

AUTOGUIDE

India's Automotive Industry & Trade Journal

www.autoguideindia.com



Exclusive Q&A session with
Ms Shradha Suri, MD, Subros

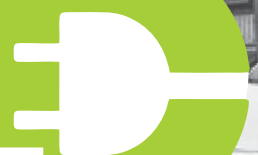
WOMAN POWER

PUSHING BOUNDARIES



6th ACMA Technology Summit

SWITCH DELHI



All Delhi Govt vehicles to be electric



PEOPLE TECHNOLOGY IS THE EVERYDAY REIMAGINED.

At Maruti Suzuki, we focus on relevant solutions that enhance the everyday lives of real people.
We don't just make cars, we design People Technology.

EXPERIENCE MARUTI SUZUKI TECHNOLOGIES

- SUZUKI CONNECT
- SMART HYBRID
- SMARTPLAY STUDIO
- K-SERIES ENGINE
- AUTO GEAR SHIFT
- HEARTECT
- S-CNG



TO KNOW
MORE, SCAN:



OR VISIT
www.marutisuzuki.com

Terms and Conditions apply. Features and accessories shown may not be part of the standard fitment. Black Glass Shade on the vehicle is due to lighting effect. Images used are for illustration purposes only.

YOU WILL BE MISSED



Founder Editor

JOGINDER P. MALHOTRA

NOVEMBER 19, 1935 - APRIL 18, 2020

A true Karmayogi. A pioneer in auto journalism.
A man of discipline, principle, knowledge and humility.
Your perseverance made Autoguide a guidebook
for the industry for the past 55 yrs.

Team Autoguide

CONTENTS

March 2021



दिल्ली सरकार
आप जी रथकार

SWITCH DELHI

Hon'ble CM
Shri Arvind Kejriwal
to launch '**Switch Delhi**'
campaign to promote
the use of **Electric Vehicles in Delhi.**

23 ELECTRIC VEHICLES

All Delhi Govt vehicles to switch to electric

- 18 Ather begins operations from its Hosur factory
- 22 Delhi Govt setting up 100 charging stations
- 24 Delhi becomes EV hub
- 36 MG updates ZS EV
- 45 Detel Easy Plus electric 2W debuts at India Auto Show
- 46 Nexzu launches Rompous+
- 46 Ampere plans Rs 700 cr investment for e-mobility



32 CARS

Maruti campaign to celebrate innovations

- 33 Nexa share in Maruti sales rises to 19 pc
- 34 Hyundai's new SUV is named Alcazar



Yamaha FZ FI



TVS NTORQ 125



Bajaj Pulsar 180



Mahindra Treo Zor

41 TWO & THREE-WHEELERS

Yamaha launches new FZ series

- 39 Atul Auto launches RIK CNG for Gujarat
- 40 Amazon partners with Mahindra Electric
- 42 TVS NTORQ 125 SuperSquad Edition is launched in Nepal
- 43 TVS strengthens its presence in UAE; opens showroom in Dubai

26 ASSOCIATION NEWS



- 28 ACMA Awards winner list
- 49 SIAM gallery remains pivot



Mr Vinnie Mehta,
Director General, ACMA



**WOMAN
POWER**



20 LAUNCHES

Tata Safari is finally here

- 37 Volkswagen launches Turbo edition of Polo and Vento
- 38 BMW offers 'Power of Choice'

19 SALES

Growth momentum carries on



8

COVER STORY

Woman Power in auto industry

- 12 We believe in equality: Pavna Auto Engineering
- 14 Making positive impact to the lives of women: Lumax Inds
- 15 Exemplary initiatives: Uno Minda Group
- 16 Interview: Shradha Suri on gender diversity: MD, Subros



35 MILESTONES

Hyundai celebrates its Silver Jubilee in India

- 30 Tata Motors Founder Edition of cars & SUVs on 75th Anniversary
- 30 Range Rover Sports celebrates Millionth-sale milestone
- 31 Tata Altroz makes it to India Book of Records

50 APPOINTMENTS

SUBSCRIPTION RATES

One Year	Two Years	Three Years	Single Copy
Rs.700	Rs.1300	Rs.1800	Rs.75

Autoguide is a monthly trade journal focused on automotive industry news published 12 times in a year.

The views and opinions expressed in the articles printed in this journal do not necessarily represent that of the Editorial Board.



Edited, Published and owned by M.P. Malhotra.

Printed at Options Printofast, 64, Patparganj Industrial Area, Delhi-110092 and Published at 608, Ansal's Imperial Tower, C-Block, Naraina Vihar, New Delhi-110028 Phone (011) 41051000,

Website: www.autoguideindia.com E-mail: autoguide@autoguideindia.com

jumps

START SOMETHING



- Starter Motors
- Alternators
- Dynamo Motors
- Components



JUMPS AUTO INDUSTRIES LIMITED

Email : info@jumpsindia.com Website : www.jumpsindia.com

Editor's viewpoint



Chairman - Editorial Board
M.P. MALHOTRA



Executive Editor
SHILPA MALHOTRA

Celebrating women power, and much more

As a woman, issues related to gender equality and women empowerment have always been dear to me. It was natural, therefore, to pick 'women power in auto industry' as the Cover Story for March, the month that celebrates International Women's Day.

Based on intense research, discussions and inputs received from key players, *Team Autoguide* is happy to report that the automobile industry is taking gender diversity seriously. While homegrown majors Tata Motors and Mahindra & Mahindra run campaigns like 'Women in Blue', 'Women@Work' and 'Pink Collars' and also take steps to empower women employees, MG Motor's 'Drive Her Back' initiative enables experienced and qualified

women to resume their careers. Hero MotoCorp has been driving the diversity agenda through its 'Project Tejaswani'. Rival Bajaj Auto has 'Women Only' assembly lines at its plants. There are many more such examples which we have tried to encapsulate in our Cover Story. Besides, we are carrying write-ups from Lumax, Uno Minda and Parna which elaborate on the women-centric measures being undertaken.

**THE PRESENT-DAY WORKPLACE IS
HUGELY TRANSFORMED WHERE
WOMEN ARE GETTING EQUAL
OPPORTUNITIES, RESPECT AND DIGNITY**

There is an exclusive Q&A with Subros MD Shradha Suri on the subject of gender diversity in auto industry.

Overall, it is heartening to note that workplace in automobile industry is now hugely transformed where women are getting not just equal opportunities, respect and dignity; they are also being motivated to rise up the ladder. Still, despite all the positivity, there is no reason to be complacent. More steps are needed to make the auto industry a shining example of women empowerment.

Going beyond women power, we have a detailed report on ACMA Technology Summit & Awards where industry experts deliberated on building a self-reliant automotive value-chain through cutting-edge technologies. We also carry full list of the awardees. Also, it was at this summit that Union Minister Mr Nitin Gadkari issued a veiled threat of the Government increasing customs duty on the import of automotive components if automakers do not seriously work towards increasing localisation. We have a separate report on that.

Delhi Government's twin steps to promote e-mobility – demarcating 100 EV charging stations and its announcement that all Government vehicles will be replaced with electric ones within six months – were the other important developments and we cover these in detail.



WOMEN POWER IN AUTO INDUSTRY



Initiatives galore; still more required

THE celebration of International Women's Day on March 8 ignited debate in many minds on the role of women in automobile industry. Though essentially it's a man's world, like the global auto industry, leading companies in India are sparing no efforts in ensuring inclusiveness by bringing about gender diversity in their workforce.

It's no longer a rare sight to find women performing key functions in various domains across the automobile industry. Though their number is not too large, women today are entrusted with important roles and they are performing these with as much finesse as their male counterparts. No doubt, the top positions in most OEMs and component companies are still the sole preserve of men; but women are also rising steadily to higher managerial echelons.

A few high-profile women like Ms. Mallika Srinivasan, Chairperson and CEO of tractor maker TAFE; Ms. Harshbeena Zaveri, MD and President of NRB Bearings; Ms. Shradha Suri, MD Subros; Ms. Sulajja Firodia Motwani, CEO of Kinetic Green Energy & Power Solutions and Ms. Anjali Singh, Chairperson of ANAND Group, are the mascots of gender inclusiveness in the auto industry in India. Though all of them are from families that own a significant stake in the companies they head, their proficiency in handling the top jobs and their multifarious accomplishments are a source of inspiration for many women aspiring to join the automobile industry.

It's no less refreshing to see women like Ms Sanghamitra Datta and Ms Ramkripa Ananthan who have managed to ride into the auto world successfully. While Ms Datta, a NID-graduate, runs her own automotive designing company called Stylus Automotive, Ms Ananthan, as the design head of Mahindra & Mahindra, was the person behind XUV500.

There certainly are many more like them in the industry, though not necessarily in the media glare.

Apart from these exemplary women, there is a large women workforce employed in sales, marketing, HR, logistics, administration, and finance. The age-old mindset that certain machines are difficult for women to handle had always come in the way of more women being employed on the shop floor. But that too is changing now. With operations in the shop floor becoming more digital, companies are shedding their inhibitions in employing women to handle manufacturing jobs as well.

With changed mindsets, healthier working conditions, women-friendly policies and, most importantly, gender diversity as the goal, automobile companies and those in the allied sector are doing their utmost to attract more and more women to their workforce.

Tata Motors has launched a mission to "create a brigade of Women in Blue," by enrolling, educating and skilling girls especially from economically deprived areas.

Homegrown automaker Tata Motors has been steadily hiring more women from the campuses as the company had announced three year ago that it planned to have a quarter of its total workforce as women. In fact, its Pune plant was the first manufacturing plant in the country to have a female engineer on its assembly line way back in April 1974 when the late JRD Tata had personally hired Ms Sudha Murthy, wife of Infosys co-founder Mr NR Narayana Murthy.

Tata Motors has also launched a mission to “create a brigade of Women in Blue,” by enrolling, educating and skilling girls especially from economically deprived areas. Another initiative that the company has embarked upon is Women@Work that encompasses all facets including support systems, policies, infrastructure, cultural and mindset change apart from getting statutory clearances wherever required.

Not too far behind, Mahindra & Mahindra’s automotive division began with 23 in 2016 and the number of women across all its manufacturing plants has been on the increase ever since. The company claimed that the inclusion of women workforce contributed significantly to improving the culture at the shop floor.

With a drive named ‘Pink Collars’, Mahindra & Mahindra also started an initiative to promote recruitment of women in core productive roles at automobile workshops. The first batch of Pink Collars was kicked off in October 2018. The programme encourages channel partners to tie up with ITIs and impart up-to-date industrial knowledge through the company’s expert trainers, provide automotive aggregates to support practical training and make the ITI students industry-ready. Special recruitment drives are conducted for girl students at these ITIs by

Mahindra’s authorised dealers to identify and recruit female talent.

MG Motor India came up with an initiative, called ‘Drive Her Back’, in 2019, which enables experienced and qualified women to resume their careers with dignity and pride. The returnee-ship programme engages women for one-year internship across marketing, communications, sales, after-sales, and product functions. The second edition of the programme was launched in October last year.

On March 5 this year, the company launched a mentorship programme called ‘Womentroship’. Under the programme, MG selected five social women entrepreneurs who have previously embarked upon creating prosperity for the underserved section of society, to uplift more women. The company will provide a platform for these women entrepreneurs to scale their social ventures to new heights and empower and create jobs for more women.

Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, has been relentlessly driving the agenda of diversity and inclusiveness through its initiative, ‘Project Tejaswani’. Aimed at creating equitable employment opportunities for women, the project has fostered equality and propagated a ‘holistic workplace’ within the organisation.



MG Motor has an initiative, called ‘Drive Her Back’, which enables experienced and qualified women to resume their careers. This year, it launched a mentorship programme, called ‘Womentroship’.



As part of the initiative, Hero MotoCorp has created dedicated career opportunities for women in every vertical and across the hierarchy – right from the shop floor level to senior leadership, thus promoting a balanced gender representation.

Additionally, the company has introduced various other initiatives such as 'Women in Leadership Programme', in collaboration with BML Munjal University and Imperial College of London to enable and equip women employees to take on leadership roles in the future.

Besides, Royal Enfield, the two-wheeler division of Eicher Motors, runs an entire engine assembly line with women workforce. Bajaj Auto, too, has 'Women Only' assembly lines at its Chakan and Pantnagar plants.

Tyre major CEAT last month introduced the concept of only-women operated CEAT Shoppes across the country. The Shoppes are owned, managed and run by a team of women. The first of such Shoppes was opened at Bhatinda in Punjab. On this Women's Day, it launched a digital campaign, #UthaoSawalBadloKhayal that highlights need for change in the mindset of society on how it perceives women and their abilities.

And as it happens every March, various auto and allied companies came up with hosts of initiatives to

CEAT Tyres introduced the concept of only- women CEAT Shoppes across the country. On this Women's Day, it launched a digital campaign, #UthaoSawalBadloKhayal that highlights need for change in the mindset of society on how it perceives women and their abilities.

commemorate International Women's Day this year as well. Leading tyre-maker Apollo Tyres recently felicitated eight women from across the country who have brought a positive impact in their community. In a virtual programme, talk-show host Richa Anirudh interacted and heard the encouraging stories of these eight Change Agents.

Electric two-wheeler manufacturer Okinawa Autotech announced a month-long campaign to honour women. It offered gifts to women on the purchase of its electric scooters.

Reputed auto companies like Lumax, Uno Minda and Parna have well-entrenched policies that promote empowerment of women. They have also launched multiple initiatives to achieve the goal of gender diversity at their workplaces. (Details about their women-centric measures are being carried in separate articles alongside)

One positively hopes that there will be more success stories to share and more gender-inclusive initiatives to enlist on the occasion of International Women's Day 2022.

To commemorate International Women's Day this year, Apollo Tyres felicitated eight women and electric 2W manufacturer Okinawa Autotech announced a month-long campaign to honour women.

PAVNA AUTO ENGINEERING

We believe in equality

As we celebrate International Women Day, the ideology is to create an environment for women where they can make decisions on their own, for their personal benefits, as well as for the society.

We at Parna believe in equality, which is a strong word with different perspectives for different individuals.

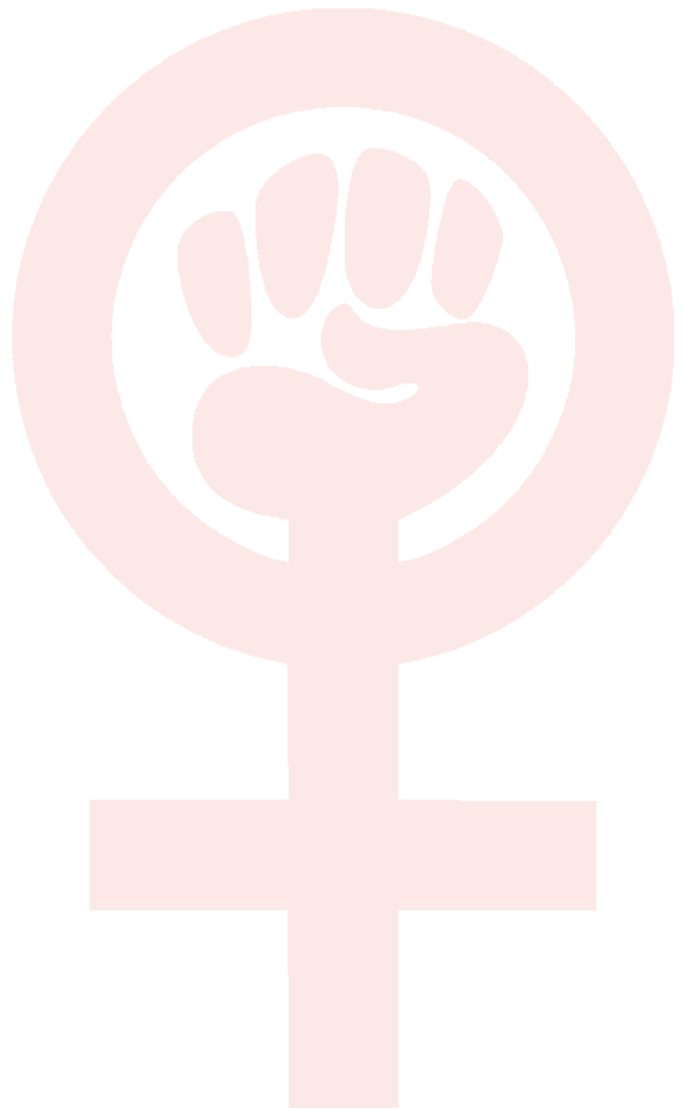
That the strength of any organisation is its people is a norm in the world of business. Organisations are constantly innovating on not just keeping their employees happy but also creating a culture for them to thrive. One of the key areas companies across the world are focusing on is gender diversity and equality.

No doubt women have made tremendous progress in the corporate world. Yet, globally, they account for only around 39 per cent of the total workforce with a slow decline. The simple truth is that female professionals continue to face challenges in making great strides in their organisations, with a plethora of issues still restraining their true potential.

What does women empowerment truly mean? The most commonly accepted concept of empowerment is allowing women to have more control over their lives. Participation in decision-making, freedom to make their own schedules, learn new skills and gain self-reliance, etc.; empowerment of women encompasses a myriad of indicators.

These policies have resulted in quality and sustainable growth in our product and organisation chain.

My personal feeling is if every woman takes a pledge to support women empowerment in its own bit – at home, office, city; then only this drive will be completed.

**PAVNA**

To encourage gender diversity and empower women, some of the policies and practices that we follow are:

- Equal opportunity at a workplace and fair treatment to both men and women at all stages of employment life cycle - hiring, training, pay scale, promotions, mistakes and achievements treated equally for both genders, etc.
- Mentoring and coaching to support career growth, encouraging women employees to identify their developmental areas and choose mentors including male mentors
- Safe and secure channels of informal communication and collaboration to seek support with each other
- Connect with senior women leaders to share their success stories
- Policies designed around work from home, flexi working hours, women safety etc.
- Gender-sensitization workshops for all leaders including male supervisors around forward-thinking topics like unconscious bias, leadership and mentoring, diversity and inclusion etc.
- Zero tolerance to abuse and harassment
- Encourage women to showcase their leadership by giving them high-visibility initiatives
- Conscious efforts to bring in gender diversity at the top level management



Ms Priya Jain,
Managing Director

By Ms Priya Jain, Managing Director



LUMAX INDUSTRIES

Making positive impact on the lives of women

THE International Women's day is an opportunity for us to reflect on various initiatives that we have undertaken in our quest to empower and make a positive contribution to the lives of women at Lumax.

As an equal opportunity employer, we treat our women employees with utmost care and respect. Our care for women employees goes beyond basic initiatives like transport and creche facility for women.

Lumax has an internal app accessed by all employees and is directly monitored by the Group CEO. This platform provides direct access to raise any concern, suggestion and grievance.

Under our unique 'Nanhi Chaanv' initiative the birth of a girl child of an employee is celebrated at Lumax by planting a sapling in the name of the child and a token money of ₹1,100 is given to the child.

Women at Lumax have also entered the supposedly male-dominated departments, like R&D, Testing & Homologation, Design & Development, Exports, Purchase and Marketing.

We regularly conduct gender sensitisation and POSH (Prevention of Sexual Harassment) programmes. Apart from encouraging and empowering women at workplace, we motivate them to take lead in social development initiatives.

Our CSR initiatives are tailored to suit the emerging requirements of women and girl child. Health check-up camps for diseases prevalent in women are making a marked difference to the lives of women in communities/ areas we serve. An adolescent health programme for girls is a step in this direction. Starter kits and fee is paid for enrolment of the girl child to the school we engage with. Girl students are benefitting from our 'Usha ki Kiran' initiative for career counselling and scholarship scheme.

On International Women's Day, we reaffirm our commitment to continue making a meaningful impact to the lives of women.

By Mr Vineet Sahni, DK Jain Group



UNO MINDA GROUP

Exemplary initiatives

UNO Minda Group's initiatives for women have been exemplary. These include developing gender-sensitive policies and guidelines as well as developing effective programmes related to recruitment, retention, product development and corporate investments.

Throughout its structure, gender diversity has been the priority of the Group. Starting from Board of Directors, in which two out of five members are women, till the workshops where there are women workers dominating.

On any shop floor across various auto part segments in Uno Minda Group, there are up to 70 per cent women. Their hands ensure precision and production of excellent quality auto components. The corporate ladder also has a sizeable chunk of women working which ensures a wider perspective in management and provides women with opportunities for professional growth.

There is an incentive plan for women employees wherein referring women candidates and their subsequent joining in the organisation entail incentives. Also when an employee resigns, the replacement is always of the same gender. This encourages equal opportunity and gender diversity.

It is not just the corporate ladder and factories that empower women; the CSR arm of Uno Minda Group is equally active to promote women empowerment through initiatives under Suman Nirmal Minda Charitable trust. These initiatives improve lives of various communities across the country.

Under the initiative of Samarth Jyoti, various vocational courses are offered. The CSR initiatives also includes working with women Self Help groups to help individuals raise funds and gain knowledge of purchasing and marketing which is required for running own small businesses.



Subros MD Shradha Suri on gender diversity

Auto sector must intensify efforts



Ms Shradha Suri, MD of Subros Limited, is candid enough to admit that gender diversity is an area for improvement for her company but this, she says, is because gender disparity in engineering profession is a challenge in our education system itself. However, the leading manufacturer of thermal products for automotive applications offers many special incentives for its women employees. According to her, though there is a marked change in the automotive industry's focus on gender diversity, it is still behind other industries. Women remain largely an underutilised resource in the sector and they continue to be vastly under-represented in leadership roles, said Ms Suri in response to a set of questions sent by Autoguide.

Question: What is the proportion of women workforce in your company? Does it offer some special incentives to women employees? Any specific women-friendly initiatives it has undertaken?

Gender disparity has long been an issue in the engineering profession. This is the key reason that women ratio in auto component space is low. Many engineering schools have established outreach programmes aimed at attracting more young women. Gender diversity is an important area for improvement for us also. Over the last four-five years, there is significant and conscious focus on creating a balance in the organisation. In this regard, we have some special incentives for our women employees. Maternity programme for expected mothers, sabbaticals, and special leaves to attend to family needs are some such policies in place. During COVID-19 pandemic, we granted hundred per cent work-from-home for our women employees.

Q: How serious the auto industry is with regard to gender diversity? Is the recent increase in women workforce mere tokenism?

Over last few years, there has been a marked change in the automotive industry's focus on gender diversity. As I mentioned before, gender disparity in engineering profession is key challenge in our education system itself. Diversity and inclusion have become critical. However, auto industry is behind other industries in gender diversity. Women remain largely an underutilised resource in the sector. They continue to be vastly under-represented in leadership roles. Auto companies need to ramp up their efforts on the career advancement of women employees, otherwise their numbers will be mere tokenism.

Q: Why are there fewer women in top managerial positions in auto companies? Is it because of the dearth of talent or skewed mindset?

I don't think it is because of dearth of talent. Women are playing significant role in top managerial positions in industries at large. The comparison is not by gender at all. There are other reasons such as, negative perceptions about the workplace environment in auto industry, a perceived lack of work/life balance, and a lack of flexibility in work schedules. These are all myths in today's work dynamic. I do not believe these to be the key reasons. The auto industry has made considerable strides in improving gender diversity over last few years, there has been less emphasis on career progression of women to top managerial position. Since the inception of this industry, there is a general bias toward men in leadership positions. I firmly believe that is changing dramatically now. In coming times, there will be more representation of women in top managerial positions. People have begun to recognise the skills and expertise that a woman brings on table.

Q: With shop floor operations becoming more and more digital, do you think it's time to employ women in core manufacturing?

Currently, women have a very limited representation in shop floor operations. Major challenge is recruitment, as there is dearth of women resources with skills for roles for such processes. This is because very few women students opt for core engineering branches due to negative perceptions, as I already mentioned. Now with industry focus on 4.0, digitisation and automation will be future of shop floor operations. Again, availability of skilled women resources will be a key for inclusion. Partnership of Industry and education sector will be the key in developing the right curriculum and improving enrollment of women for such courses.

Do you think hygiene and healthcare factors are adequately addressed by the industry? Does it follow family-oriented policies, particularly in regard to women employees?

Hygiene, healthcare, and safety of employees

are of paramount importance in the auto industry. Organisations have policies and procedures in place to meet these objectives and they do follow family-oriented policies for women employees. In fact, the manufacturing industry incorporated concepts of 5S decades ago.

Lastly, what specific steps would you suggest the industry should take to become more women-friendly, more inclusive?

Automotive is a dynamic and exciting industry that will undergo wide disruption and rapid progression in next decade. These times will be challenging and gender diversity in workplace will be an important asset. I believe the auto industry needs to focus on three key areas, recruitment, retention, and opportunity for women. It is imminent to weed out biases that discourage women from joining in, and making the culture more conducive for women, especially laying emphasis on safety. Policies and procedures should be established to strengthen their careers through learning and growth opportunities. Facilitating them in drawing up their career maps with mentorships to help them speed ahead in the direction they want to head-- that is the future of this industry.



The auto industry needs to focus on three key areas – recruitment, retention, and opportunity for women. It is imminent to weed out biases that discourage women.



Ather begins operations from its Hosur factory

A THER Energy began operations from its factory in Hosur, Tamil Nadu, from January 2 with deliveries to Mumbai, Pune, Ahmedabad, Bengaluru, Chennai, and Hyderabad.

The facility, said a press release, is a perfect example of the Make in India vision as 90 pc of the manufacturing of Ather Energy products, is localised, including the battery pack which is made by Ather Energy.

With a capacity to produce 1,10,000 scooters annually, the facility will serve as Ather Energy's national manufacturing hub catering to demand from across the country.

The manufacturing facility is built on Industry 4.0 principles and has one of the most advanced solutions that integrates technology, human assets, existing systems, and processes across the entire manufacturing network, added the release.

Mr Tarun Mehta, CEO & Co-founder Ather Energy, said, "It's been a great journey for us so far and the opening of this facility is truly a milestone for Ather. The consumer demand has increased by multiple folds and with us expanding to new markets, this state-of-the-art facility will cater to demand across the country."



Sales momentum carries on

February sees healthy growth across segments

THE auto sales momentum carried on in the month of February with data showing that passenger cars volume surpassed the pre-COVID sales of the corresponding month last year. Two-wheelers also put up an improved performance.

In February, OEMs registered cumulative sales of 3,08,611 units of passenger cars against the previous month's 3,03,904 units. The industry sold 2,56,645 units in February last year. This translated to MoM and YoY growths of 1.55 per cent and 20.25 per cent respectively.

Maruti Suzuki, which turned out to be the biggest contributor as usual, recorded sales volume of 1,44,761 units. Its sold 1,39,002 units in January this year and 1,33,702 units in February last year. The company recorded MoM and YoY growths of 4 per cent and 8 per cent and captured a 46.9 per cent market share.

South Korean giant Hyundai dispatched 51,600 cars to dealerships across India. While it accounted for a decline in MoM sales by 1 per cent, the company registered a YoY growth of 29 per cent.

Tata Motors' overall domestic sales in February stood at 58,473 units against 38,002 units in the same month last year registering 54 per cent growth. Its passenger vehicle sales stood at 27,225 units, against 12,430 units in February 2020. The company's current generation models including the *Harrier*, *Altroz*, *Nexon* and the revival of *Safari SUV* helped it record a YoY jump of 119 per cent in sales.

Kia Motors, with sales of 16,702 cars, witnessed a fall in MoM sales of 12 pc and an increase in YoY sales by 7 pc.

Mahindra *Thar*, was able to deliver only 15,380 cars last month, recording MoM de-growth of 25 pc. However, the homegrown brand showed a YoY growth of 43 per cent.

February proved to be a very good month for Toyota as the it recorded its highest monthly sales in two and a half years. This was mainly due to the recent launch of its face-lifted premium SUV, *Fortuner*. The company

OEM Wholesales	February 2021	February 2020	Growth % YoY
Maruti	1,44,761	1,33,702	8.27
Hyundai	51,600	46,100	11.93
Tata	27,225	12,430	119.03
Kia	16,702	15,644	6.76
Mahindra	15,391	10,938	40.71
Toyota	14,075	10,352	35.96
Renault	11,043	8,784	25.72
Honda	9,324	7,269	28.27
Ford	5,775	7,019	-17.72
MG	4,329	1,376	214.61
Nissan	4,244	1,028	312.84
VW	2,186	350	524.57
Jeep	1,103	394	179.95
Skoda	853	1,259	-32.25
Total	3,08,611	2,56,645	20.25

dispatched 14,069 units during the month, witnessing MoM and YoY growth of 26 pc and 36 pc respectively.

While the French brand Renault, with 11,043 units, recorded MoM growth of 35 per cent, Japanese carmaker Honda (9,324 units) registered de-growth of 18 per cent. Both automakers registered positive YoY growths of 26 per cent and 28 per cent respectively.

In the two-wheeler segment, Hero MotoCorp led from the top reporting growth at under a per cent. Wholesales were at 4,84,433 units, up from 4,80,196 units. Honda two-wheelers gained significantly at 30.54 per cent growth. TVS reported 15 per cent YoY growth at volume gain of over 25k units. Royal Enfield reported 6.42 per cent growth while its volume gain was below 4k units.

The total sales of homegrown commercial vehicle manufacturer Ashok Leyland in the domestic market stood at 12,776 units, a healthy 20 per cent growth as compared to 10,612 vehicles it sold in February 2020. The company exported 927 commercial vehicles during the month, registering a 7.4 per cent growth.

Tata *Safari* is finally here!

Adventure persona of iconic SUV also unveiled

SAFARI
#ReclaimYourLife



(L-R) Mr. Guenter Butschek, CEO and MD, Tata Motors, Mr. Shailesh Chandra, President, Passenger Vehicles Business Unit, Tata Motors and Mr. N. Chandrasekaran, Chairman, Tata Sons and Tata Motors with the iconic SUV in its new avatar



TATA Motors on February 22 officially launched its premium flagship SUV – the all-new *Safari*.

An arresting design, unparalleled versatility, plush and comfortable interiors, and powerful performance of *Safari* perfectly cater to the modern, multifaceted lifestyle of the new-age SUV customers, said a press release issued by the automotive brand.

The new *Safari* (6/7-seater) is now available for purchase at a starting price of ₹14.69 lakh (ex-showroom Delhi).

The company also unveiled the 'Adventure' persona of *Safari* with an expressive and rugged look offering more options for customers to select the SUV that best matches their personality.

The Adventure persona will be available in a distinct Tropical Mist colour, inspired by the rich and diverse flora present across the vibrant landscapes of our country, said the release.

Speaking on the launch of the new *Safari*, Mr. Guenter Butschek, MD and CEO, Tata Motors, said, "The *Safari* as our new flagship is connecting the aspirations of the discerning and evolved SUV customers. It tops the 'New Forever' range of cars and SUVs launched in 2020 and marks another milestone in Tata Motors' strategic transformation."

Mr. Shailesh Chandra, President – Passenger Vehicles Business Unit, Tata Motors, said, "*Safari* had introduced India to the SUV lifestyle and in its contemporary avatar, the new *Safari* is in-sync with the multifaceted lifestyles of today's SUV customer. With its plush interiors, state-of-the-art connectivity and premium features, *Safari* not just blends in but ups the lifestyle quotient several notches higher. With the introduction of the 'Adventure' persona, customers have more choice to select the *Safari* that best complements their individual personality to 'Reclaim Your Life'."

The *Safari*, said the release, is extremely versatile, delivering great comfort and assurance, be it intra city commute, expressway cruising or the un-explored paths in the hinterland.

With a powerful 2.0 litre turbocharged Kyrotech engine and its 2741 mm wheelbase, the *Safari* will come with signature Oyster White Interiors paired with the Ashwood finish dashboard, a majestic panoramic sunroof, along with 6 and 7-seater options, which will come with an 8.8-inch floating island infotainment system.

Safari consists of a variety of safety features such as all disc brakes, electronic parking brake and an advanced ESP with 14 functionalities. Coupled with the Boss Mode providing enhanced ride comfort, *Safari* sure does give the executive customers a living room style ride experience.

Taking the style quotient a little higher, the newly introduced 'Adventure' persona will come with R18 black tinted charcoal grey machined alloys and an all piano black finish in its grille, roof rails inserts, outer door handles along with a *Safari* mascot placement on the bonnet.

On the interiors, the 'Adventure' persona looks plush with signature earthy brown interiors, dark chrome interior accents on air vents, knob, switches, inner door handle and instrument cluster along with a piano black interior pack on steering wheel, grab handles, floor console frame and IP mid pad finisher.

The all-new *Safari* will be available in nine variants, starting from XE and going up to the XZA+.

TO BOOST EV ADOPTION

Delhi Govt setting up 100 charging stations

DELHI Government on February 12 began the process of demarcating 100 charging stations in the city with a view to encouraging people in the national Capital to adopt electric vehicles.

Delhi Transco Limited (DTL), the transmission utility that has been designated as the nodal agency for setting up the charging infrastructure, has initiated the process for setting up 100 public charging stations with total 500 charging points last week.

Delhi Power Minister Mr Satyendar Jain said the entire power infrastructure cost would be borne by the Government and the charging points would be ready within 12 months

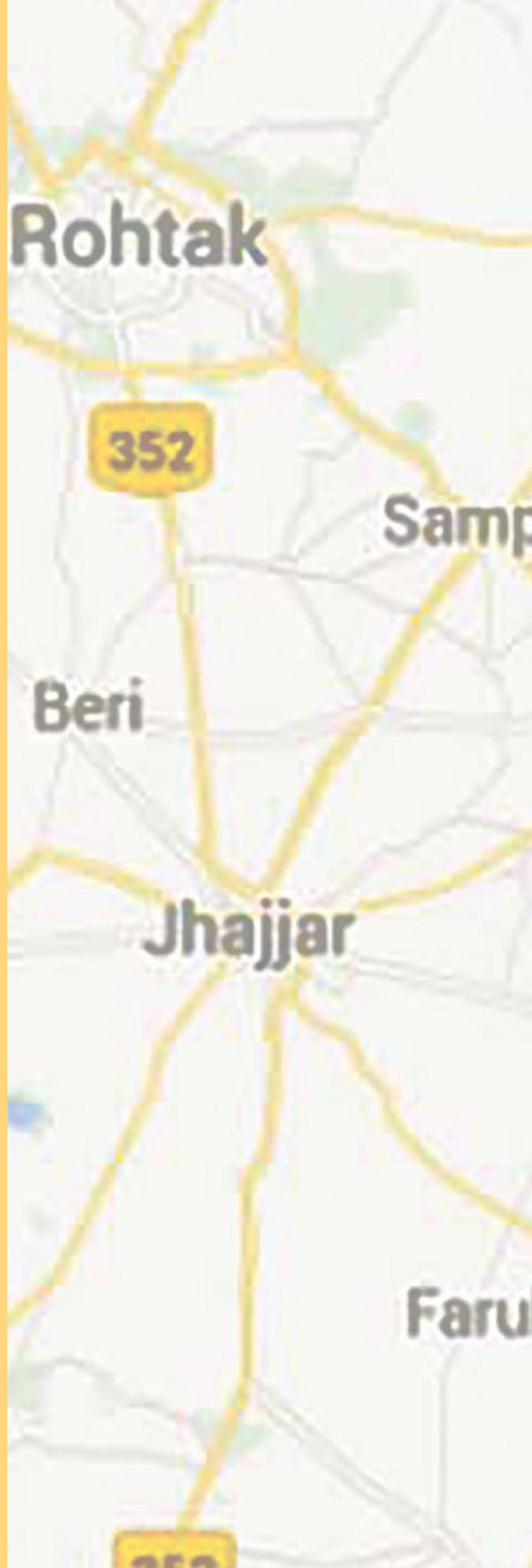
Providing accessible public charging facilities within three km of travel from anywhere in Delhi is the key objective of the EV policy announced by the Chief Minister Mr Arvind Kejriwal in August last year.

DTL has floated tenders inviting bidders for setting up and operating charging and battery-swapping stations at 100 concessional locations. The successful bidders will also maintain the charging stations for five years and have to provide to the users options for all modes of payment.

The charges can vary depending on the speed — slow, moderate or fast — of charging opted for and the concessionaire can also have subscription plans for regular users. However, they will not be allowed to restrict services to subscribers. The service charge for using the chargers can be increased year-over-year basis to account for inflation but should not exceed 5 pc within the span of one year.

The Transport Department of Delhi Government will also provide a one-time grant of up to Rs 6,000 per charging point for the purchase of the minimum mandated slow chargers at each location.

Out of the 100 sites earmarked for the charging stations, 71 are located at parking lots of Delhi Metro stations, followed by 11 sites of Delhi Transport Corporation, including bus depots; four at places belonging to the Transport Department, three each of power discoms BRPL, BYPL and Tata Power-DDL, three of Delhi State Industrial and Infrastructure Development Corporation Ltd and one site each at locations belonging to Delhi Jal Board and the Irrigation and Flood Control departments.





ALL petrol, diesel and CNG vehicles of the Delhi Government will be replaced with electric ones within six months, the Arvind Kejriwal Government said in an order on February 25.

Any department and autonomous body of the Delhi government can hire an electric vehicle (EV) for the first time with the permission of the Finance Department. Thereafter, permission is not needed to extend existing contracts, the Government said in the order.

The Transport Department will oversee the switchover to EVs. All departments will give a report every month to the Transport Department on how the transition to EVs is going, identify gaps and give suggestions to meet the target within six months.

ALL DELHI GOVT VEHICLES TO SWITCH TO ELECTRIC

Delhi becomes EV hub

Achieves 2-cr e-km milestone: CESL

ELECTRIC vehicles (EV) deployed in Delhi completed 2 crore km on the road on February 23. This has resulted in a reduction of 500 kg of particulate matter emissions, contributing significantly to cleaner air and health benefits for the public.

According to a press release issued by Convergence Energy Services Limited (CESL), a wholly-owned subsidiary of EESL, about 3,573 tonne carbon emission has been avoided, since the day of deployment of EVs, and ₹8.6 crore has been saved in terms of monetary value.

The 2-crore e-km also contributes to 13.3 lakh litres saving in fuel consumption, added the release.



A total of 565 CESL EVs are running in the National Capital Region with more and more consumers being encouraged to switch to EVs. There has been a rise of more than 140 per cent YoY in sales of electric cars that shows the gradual acceptance of the technology among the climate conscious.

Delhi has become the EV hub of India, accounting for half of the total 'electric-kilometres' in India.

Ms. Mahua Acharya, MD & CEO of CESL, said, "Demand for EVs is increasing rapidly and the 2-crore kilometres milestone is testimony to this. This is an important step towards India building out an ecosystem for electric mobility. CESL is bringing together initiatives to invest in clean energy and clean transportation, and our planned investments in 20,000 electric vehicles, India is expected to save over 6.4 crore litres of fuel every year leading to a reduction of over 5.6 lakh tonnes of annual CO2 emissions."

FADA initiatives

Dealer Satisfaction Study



THE Federation of Automobile Dealers Associations (FADA) is initiating an annual Dealer Satisfaction Study in association with PremonAsia, a consumer-insight led consulting & advisory firm based in Singapore.

The study will serve the following objectives: to understand and quantify dealer expectations from OEMs; to measure how OEMs perform in meeting or do they exceed dealer expectations; to identify gaps that impact OEM-Dealer partnership across all key business aspects; to identify how dealers foresee the evolving automotive retail business and to provide actionable insights that OEMs & dealers can work together in enhancing their business partnership.

The report of the study will be released by end of June.

Mr. Vinkesh Gulati said, "I am delighted to announce that FADA in partnership with PremonAsia has initiated the most in-depth study which we are going to take in next few months. With a sizable sample, FADA – DSS will provide adequate representation from every quarter and cutting across all categories of vehicles. The study will also have a good demographic mix coupled with urban and rural balance."

FADA Secretary Mr CS Vigneshwar, who heads this project, said, "This study comes at a crucial time when the industry is facing unprecedented headwinds. This is the first large scale study that is done for the dealers, by the dealers and from the dealers association to see how manufacturers are supporting their dealership networks."

PremonAsia Founder and CEO, Mr Rajeev Lochan, said, "We are excited to partner FADA in offering 2021 Dealer Satisfaction Study, first of many new initiatives designed to serve the business needs of the automotive sector."

6th ACMA TECHNOLOGY SUMMIT & AWARDS

Call for adopting new tech to stay ahead



THE Automotive Component Manufacturers Association (ACMA) organised the sixth edition of ACMA Technology Summit & Awards on February 25.

Themed 'Towards Atmanirbhar Bharat – Technologies for Sustaining Growth', the summit was inaugurated by the Union Minister for Road Transport and Highways & MSMEs, Mr Nitin Gadkari.

The annual platform also honoured small, medium, and large enterprises for excellence across various parameters.

Organized on a virtual platform, the summit brought industry experts to deliberate on building an Atmanirbhar automotive value-chain through cutting-edge technologies and collaborate for de-risking against disruptions.

Thought leaders from the industry, Government and the academia emphasised on adopting new technologies, manufacturing practices, and business models to sustain growth and stay ahead of the curve.

A knowledge session on 'Emerging Technologies – Redefining India's automotive landscape' was also organised as part of the summit.

Around 60 auto component players were recognised and honored for their path-breaking initiatives in distinctive domains such as Manufacturing, New Product Development, Exports, Human Resource Development, and Health Safety & Environment.

Gadkari warns of hike in customs duty if localisation is not increased

THE Government will increase customs duty on the import of automotive components if domestic automakers do not seriously work towards increasing localisation, the Union Minister for Road, Transport and Highways, Mr Nitin Gadkari, has said.

Speaking at the sixth Technology Summit organised by the Automotive Component Manufacturers Association of India (ACMA) on February 25, Mr Gadkari stressed the industry “needs to stop imports.” The automotive component makers, he said, need to develop good alternatives to imports at reasonable costs.

“I am requesting to auto manufacturing companies to take it (localisation) very seriously. Otherwise, for import of components we will think on the direction to increase more custom duty on that,” the minister said.

“It is because of the strong capabilities of the components sector that the vehicle industry in India has been able to achieve localisation levels of around 70 per cent. I urge both the vehicle and component manufacturers to increase localisation of components to the maximum. My expectation is to make it 100 pc,”



Mr Gadkari said via video conferencing.

The minister further said the Government was also working on framing the final vehicle scrappage policy and on resolving issues related to shortage of raw material such as steel to encourage replacement demand and ease production challenges.

Addressing the summit, Mr Kenichi Ayukawa, President of SIAM, said while vehicles sales in some segments have recovered post-lockdown, challenges continue on the business front due to shortage of steel and semi-conductors,

In the first 10 months of the on-going fiscal year, passenger car sales are behind by six years, two-wheelers by seven years and commercial vehicle/three-wheelers sales have receded even further, he said. Vehicle and component makers need to focus on quality, research and development and maximise localisation to return to normalcy, he added.

Commenting on the summit, Mr Deepak Jain, President, ACMA, said, “As an industry, we have collaborated well to face the unprecedented disruptions in wake of the pandemic. We are also thankful for the supportive policy interventions by the Government which

helped us to sail through the difficult period. Now, we need to pay attention to find innovative ways to sustain growth, ensure a robust supply chain and create more value-addition.

Mr Jain further said adopting new and modern technologies will be the key for the industry to remain competitive. “With a fast-changing regulatory environment and India becoming a preferred destination for designing and manufacturing for most global auto OEMs, it is imperative for the auto component industry to invest in latest technologies to stay relevant,” he said

Speaking about the ACMA Annual award, Mr Vinnie Mehta, Director General, ACMA, said “We witnessed an unprecedented crisis in 2020 but the entire industry came together to support each other and collectively face the challenge. The auto component industry has displayed remarkable resilience”

ACMA Excellence Awards Winners for Year 2020

Excellence in Export

Small Category

Gold Award

Sri Ramkarthic Polymers Pvt. Ltd, Coimbatore

Silver Award

SOGEFI ADM Suspensions Pvt. Ltd., Chakan

Certificate of Appreciation

Esteem Polymer Products Pvt. Ltd., Chennai

Medium Category

Gold Award

Universal Precision Screws, Rohtak

Silver Award

Talbro Automotive Components Ltd., Faridabad

Certificate of Appreciation

Abilities India Pistons & Rings Ltd., Ghaziabad

Large Category

Gold Award

Precision Camshafts Ltd., Solapur

Silver Award

Harita Fehrer Ltd, Hosur

Roop Automotives Ltd., Gurgaon

Bronze Award

Advik Hi-Tech Pvt. Ltd., Pune

Very Large Category

Gold Award

Indo-MIM Pvt. Ltd., Tirupati

Silver Award

Avtec Ltd., Pithampur

Bronze Award

SEG Automotive India Pvt. Ltd, Bengaluru

Excellence in New Product Design

Small Category

Gold Award

Sunvisors India Pvt. Ltd., Gurgaon

Silver Award

Estee Auto Pressings Pvt. Ltd., Hosur

Bronze Award

SOGEFI ADM Suspensions Pvt. Ltd., Chakan

Medium Category

Gold Award

Elofic Industries Ltd., Faridabad

Silver Award

Interface Microsystems, Gurgaon

Bronze Award

Universal Precision Screws, Rohtak

Large Category

Gold Award

A Raymond Fasteners India Pvt. Ltd., Pune

Silver Award

Rane Brake Lining Ltd., Thiruchirapalli

Bronze Award

Harita Fehrer Ltd, Hosur

Global Autotech Ltd., (Plant 2 PDC Division) Noida

Very Large Category

Gold Award

Shriram Pistons & Rings Ltd., Ghaziabad

Silver Award

Gabriel India Ltd., Dewas

Bronze Award

SEG Automotive India Pvt. Ltd, Bengaluru

Bronze Award

Subros Ltd., Noida

Excellence in Manufacturing

Small Category

Gold Award

Sri Ramkarthic Polymers Pvt.Ltd., Coimbatore

Silver Award

SEP India Pvt. Ltd., Hosur

Bronze Award

Technocrat Connectivity Systems (P) Ltd., Rudrapur

Medium Category

Gold Award

Neolite ZKW Lightings Pvt. Ltd., Bahadurgarh

Silver Award

Anand CY Myutec Automotive Pvt. Ltd., Gurgaon

Bronze Award

Kiswok Industries Pvt. Ltd., Howrah

Certificate of Appreciation

Takshi Auto Components Pvt. Ltd., Pune



Large Category

Gold Award

Rane Brake Lining Ltd., Thiruchirapalli

Silver Award

Roop Polymers Ltd., Pantnagar

Bronze Award

Polyplastics Industries., (Unit-1) Yamunanagar

Certificate of Appreciation

Sterling Tools Ltd, Bengaluru

Very Large Category

Gold Award

Gabriel India Ltd., Nashik

Silver Award

Avtec Ltd., Pithampur

Bronze Award

Indo-MIM Pvt. Ltd., Tirupati

Motherson-Sumi Systems Ltd., Noida

Excellence in HR

Small Category

Gold Award

SEP India P Ltd., Hosur

Silver Award

Technocrat Connectivity Systems (P) Ltd., Gurgaon

Bronze Award

SOGEFI ADM Suspensions Pvt. Ltd., Chakan

Medium Category

Gold Award

Anand CY Myutec Automotive Pvt. Ltd., Gurgaon

Silver Award

Talbro Automotive Components Ltd., Faridabad

Bronze Award

Kiswok Industries Pvt. Ltd., Howrah

Certificate of Appreciation

Abilities India Pistons & Rings Ltd., Ghaziabad

Lumax Mannoh Allied Technologies Ltd., Manesar

Large Category

Gold Award

Global Autotech., (Plant 2 PDC Division) Noida

Silver Award

Harita Fehrer Ltd, Hosur

Bronze Award

SKH MagnetiMarelli Exhaust Systems, Gurgaon

Certificate of Appreciation

Sterling Tools Ltd, Bengaluru

Very Large Category

Gold Award

Shriram Pistons & Rings, Ghaziabad

Silver Award

J. K. Fenner (India) Ltd, Madurai

Bronze Award

Gabriel India Ltd., Dewas

Certificate of Appreciation

Indo-MIM Pvt. Ltd., Tirupati

Gabriel India Ltd., Nashik



Excellence in HSE (Health, Safety & Environment)

Small Category

Gold Award

Lumax Gill Austem Auto Technologies Ltd, Pune

Silver Award

SEP India P Ltd., Hosur

Bronze Award

SOGEFI ADM Suspensions Pvt. Ltd., Chakan

Nandhini Rubber Private Ltd, Chennai

Medium Category

Gold Award

UFI Filters India Pvt. Ltd., Bawal

Silver Award

Magna Automations Ltd., Gurgaon

Bronze Award

Talbro Automotive Components Ltd., Faridabad

Large Category

Gold Award

Precision Camshafts Ltd., Solapur

Silver Award

Harita Fehrer Ltd, Hosur

Bronze Award

Minda Stoneridge Instruments Ltd., Pune

Munjal Kiriu Industries Pvt. Ltd., Manesar

Certificate of Appreciation

Sterling Tools Ltd, Bengaluru

Very Large Category

Gold Award

Shriram Pistons & Rings Ltd., Ghaziabad

Silver Award

Rane NSK Steering Systems Pvt.Ltd., Bawal

Bronze Award

Bosch Chassis Systems India Pvt. Ltd., Pune

Certificate of Appreciation

Faurecia India Pvt. Ltd., Pune

Gabriel India Ltd., Nashik



Tata Motors Founder Edition of Cars and SUVs

Only for Group employee

TO commemorate the 75th anniversary of Tata Motors, the company has launched the Founders Edition of its New Forever range of cars and SUVs, exclusively for employees across Tata Group. According to a spokesperson of Tata Motors, "This limited edition line has been designed as a tribute to JRD Tata, Tata Motors' visionary founder whose legacy is, even today, ingrained in the ethos of conducting businesses across the group."

These select cars and SUVs, said the spokesperson, "will carry a signature of JRD Tata enabling one to convey a sense of pride and fulfillment about being a part of the Tata family."

Range Rover Sports celebrates Millionth-sale milestone

LAND Rover is celebrating the one millionth sale of Range Rover Sport. Sold in December 2020, the occasion is being marked with a commemorative film highlighting some famous landmarks the SUV has encountered over its 15 years in production.

The Range Rover Sport made its debut in 2005, with the current second-generation making a spectacular entrance in New York City in 2013 with the assistance of actor Daniel Craig.

Its dynamic breadth of capability has been showcased across the globe, setting a new record in its launch year on the Pikes Peak Hill Climb course in the USA and then setting the fastest recorded crossing of the Empty Quarter desert in Saudi Arabia.



In 2018, the Range Rover Sport completed a world-first for a vehicle driving up the 999 steps to renowned landmark Heaven's Gate in China.

In 2020, the Range Rover Sport offering was enhanced with new Ingenium six-cylinder diesel engines with mild hybrid technology, new special edition models, as well as the previously launched P400e PHEV powertrain.

Tata *Altroz* makes it to India Book of Records

TATA Motors announced on February 17 that its premium hatchback *Altroz* has entered into the India Book of Records.

As part of the achievement, *Altroz* covered a maximum distance of 1,603 km in 24 hours thereby setting a new Indian record. The journey was undertaken by Mr. Devjeet Saha, a Pune-based auto enthusiast, who completed a 24-hour round trip from Satara to Bengaluru and back to Pune between December 15 and December 16, 2020.

Mr Saha said, "I am humbled to have been given the opportunity to embark on this landmark journey and am honoured to have been inducted into the India Book of

Records. This feat would not have been possible without the trustworthy Tata *Altroz* and the very helpful team at Tata Motors. The *Altroz* proved to be the very class-defining product that we all have known it to be, by way of its exceptional performance on this long journey."

Commenting on the achievement, Mr. Vivek Srivatsa – Head, Marketing, Passenger Vehicles Business Unit, Tata Motors, said, "Since its inception, the *Altroz* has created new benchmarks in its segment through the medium of its appealing design, top notch safety and thrilling performance. We are delighted that Mr. Saha chose the *Altroz* as his companion in embarking on the long journey to achieve this rare milestone."



Mr Devjit Saha along with Tata *Altroz* post getting felicitated by The India Book of Records for covering the maximum distance recorded by a passenger car in 24 hrs

People Technology

A Maruti campaign to celebrate innovations

MARUTI Suzuki India Limited has launched 'People Technology', a dedicated media campaign to celebrate innovations and technologies that delight its customers.

The campaign, it said, celebrates seven recent technologies - Smart Hybrid, S-CNG, K-Series Engines, HEARTECT platform, Suzuki Connect telematics solutions, Smartplay infotainment system and range of automatic Transmissions introduced by the company on its BSVI-compliant cars.

According to the press release, the company's focus is to offer safety, environment-friendly, comfortable and connected technologies to customers. The seven recent path-breaking technologies being communicated through people technology campaign depict their approach.

SAFETY: The R&D team at Suzuki Motor Corporation, Japan has developed a next-generation global platform 'HEARTECT' that is designed with a core focus on safety. Built with advanced and high tensile steel, the platform has a smooth continuous design for better impact absorption in case of a collision. At the



same time, it offers better stability and control for enhanced driving performance and fuel efficiency. The platform is adopted in all future generation cars globally including cars developed for India.

ENVIRONMENT-FRIENDLY: With the vision to democratise green mobility for its customers, Maruti Suzuki unveiled its 'Mission Green Million' in 2020. Having already sold one million green vehicles, the company aims to sell the next million green vehicles at a much faster pace and reduce carbon footprint.

COMFORT AND CONVENIENCE: The company has sold more than 7.5 lakh vehicles with a range of automatic transmissions. It democratised the two-pedal technology and challenged several myths related to automatic cars with the launch of Auto Gear Shift (AGS) technology in 2014. Currently, Maruti Suzuki offers three

different types of two-pedal transmissions including AT, AGS and Continuously Variable Transmission (CVT) on its 12 models.

CONNECTED CAR: To keep one always connected, Maruti Suzuki offers Suzuki Connect, a telematics control unit-solution which provides advanced features such as vehicle tracking, emergency alert, driving behaviour analysis, live vehicle statistics, vehicle and alerts, among others.

PEOPLE TECHNOLOGY

IS THE EVERYDAY REIMAGINED.

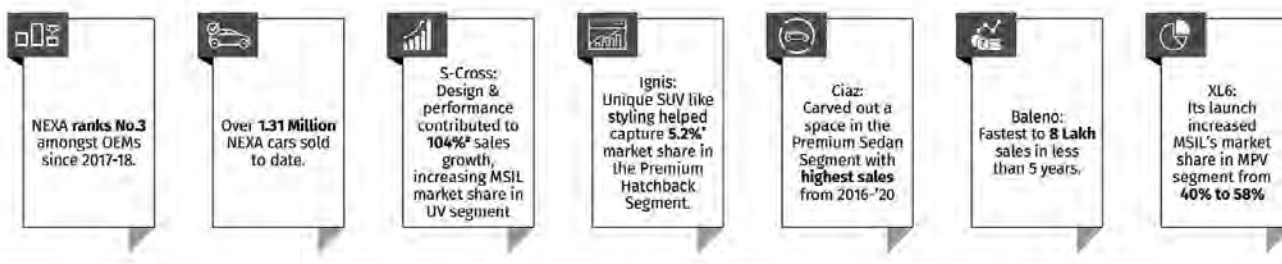
At Maruti Suzuki, we focus on relevant solutions that enhance the everyday lives of real people.

We don't just make cars, we design People Technology.

EXPERIENCE MARUTI SUZUKI TECHNOLOGIES

- SUZUKI CONNECT ➤ SMART HYBRID ➤ SMARTPLAY STUDIO
- K-SERIES ENGINE ➤ AUTO GEAR SHIFT ➤ HEARTECT ➤ S-CNG

Nexa share in Maruti sales rises to 19 pc



Mr. Shashank Srivastava,
Executive Director (Marketing
& Sales), Maruti Suzuki

MARUTI Suzuki's premium retail network Nexa has enhanced its contribution to the company's total sales. It has dominated the market with over 1.3 million customers in over five years of its launch, said a press release.

Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "We are proud to announce that Nexa continues to maintain its leading position as the third largest automobile brand in India. It helped us attract new set of customers who were earlier not considering us. This is evident from the fact that pre-determined buyers for Nexa cars have increased from 26 pc to over 50 pc in FY2021 Over the years its share of contribution to total sales has enhanced from 5 pc to 19 pc in FY2021

Hyundai's new SUV is named *Alcazar*



HYUNDAI Motor India Ltd. (HMIL) on February 24 announced that its upcoming seven-seater Premium SUV will be named *Alcazar*.

Alcazar, said a press release, has been developed to personify reliability and indulgence while drawing its inspiration from the royal lineage of castles and palaces, denoting grandeur, spaciousness and solidity.

The upcoming SUV will match the ambitions of sophisticated, innovative and tech-savvy customers, it said further. Making its global debut in India, Hyundai *Alcazar* will redefine driving experiences with a combination of versatility and futuristic characteristics. It will offer upscale mobility, be it for business travel or families travelling together, added the release.

Mr SS Kim, MD & CEO, Hyundai Motor India Ltd., said, "The year 2021 will add a new chapter in HMIL history, as we gear up to enter and redefine a new segment. Hyundai *Alcazar* will supersede the aspirations of new-age buyers and redefine existing benchmarks to ensure customer delight. As Hyundai completes 25 years in the country, we will re-emphasise our commitment to Indian customers with the global debut of Hyundai *Alcazar* that is 'Made in India' and 'Made First for India'."

STATEMENT OF OWNERSHIP AND OTHER PARTICULARS ABOUT AUTOGUIDE

FORM IV (RULE 8)

Place of Publication	: 608, Ansal's Imperial Tower, C-Block, Naraina Vihar, New Delhi-28
Periodicity of Publication	: Monthly
Partner's Name	: Shilpa Malhotra
Nationality	: Indian
Address	: A20/8, DLF City (Phase-1), Gurugram
Publisher's Name	: M.P. Malhotra
Nationality	: Indian
Address	: 1-A-83, Wellington Estate, DLF (Phase-5), Golf Course Road, Gurugram
Editor's Name	: Shilpa Malhotra
Nationality	: Indian
Address	: A20/8, DLF City (Phase-1), Gurugram
Name & address of individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital	: Shilpa Malhotra A20/8, DLF City (Phase-1), Gurugram

I, Shilpa Malhotra, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date: March 1, 2021

Sd/-
Shilpa Malhotra
Signature of Publisher

Hyundai celebrates its Silver Jubilee in India

Aims to become 'most beloved and trusted' brand



HYUNDAI Motor India Ltd on February 17 said 2021 has a special significance for the company as it marks 25 years of its operations in the country.

Mr. SS Kim, MD & CEO, Hyundai Motor India Ltd., said, "Envisioning India at the heart of global manufacturing and commerce, Hyundai, began its journey with the country 25 years ago towards a mutual progress. Today, it gives us immense pride to have come this far together, developing a sustainable and thriving ecosystem leading to collective evolution of the Indian automotive industry.

On May 6, 1996, HMIL laid the foundation of Hyundai Motor India's manufacturing facility at Irungattukkottai

in Sriperumbudur, Tamil Nadu. Operations for the manufacturing facility began on September 1998 with the commissioning of Hyundai's first integrated car manufacturing plant outside Korea.

Since then, from rollout of *Santro* to creating new segments, Hyundai has been redefining experiences and creating memories for a Happy Life, said a press release issued by the carmaker. Hyundai achieved its highest ever market share of 17.4 per cent in CY2020.

Hyundai's total sales since inception have been over 9 million. The company has a total of 1,154 sales outlets and 1,298 service outlets in the country.

MG updates ZS EV

Launches new version with 419 km-range

MG Motor India has launched new ZS EV 2021 priced at ₹20.99 lakh (ex-showroom, New Delhi). The updated version comes with a 44.5 kWh hi-tech battery and has a certified range of 419 km, said a press release issued by the company. Equipped with new 215/55/R17 tyres, the vehicle and battery-pack ground clearances have been increased to 177 mm and 205 mm respectively.

The MG ZS EV comes with 143 PS power and 350 Nm torque and can reach from 0 to 100 kmph in 8.5 seconds. It is available in two variants – Excite & Exclusive. It adopts MG signature global design cues and comes loaded with features such as a panoramic sunroof, 17-inch diamond-cut alloy wheels, PM 2.5 Filter, and more.



Mr. Rajeev Chaba, President & Managing Director, MG Motor India, at the launch of ZS EV 2021

Along with the ZS EV, MG extends its customers a five-way charging ecosystem including free-of-cost AC fast-charger at residences/offices, portable in-car charging cable, DC superfast charging stations at dealerships, 24x7 charge-on-the-go facility (in 5 cities), and charging stations in satellite cities and tourist hubs.

Speaking on the launch, Mr. Rajeev Chaba, President & Managing Director, MG Motor India, said, "We are proud to introduce the evolution of the ZS EV in a short span of one year, reiterating our commitment to the EV space. To extend our customers a superior ownership experience, we are building robust charging infrastructure in India along with our ecosystem partners."

Volkswagen launches Turbo edition of *Polo* and *Vento*



VOLKSWAGEN Passenger Cars India on February 15 launched the Turbo edition of its flagship models – *Polo* and *Vento*. The special edition *Polo* and *Vento* are now available in a Comfortline variant, powered by Volkswagen's compact, powerful and efficient 1.0l Turbocharged Stratified Injection (TSI) technology mated to a six-speed manual transmission.

The Turbo edition *Polo* and *Vento* Comfortline TSI MT will be available at ₹6.99 lakh and ₹8.69 lakh respectively.



Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India

Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India, said, "Accessibility is at the core of Volkswagen and it's our constant endeavor to offer customers the ability to experience safe and meticulously German engineered products coupled with a fun-to-drive experience. With the Turbo edition, our aim is to offer continuous and striking enhancements on our popular product offerings - *Polo* and *Vento* that appeal to the discerning Indian customers."



BMW offers 'Power of Choice'

Launches 'SportX' petrol variant of X3 in India

BMW X3 xDrive30i SportX, the 'SportX' petrol variant of X3, was launched in India on February 16.

With versatile model lines, BMW X3 offers a presence to match every aspiration and the new *SportX* variant reflects the perfect combination of sporty and 'X' elements, said a press release.

Mr. Vikram Pawah, President, BMW Group India, said, "BMW has pioneered the world of sports activity vehicles (SAV) with its 'X' range. For nearly two decades, the BMW X3 has been extremely successful in the luxury SAV segment as it strikes an ideal balance between on-road and off-road capabilities. Today, with the addition of the new '*SportX*' variant, we are strategically expanding the range of BMW X3 offering and giving our customers the 'Power of Choice'. This powerful and adventurous 'X' machine is the ideal companion for those who are on a mission to push the limits."



Harmonious exterior proportions, powerful contours and extreme emphasis on width of the front and rear-view combine to produce a lasting appearance for *SportX*. LED headlamps with extended contents create a familiar BMW four-eyed front face. Black High Gloss elements on the radiator grille bars, two-tone underbody protection, air-breather and the classically designed 18" light-alloy wheels add to the overall athleticism.

On the inside, the Sensatec upholstery, Fine-Wood Trim with Pearl Chrome Finisher and Galvanic application on controls give a very sophisticated feel. Panoramic sunroof, Ambient lighting with welcome light carpet and Automatic 3 zone A/C further enhance the in-cabin experience.

The car features BMW Live Cockpit Plus with touch functionality, digital instrument cluster with analog dials, Hi-Fi loudspeaker, Parking Assistant and Apple CarPlay / Android Auto.

The car has been made available at an ex-showroom price of ₹56,50,000.

Atul Auto launches RIK CNG for Gujarat



ATUL Auto on March 6 launched RIK CNG Passenger auto-rickshaw for Gujarat market. It will be available in three fuel variants- CNG, LPG and petrol.

The new Atul RIK CNG, said a press release, combines style and economics. It comes with features like beige dashboard, semi-digital Instrument cluster, step-less entry, and first-ever LED tail-lamps.

The company has also introduced a scheme, called 'Atulya Vishwas', which makes it the most attractive value creator in its space, the release added. In addition to Atulya Vishwas, the RIK CNG/LPG

variant comes with 36-month (unlimited km) super warranty.

Speaking at the launch, Mr. Niraj Chandra, Director, Atul Auto Ltd, said, "Small CNG auto-rickshaw segment was waiting for a stylish and trendy product since many years. The style conscious customers prefer technology and style over traditional looks. We have introduced the RIK with a 360-degree approach, ensuring end-to-end solutions for the customers. By introducing RIK, we are sure to gain a good market share in 0.35T three-wheeler industry."

Amazon partners with Mahindra Electric



AMAZON India on February 23 announced its partnership with Mahindra Electric to further strengthen its commitment towards electric mobility in the country.

The company had last year announced that its fleet of delivery vehicles will include 10,000 electric vehicles (EVs) by 2025 in India.

Mahindra Treo Zor vehicles have been deployed in seven cities so far including Bengaluru, New Delhi, Hyderabad, Ahmedabad, Bhopal, Indore and Lucknow with Amazon India's network of delivery service partners.

Mr Akhil Saxena, VP, Customer Fulfilment Operations, APAC, MENA & LATAM, Amazon, said, "We continue to work with several OEMs to build a fleet of 'Made in India' electric vehicles that ensure sustainable and safe deliveries of customer orders, and this partnership with Mahindra Electric is a testament of our commitment."

Mr Mahesh Babu, MD & CEO, Mahindra Electric Mobility Ltd, said, "We are proud to partner with Amazon in deploying Mahindra Treo Zor EV in their delivery partners' fleet. We believe, this will redefine India's logistics and last-mile delivery needs and at the same time help Mahindra and Amazon to achieve our sustainability goals."

Yamaha launches new *FZ* series

AN all-new range of *FZ* Series from Yamaha was launched across the country on February 8.

The new *FZ* series with 149cc, fuel-injected, BSVI engine has become lighter, and will flaunt attractive body style in one new color for *FZS FI* --Matte Red.

The new *FZ* series is also beefed up with 'side stand engine cutoff switch' while the *FZS FI* model additionally get Bluetooth-enabled 'Yamaha Motorcycle Connect X', said a press release.

The price of the new *FZ FI* starts from ₹1,03,700 (ex-showroom Delhi) that of *FZS FI* starts from ₹1,07,200 (ex-showroom Delhi.)

The new *FZ* series comprising *FZ FI* models will have



Yamaha FZS FI

two colours – Racing Blue and Metallic black while the *FZS FI* models have a total of five colours. The lightweight of the body, reduced from 137 kg to 135 kg, will further help riders in maneuvering along with an improved comfort of handling, said a press release.

All models in the new *FZ* (149cc) series are powered by single channel ABS, gets LED headlight, 140 mm wide rear radial tyre, two level single-piece seating and a durable 149cc FI engine in BS-VI.

It also gets newly-added features like Side Stand Engine Cutoff Switch and the exhaust system has been tuned to produce better sound.

Mr. Motofumi Shitara, Chairman, Yamaha Motor India Group of companies, said, "*FZ* is an iconic brand of Yamaha and in India, we want to recreate its excitement every year with additional features and new offerings."

TVS NTORQ 125 SuperSquad Edition is launched in Nepal

TVS Motor Company launched NTORQ 125 SuperSquad Edition inspired by Marvel's Avengers, in Kathmandu, Nepal, on February 14.

The company has associated with Disney India's consumer products business to introduce a special SuperSquad edition of TVS NTORQ 125 – Nepal's first Bluetooth-connected scooter, inspired by the iconic Marvel Super Heroes.

The SuperSquad Edition will comprise three new offerings, namely Invincible Red, Stealth Black, and Combat Blue inspired by Iron Man, Black Panther, and Captain America respectively. The edition brings forth finer nuances associated with each Marvel Super Hero through the product design.

Speaking on the occasion, Mr. R Dilip, Executive Vice-President – International Business, TVS Motor Company, said, "Since its launch in Nepal, TVS NTORQ 125 has won the hearts of Gen Z customers by offering unparalleled style, superior racing-inspired performance, and first-of-its-kind Bluetooth technology. We continue to evolve and seek to delight our new-generation customers for whom Marvel Universe is a strong affinity area. TVS NTORQ 125 breaks new ground with the launch of the SuperSquad Edition inspired by Marvel's Avengers. We are sure that the SuperSquad Edition will be a blockbuster!"



Mr. Shahil Agrawal, Managing Director, JMPL, commented: "We at JMPL are committed to bringing the most innovative and segment- defining products to our valuable customers in Nepal. The new TVS NTORQ 125 SuperSquad Edition is aimed at creating a 'wow factor' for the Gen Z favourite youth machine – TVS NTORQ 125. We are confident that it will delight our customers in Nepal."

The SuperSquad logo and the iconic Avenger's 'A' are prominently placed on the front panel, leg shield, and below the speedometer.



TVS strengthens its presence in UAE; opens showroom in Dubai

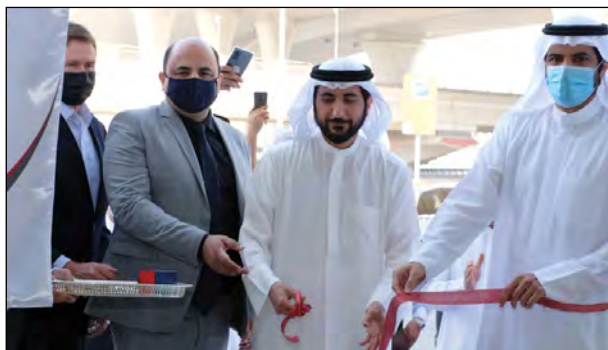
TVS Motor Company on February 15 announced its new distribution partnership with Public Motors, a part of Ghaf Investments L.L.C, in the United Arab Emirates.

As a part of this association, a 2000-sqft marquee showroom was inaugurated, along Sheikh Zayed Road in Dubai. Apart from hosting a wide range of two-wheelers,

the showroom will provide spare parts and feature a service facility.

Speaking on the occasion, Mr. R Dilip, Executive Vice-President - International Business, TVS Motor Company, said, "We are delighted to expand our presence in the UAE market with Public Motors and the reputed Ghaf Investments L.L.C. They have a rich experience in the region and are synonymous with Trust. This association is a strategic step towards expanding TVS Motor Company's market presence."

Mr. Ibrahim Al Sadah, Head & Managing Partner, Public Motors, said, "We, at Public Motors, will represent TVS Motor Company with great pride to cater to the demand of potential customers. The technology and quality prowess of TVS Motor Company combined with our network facility will definitely create an impact in the UAE."



Mr. Ibrahim Al Sadah, Head & Managing Partner, Public Motors, Mr. Ahmad Al Sadah and Mr. Amit Manawa, TVS Motor Co at the inauguration ceremony

New *Pulsar 180* from Bajaj



BAJAJ Auto has launched new *Pulsar 180* augmenting its lineup of entry-sport motorcycle brand in the country.

With bold decals, twin pilot lamps and with Auto Headlamp On (AHO), *Pulsar 180* is a stylish nod to the design that started the bike revolution in the 150cc+ segments in the country, said a press release.

The new avatar gets sporty split seats, black alloy wheels and an 'infinity' LED tail lamp. The motorcycle is equipped with a 4-stroke SOHC 2-Valve Air Cooled BSVI-compliant DTS-i Fi engine. It delivers peak torque of 14.52 Nm (at 6500 rpm) and 12.52 kW power at 8500 rpm, added the release.

The new *Pulsar* also features a five-speed transmission gear box with telescopic anti friction bush in the front suspension and a five-way Adjustable Nitrox Shock Absorber in the rear suspension.

The 2021 *Pulsar 180* is priced at ₹1,07,904 (ex-showroom Delhi).

BMW *R 18 Classic* makes debut

FOLLOWING its premiere last year, BMW Motorrad India has now introduced the second member of its new cruiser segment: *R 18 Classic*. It is a nostalgic touring bike that echoes the beginnings of great touring cruiser models, said a press release.

Mr. Vikram Pawah, President, BMW Group India, said, "BMW Motorrad made a striking entry into the cruiser segment with the BMW *R 18*. Building on the success and popularity of BMW's first cruiser in India, we now present the BMW *R 18 Classic* with a reimagined, even more iconic character."



In the all-new BMW *R 18 Classic*, a timeless design is merged with clear-cut yet contemporary technology to create a fascinating overall concept, said the release further. While *R 18* is purist in style, the *R 18 Classic* features a large windscreen, passenger seat, saddle bags, LED additional headlights and 16-inch front wheel, added the release. It also features the largest displacement boxer engine ever built by BMW.

Detel Easy Plus electric 2W debuts at India Auto Show

CONSUMER brand Detel unveiled an electric two-wheeler, Detel Easy Plus, at India Auto Show 2021 in Mumbai on February 12. It is set to launch the vehicle in April.

The brand had entered the EV space last year by launching its electric two-wheeler, Detel Easy. By adding a new eco-friendly electric vehicle to its portfolio, the company ensures a perfect balance between the price and modern needs of the customers, said a press release.

Besides the disruptive price, Detel Easy Plus will be the best fit for Indian roads in this price range, it added. The scooter will be available in four colour variants, Yellow, Red, Teal Blue and Royal Blue

The company is also planning to bring out a commercial e-vehicle- Detel Easy Loader by the end of this year.

Dr. Yogesh Bhatia, Founder, Detel, said "We have been putting all the efforts to fuel the electric



vehicle revolution in India. This auto show provided us the best stage to showcase the stunning creations of Detel's genetics. By supporting the Delhi Government's initiative on Switch Delhi campaign, we have taken a step ahead to boost EV adoption by expanding its product portfolio in order to raise the awareness of EV adoption and help combat the air pollution."

Mrs. Gitika Bhatia, Founder of Detel Foundation, said, "Detel Foundation has taken an initiative to provide a tree on the sale of Detel electric vehicles. Under this initiative we will provide a token of appreciation to the customers with a personalized certificate highlighting how their purchase from Detel India has helped to contribute to the #Detelgreenindia initiative".

Nexzu launches *Rompus+*



NEXZU Mobility has launched *Rompus+*, an innovative three-speed EV that can be used as a scooter or a bicycle, according to a press release by the company.

Running on a powerful 36V, 250 Watts HUB BLDC motor, *Rompus+* offers an exceptionally powerful ride, it said.

The EV sports an in-frame 36V, 5.2AH lithium-Ion battery which gives it a 750 cycle battery life and full charge in just 2.5 to 3 hours. With a speed of 25 kmph and auto cutoff feature, the versatile EV offers longer riding range of 25 km on throttle mode and 35 km on eco pedelec mode, said the release.

The eye-catching design and strength of cold roll steel alloy frame is bolstered with in-built horns and headlights, 26" tyres with durable front suspension and dual disc-breaks.

Speaking on the new launch, Mr. Pankaj Tiwari, CMO, Nexzu Mobility, said, "After months of extensive R&D, exhilarating innovation and quiet tenacity, we are thrilled to launch the *Rompus+* Supercycle. One of our most powerful and innovatively designed EVs to date, it gives us immense pride to have created such a versatile, comfortable, and feature-rich offering for the masses. The *Rompus+* is the first EV to be born out of our new factory in Chakan, Pune, which makes it even more special for us."

Mr. Rahul Shonak, COO, Nexzu Mobility, said, "The *Rompus+* marks Nexzu's vision towards making urban mobility a lot more exciting, clean, and fun."

Ampere plans Rs 700-crore investment for e-mobility manufacturing plant in TN

AMPERE Electric, the wholly-owned electric mobility subsidiary of Greaves Cotton Ltd, announced phased investment of ₹700 crore over 10 years to set up an e-mobility manufacturing plant in Ranipet, Tamil Nadu.

The company signed a Memorandum of Understanding (MoU) to this effect with the Government of Tamil Nadu on February 16.

At over 1.4 million square feet, the proposed Ranipet manufacturing plant when ready will be one of the largest state-of-the-art e-mobility manufacturing plants in the country, said a press release issued by Ampere Electric.

It will have the potential to manufacture 100,000 units in its first year of operation and to scale to 1 million units per annum. The facility will be operational this year, added the release.



**Mr Roy Kurian,
COO, E-Mobility,
Ampere Electric**



Mr Roy Kurian, COO, E-Mobility Business (2W & 3W), Ampere Electric, said, "We have strengthened our leadership position in e-mobility segment and getting ready to cater to the growing demand of customers, channel partners, both in B2B and B2C segments. The manufacturing facility in Ranipet will help us expand our offerings to an ever increasing customer base not just in India but also in other parts of the world."

Dynatrack, an advanced tractor range from TAFE



Mallika Srinivasan, CMD, TAFE

TAFE - Tractors and Farm Equipment Limited, manufacturers of Massey Ferguson tractors, has launched Dynatrack Series, an advanced range of tractors.

Dynatrack offers dynamic performance, sophisticated technology, unmatched utility and versatility, all engineered into a single powerful tractor, said a press release.

The tractor provides an extendable wheelbase which makes it ideally suitable for agricultural, haulage and commercial applications for around-the-year usage.

Mallika Srinivasan, CMD, TAFE, said, "The Dynatrack Series from TAFE sets new benchmarks in the tractor industry by offering utility and versatility, comfort and safety, productivity and efficiency, to meet the ever-evolving needs and aspirations of modern-day farmers and rural entrepreneurs, empowering them with superior technology and advantages that enrich their lives and livelihood."

Michelin Tech Centre and IITB-Monash ink MoU for research in sustainable mobility

MICHELIN India Technology Centre in Pune and IIT Bombay-Monash Research Academy on February 16 signed a Memorandum of Understanding (MoU) designed to be an umbrella agreement between the two organisations for next-generation sustainable mobility research.

The partnership will be for a tenure of five years with several projects envisaged for development in the mobility space in India. It will bring Michelin's global R&D DNA and involve doctoral students from IIT Bombay-Monash Research Academy encompassing a wide range of themes such as advanced computational engineering, materials, simulation and manufacture, Infrastructure engineering, clean energy water, nanotechnology, biotechnology and stem cell research.

Mr Eric Philippe Vinesse, Executive Vice-President, Research & Development - Member of the Michelin Group Executive Committee, said: "I am delighted about this partnership



Mr M.S. Unnikrishnan, CEO, IITB-Monash Research Academy and Dr. Arun Jaura Managing Director Michelin India Technology Centre India

of Michelin in India with IITB-Monash Academy as it will enhance mutual development and stimulate stronger collaboration for sustainable mobility. In this evolving mobility ecosystem, this engagement will provide a solid platform for the PhD students from India, to appreciate and experience the strengths of Michelin's innovation culture."

During the signing ceremony, Dr. Arun Jaura, Managing Director Michelin India Technology Centre India, said: "Michelin R&D's partnership with IITB-Monash Academy is a strategic lever used to foster the power and speed of innovation in the mobility ecosystem."

Mr MS Unnikrishnan, CEO, IITB-Monash Research Academy, said: "We really value our research partnership with Michelin, one of the most technologically advanced tyre manufacturers of the world. IITB-Monash Research Academy in partnership with Michelin is aiming to conduct application oriented translational research."

SIAM gallery remains pivot as road safety month ends

THE Society of Indian Automobile Manufacturers (SIAM) under the aegis of MoRTH and supported by Delhi Traffic Police on February 15 concluded a month-long nationwide initiative of 32nd National Road Safety Month organised on the theme 'Sadak Suraksha Jeevan Raksha'.

In the course of one month, SIAM along with its members and stakeholders reached to approximately one million citizens, propagating the message of 'Sadak Suraksha Jeevan Raksha'. A series of road safety awareness and training activities were organized by SIAM for drivers of truck, bus and three-wheeler including school and college students, women riders and citizens at large.

In a bid to further provide a holistic approach to the entire programme, health and eye check-up camps were organized for the drivers in more than 25 locations country wide. SIAM with ASRTU also organized road safety awareness virtual workshops for STU drivers across the nation and trained more than 11,000 drivers.

Mr Rajesh Menon, Director General, SIAM, said, "SIAM has always been committed towards fostering safer vehicular mobility not only through technological innovations and best-practices, but also creating and spreading awareness amongst the public for making Indian roads safer. As a responsible organisation, SIAM understands the criticality of road safety for all and has been instrumental in creating mass awareness through numerous programmes and initiatives on safety."



SIAM

Marc Llistosella named CEO & MD of Tata Motors



Mr Marc Llistosella



TATA Motors on February 12 announced the appointment of Mr Marc Llistosella as Chief Executive Officer and Managing Director of the company, effective July 1 this year.

A press release said Mr Guenter Butschek, the current MD & CEO, has expressed desire to relocate to Germany at the end of the contract for personal reasons. He will continue in this role till June 30, 2021.

Mr Llistosella was most recently the President and CEO of Fuso Truck and Bus Corporation and Head of Daimler Trucks in Asia. He was earlier the MD and CEO of Daimler India Commercial Vehicles.

Welcoming Mr Llistosella, Tata Motors Chairman Mr N Chandrasekaran said: "Marc is an experienced automotive business leader with deep knowledge and expertise in commercial Vehicles over his illustrious career and has extensive operational experience in India. Marc will bring this experience to take the Tata Motors Indian business to even greater heights."

Commenting on his appointment, Mr Llistosella said, "I am delighted to become a part of the unique Tata family. Having been bonded to India for so many years, a new exciting chapter is now opened. We would jointly awaken the potential of Tata Motors."

Jyoti Malhotra appointed as MD of Volvo Cars India

VOLVO Cars India on February 13 announced the appointment of Mr. Jyoti Malhotra as Managing Director of the company.

Forty-nine-year-old Mr Malhotra will be the first Indian to head the company in India. He currently serves as Director Sales & Marketing.

Mr Charles Frump, who has been at the helm since October 2017, is moving over to another global assignment.

"At present, we are at a critical juncture in the Indian market where the industry is moving towards a significant transformation to electric mobility and I

am confident Jyoti will lead the company through this phase in an extremely seamless manner. And I feel extremely proud to announce Jyoti as the first Indian to head the company in India", said Mr Frump.

Mr Malhotra has over 24 years of automotive experience in sales and marketing domain. He has held national, regional and local positions in various automotive companies in India namely Mahindra & Mahindra, Maruti Suzuki and Fiat Auto India before taking over as Director Marketing and Sales in Volvo Cars India.



Mr Jyoti Malhotra



Maximizing Safety, Minimizing Fatalities. **MAKING IT POSSIBLE.**

In India, 1.37 lakh people die in road accidents every year;
70% fatal accidents occur at night.

Through advancements in Auto Lighting Technology with LED's,
we are lighting the road ahead, bringing safety to the fore-front.



NEOLITE

advantage:

- One of the largest OEM suppliers in India.
- Customer-base of over 30 prestigious OEM's.
- Exporting to over 80 countries worldwide.
- State-of-the-art infrastructure with modern facilities.
- Experienced work-force and dedicated R&D team



Neolite ZKW Lightings Pvt. Ltd.

Board Line: +91-1276-350001, E-mail: info@neolitezkw.com


NEOLITE
AUTOMOBILE LIGHTING

PAVNA

adding value to automobile worldwide
Since 1971

PAVNA GROUP

enjoys a history of more than



of innovation, technology, manufacturing and market leadership, as the most experienced automotive part solutions company in **South Asia.**



Continuous
Quality Gold Awards Winner

High Quality Genuine Spare Parts
for Automotive Industry

Global Technical Alliance

Ultra - Modern Manufacturing Plants
in Aligarh, Pune, Waluj & Pantnagar



4 Wheeler Parts



3 Wheeler Parts



Scan & Visit
www.pavnagroup.com

+91 80064 09330

enquiry@pavnagroup.com

Vimlanchal, Harinagar, Gopalpuri
Aligarh - 202001