the Society of Indian Automobile Manufacturers (SIAM) organised the 15th Lecture Series on Digital Innovation and Smart Manufacturing: Industry 4.0 and Beyond, on a virtual platform.

In his welcome address, Mr Prashant K Banerjee, Executive Director, SIAM, said, "As complexities around products and services increases along with the turnaround time to go to market, continuous technological disruptions, and changing customer preferences, there's an increased pressure on manufacturing to meet the market demand. In such a scenario where there are complex KRP systems and integrated supply chain partners that require business intelligence and data handling, the complexities demand that industry 4.0 awareness increases drastically."

Mr Satyakam Arya, Chairman, SIAM Manufacturing, Industry 4.0 and EODB Group, & CEO & MD, Daimler India Commercial Vehicles, touched upon key aspects of industry 4.0, including increased automation, bridging of the physical and digital world with cyber-physical systems enabled by IoT, and a shift from central industrial control system, with smart products defining manufacturing.

Mr Mahesh Kaikini, Co-Chairman, SIAM Manufacturing, Industry 4.0 and EODB



Group, & Chief of Quality, Hero MotoCorp, said while the digital technology is very well recognised, it needs a long-term roadmap and policy framework. He further discussed the blurring of the lines between physical, digital, and biological system, and focused on industry 4.0 key digital value drivers.

Dr Eva Diedrichs, Senior Consultant, AT Kearney, gave a complete picture of digital innovation strategy (DIS), elaborating about the key challenges for the automotive industry, success factors for DIS, and the key steps to develop the DIS, including identifying triggers, developing and sharing of organisational vision for digital future, DIS development and implementation.

Mr Karsten Mueller, Head of Manufacturing, Bosch India Ltd, spoke about Laksyam, a project by Bosch focusing on human capital. He discussed the key elements of future-ready factories, which focused on clear focus on business requirement, leveraging conducted industry, anchoring digital competencies, and enabling data-driven improvement. He also explained applications of AI and AI driven anomaly management.

Dr Vishal Talwar, Dean – School of Management, BML Munjal University, added to the discussion and stated that 86 per cent of manufacturers in the US believe that smart factories will be the main driver of competition by 2025. He mentioned the various policies on industry 4.0 in Asia, and explained the right kind of data being the driving factor in Industry 4.0.



# Big Boy Toyz sacks its senior exec Miglani held for his 'role' in luxury car smuggling

**G**URUGRAM-based luxury car dealership, Big Boy Toyz, has fired its senior executive, Nipun Miglani, who was arrested along with two others by the DRI on July 16, in connection with a luxury car smuggling racket involving misuse of diplomatic privileges.

The company has also denied any knowledge of the alleged racket.

A statement issued by the company read: "Mr. Nipun Miglani is terminated with immediate effect and Big Boy Toyz does not hold any liability and responsibility towards his alleged individual transactions. It is made known

to the general public at large that whatever Mr. Nipun Miglani has done in his individual capacity, Big Boy Toyz Ltd. is not liable for the same and further also if any person deals with Mr. Nipun Miglani, he may do at his own risk and Big Boy Toyz Ltd. has no concern with him."

The DRI had launched 'Operation Monte Carlo' after it received a tip-off that a group of individuals was involved in smuggling high-end luxury cars into the country in the name of diplomats and diverting the same to private persons, thereby evading a huge amount of customs duty



## Shaping the future of transportation

# Volvo brings CampX to India



Inauguration of CampX - Ambassador of Sweden H.E. Klas Molin, Kamal Bali & CR Vishwanath

**V**OLVO Group has launched CampX, its global concept for innovation and collaboration, in India.

CampX was inaugurated in Bengaluru, its first site outside Sweden, by the Swedish Ambassador Mr Klas Molin, in the presence of Volvo Group's senior leadership in India.

According to a press release, the concept of CampX represents a new way of working that aims to speed up the pace of innovation. It is built on two pillars: co-locating functions and employees working with the new technologies to facilitate collaboration and in partnership with external stakeholders such as suppliers, customers and start-ups outside the Volvo Group.

"CampX by Volvo Group is our global innovation arena for technology and business transformation and I am extremely pleased that we now have this marquee initiative in India", said Mr Kamal Bali, President & MD, Volvo Group, India.



He added: "With a rich start-up eco-system in the country and the presence of one of Volvo Group's largest product development sites, we are in a good position to support the future of the larger Group, the transport industry and fuel innovation in the Indian context."

The Ambassador of Sweden commented, "I am happy to be in Bengaluru for the inauguration of the Volvo CampX facility - the first one outside Sweden. With innovation and collaboration at its core, CampX is a great example of how Sweden and India bring together key players, including start-ups and industry leaders, to begin transforming the transportation sector and creating a fossil-free future."

## Capgemini to go for only hybrid, electric vehicles now onwards

IT services and consulting company Capgemini announced on July 12 that it will now only order hybrid and electric cars and vans for its 12,000-vehicle company fleet.

The company has decided to stop with immediate effect the order of new pure diesel or petrol vehicles as it transitions to a fully electric fleet by 2030. The initiative supports its ambition to achieve carbon neutrality for its operations no later than 2025 and to be net zero by 2030, said a press release.

The Group has agreed new contracts with selected leasing companies and car manufacturers that offer EVs and hybrid vehicles, it said further. Around 13 per cent of the most polluting cars in Capgemini's fleet will disappear this year and a further 24 pc in 2022. By the end of 2022, over 50 per cent of the Group's fleet will be hybrid or electric, and 100 pc by the end-2025.

**Mr Vincent Moreau**, Global Head of Real Estate at Capgemini comments: "This initiative is a critical step on our transition to an EV fleet. We are looking forward to joining with other organisations through the EV100, to share best practice and achieve the scale and speed needed to realise our net zero ambition by 2030."



## Vandel research report Tesla is named Europe's most sought-after luxury car brand

TESLA has been named Europe's most sought-after luxury car brand, according to new research by driving footwear company, Vandel.

Based on the monthly online searches for 15 luxury car brands across 32 European countries, Tesla took the top spot with 3.9m online searches, coming first in 20 out of the 32 countries reviewed.

BMW is in second place, with 3m monthly searches, and Audi in third place with 2.4m.

The results also found that the top five most searched luxury cars

are Tesla, BMW, Audi, Porsche and Lamborghini. It also found that Tesla's top fans are Germany, the UK and France and Germany is the most car-obsessed country, followed by the UK and France.

As Tesla is the only electric-first brand in the list, it seems sustainability is scoring as high as luxury these days. Environmentally-conscious countries like Norway, Sweden and Denmark all chose Tesla as their go-to luxury brand.

BMW takes first place in countries including Croatia, Finland, Portugal and the Netherlands. Audi came first in two of the 32 countries reviewed - Greece (35,000 searches) and Russia (62,000 searches).





# Dealer viability is the biggest concern, says FADA Study

The Federation of Automobile Dealers Associations (FADA) on July 29 announced results of its Dealer Satisfaction Study 2021, which was undertaken in association with PremonAsia, a consumer-insight led consulting and advisory firm based out of Singapore.

At the overall industry-level dealers attach high importance of 27 pc on business viability, making it a highly critical aspect where OEMs need to exhibit greater sensitivity.

On the positive side, dealers feel that products, both in terms of quality and range by and large meet the expectations of end-customers' current needs. While dealers of mass market PV remained most satisfied with an average of 720 on a scale of 1,000, three-wheeler segment scored the lowest, 610 on a scale of 1,000 among all segments.

In four-wheeler mass market segment, while dealers raised their concerns about OEMs not being receptive to their inputs for keeping viable and long-term policy in mind, they also said that OEMs provide adequate training for frontline sales & service staff thus keeping the end customer satisfied

In four-wheeler luxury segment, the study found that training cost sharing arrangement by the OEMs was unsatisfactory and OEMs ability to fulfill vehicle order in correct specifications and quantity coupled with non-flexibility to choose workshop equipment's were cause of

major concerns. The study also found that extended warranty policy and customer handling process were at satisfactory levels.

In two-wheeler segment, the biggest concern which the study highlighted was OEMs were not open to dealer inputs in terms of improving dealership cost structure from viability and policy point of view. Similarly, there was no support from OEMs on buyback of dead stocks of parts. On the positive side, the study found that OEMs were fair in acceptance and rejection of warranty claims.

The study for commercial vehicle segment showed

that while OEMs need to handhold dealers in improving sales efficiency and controlling cost of sales, they were quite happy about the overall product range and quality of fully-built vehicles. Dealers were also satisfied as they could directly communicate with OEMs' senior leadership team for discussing business viability and long term policies.

Commenting on the study, FADA President, Mr. Vinkesh Gulati, said, "OEMs need to be cognizant of the evolving dealer expectations. While issues of concern such as dealership viability, support on sales and after-sales, openness to dealer inputs in decision-making and designing long-term policies are fundamental needs, there are clear signs that dealers expect their respective OEMs to go beyond."

Mr C S Vigneshwar, FADA Secretary and Chairman DSS-21, said, "I am thrilled to say that FADA took more than 2,000 samples, the highest ever number which has been used for such a study in India. The survey being filled entirely by the Dealer Principals or their CEOs is a testimony of its accuracy and coverage of all aspects of dealerships in detail."

Mr Rajeev Lochan, Founder and CEO, PremonAsia, said, "The industry average satisfaction score of 657 indicates that OEMs have a significant headroom to improve in meeting the needs of their channel partners, particularly for the two-wheeler and commercial vehicle segments."



## DICV new dealership in South

**D**AIMLER India Commercial Vehicles (DICV) has opened new touch-points for BharatBenz commercial vehicles in the southern region.

The new dealerships are in Kolar and Davanagere in Karnataka, Bhimavaram in Andhra Pradesh, and Kasaragod in Kerala. The company also inaugurated two new outlets to deliver parts in Theni and Tiruvarur in Tamil Nadu.

Mr. Rajaram Krishnamurthy, V-P Marketing, Sales and Customer Service, said, "Our goal is to increase customer convenience and offer state-of-the-art experience through our products and services. To ensure



ease of servicing and access to customers, our goal is to minimise the distance between dealerships. The new dealerships that we have opened reiterate commitment to our customers and confidence in the growth of the southern CV market."



**Mr. Rajaram Krishnamurthy,**  
V-P Marketing, Sales and  
Customer Service



## DICV appoints Anshum Jain as its new COO

**D**AIMLER India Commercial Vehicles (DICV) on August 2 announced Mr. Anshum Jain as the new Chief Operating Officer (COO) of DICV, effective August 2, 2021.

He will be responsible for Supplier Management & Logistics, helping to further enhance synergy in the Greater Operations divisions, said a press release issued by the manufacturer of BharatBenz trucks and buses

Mr. Jain, according to the release, has a rich experience of over 25 years in India, US and Germany in managing and leading all aspects of large manufacturing operations with P&L responsibility. His most recent role was with Wirtgen (John Deere) as Chief Operating Officer.

**Mr. Satyakam Arya**, Managing Director, and CEO, Daimler India Commercial Vehicles, said, "Anshum is an ideal choice for the role of COO at DICV as he brings strong global experience and proven strength in setting up manufacturing plants. He has the ability to take radical strides in managing supply chain and operations areas with improvement of margins and excellence on all business metrics."



Mr. Ravneet Singh

## Detel names Ravneet Singh as GM - EV Manufacturing

**D**ETEL on July 29 announced the appointment of Mr Ravneet Singh as General Manager of EV Manufacturing. Mr Singh will be responsible for making the team-building strategies and overseeing the EV manufacturing operations, said a press release. He will play an important role in the company's growth by managing the design and development of low-speed electric two-wheeler, Loader.

Commenting on his new position, Mr Singh said: "I am excited to join a company that has a profound reputation for manufacturing the world's most economical consumer goods and is one of the fast-growing consumer durable brands that always aims to serve the customers with the newest technology."

## Ducati dealership in Pune



**L**UXURY motorcycle manufacturer Ducati on July 29 opened its new dealership and service facility in Pune, with its dealer partner Legacy Motors.

The new dealership is equipped with 3S facilities -

Sales, Service & Spares and will cater to the entire range of Ducati motorcycles comprising all the models, said a press release.

"We are glad to partner with Legacy Motors to open a new Ducati dealership in Pune. Pune already has many Ducatisti, and we look forward to seeing the community grow," said Mr Bipul Chandra, Managing Director at Ducati India.

Mr Pranav Bakre, Dealer Partner at Legacy Motor, said, "Ducati is one of the most coveted premium motorcycle brands, and we are incredibly excited to partner with Ducati in India through this new 3S facility dealership at Pune."

## TVS launches BS-VI NTORQ 125 with RT-Fi in Nepal

**T**VS Motor Company on July 26 announced the launch of BS-VI TVS *NTORQ 125* with Race Tuned Fuel Injection (RT-Fi) in Nepal.

According to a press release, the company has developed two versions of BS-VI Fi platforms, namely, RT-Fi (Race Tuned Fuel injection) and ET-Fi (Ecothrust Fuel injection). The RT-Fi technology is specially designed to ensure an enjoyable racing experience in all driving conditions, it said.

Mr. R Dilip, President – International Business, TVS Motor Company, said, "TVS *NTORQ 125* has redefined



the expectation of scooter consumers in Nepal by creating an exciting, powerful, connected experience for Gen Z. It has made its mark as the most loved and accepted scooter brand in Nepal."

Mr. Shahil Agrawal, Managing Director, JMPL, said, "We are delighted to introduce the TVS *NTORQ 125* BS-VI in Nepal today. The smart scooter is designed to create a best-in-class ownership experience with the inclusion of RT-Fi."



## Gaganjot is President, Michelin Africa, India, & Middle Region



**M**ICHELIN Group has named Mr. Gaganjot Singh as President, Michelin Africa, India and Middle East Region, the company announced on July 5. He will be based out of Pune.

Mr. Singh succeeds Mr. Marc Pasquet, who has been called to other functions in the Michelin Group, said a press release.

Across his 10-year tenure with Michelin, Mr. Singh has held various leadership roles in finance, sales, and other commercial functions across Asia, Africa and Europe, the release said further. Earlier in his career, he held various positions in companies such as GlaxoSmithKline and Pepsico, it added.

**M**r. Vikram Kirloskar, CMD of Kirloskar Systems, on July 14 announced the appointment of his daughter, Ms. Manasi Tata, as a member of the Board of Directors at Toyota Kirloskar Motor.

In a statement, Mr. Kirloskar said the appointment reflected the strong relationship and the continuance of the close bond between Toyota Group and the Kirloskar Systems Limited.

According to a press release, **Ms. Manasi Tata** is the Executive Director and Chief Financial Officer of Kirloskar Systems Ltd & Director in Kirloskar Technologies Limited. She is also a trained painter and runs a non-profit venture, Caring with Colour.



## Manasi Tata named TKM Director

## Pitstop appoints Nihal Shetty as its CEO, Services



**T**ECH-enabled multi-brand car service provider Pitstop has appointed Mr Nihal Shetty as its new Chief Executive Officer – Services.

He was previously the Country General Manager at WeWork India. An alumnus of Indian School of Business and University of Michigan, Mr Shetty he has more than a decade of experience in automotive, real estate and e-commerce.

"I am delighted to have Nihal onboard during this exciting period. This will help support our mission and deliver on our objective to elevate the car servicing experience in India. Nihal's experience and knowledge is vital in helping us drive value across the entire customer lifecycle." said Mr Mihir Mohan, Founder, Pitstop

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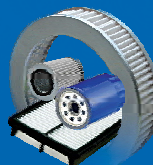
**AUTO IGNITION LTD.**



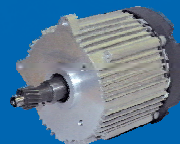
Starter Motor



Alternator



Filter



Electric Vehicle Motor

## AUTO IGNITION LTD.

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