

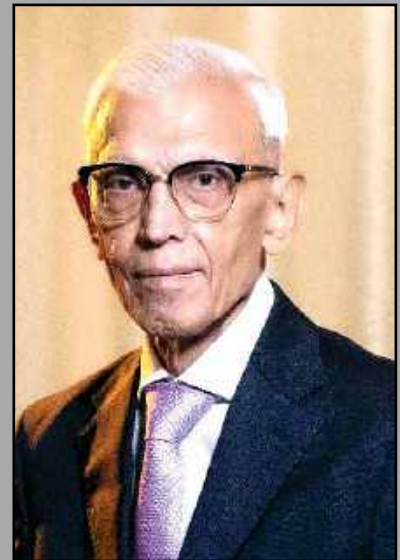
# AUTOGUIDE

India's Automotive Industry & Trade Journal

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## Founder bids adieu



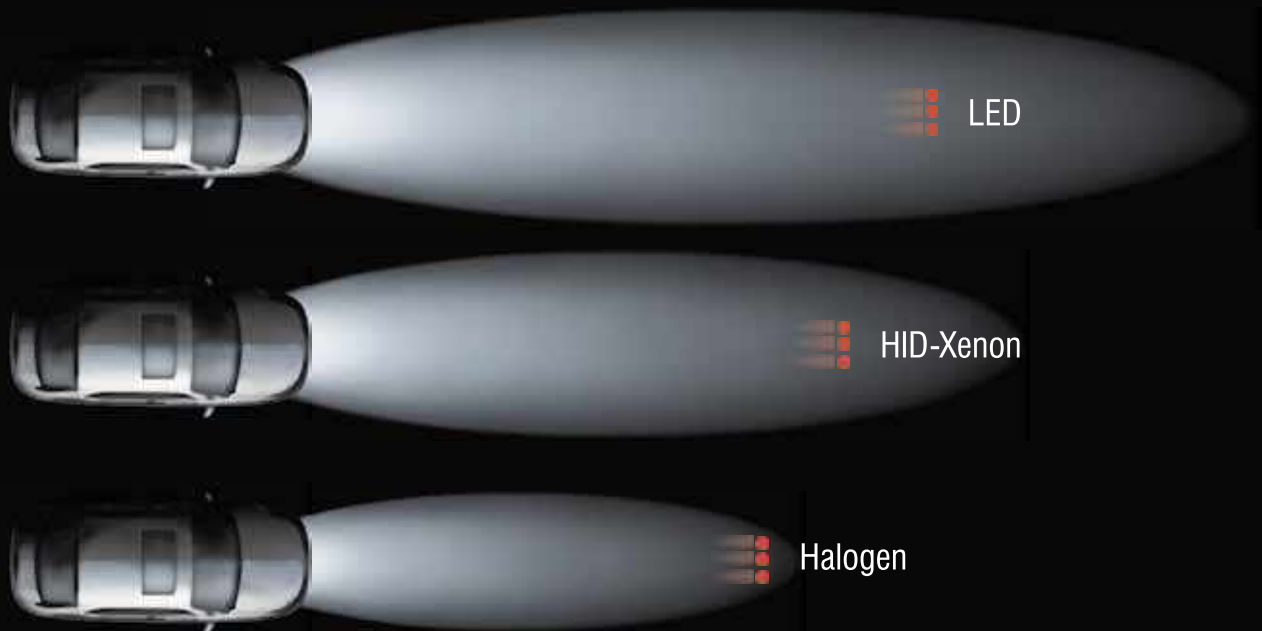
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## JOGINDER P. MALHOTRA

**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 54 yrs.

Team Autoguide



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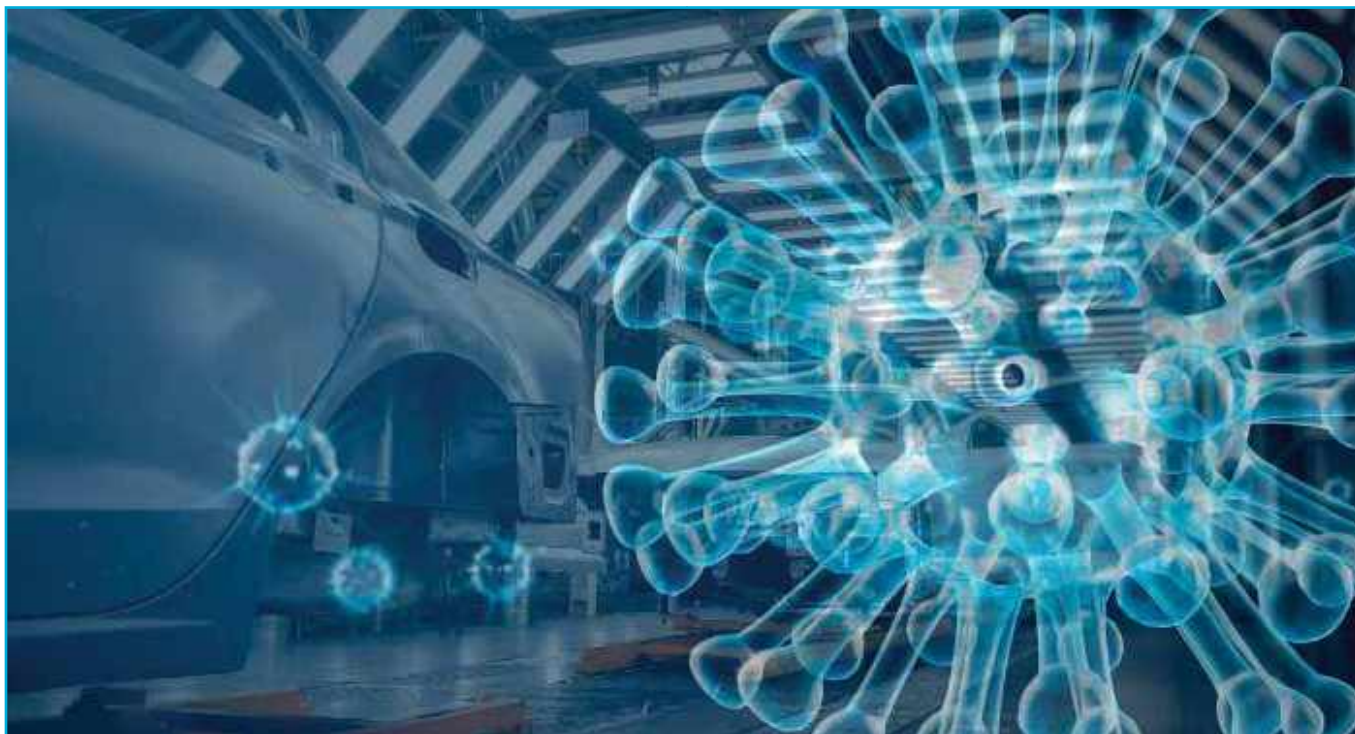


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# Editor's viewpoint



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



**Executive Editor**  
**SHILPA MALHOTRA**

## Carrying a legacy forward

**W**E start to build upon the legacy of *Autoguide* in all humility with my father-in-law Late Shri Joginder P Malhotra's indefatigable spirit as our guiding light and the stellar example he set with his commitment to work. For over five decades he put his heart and soul into the magazine and made it a robust voice of the automobile industry. Though the void created by his passing away can never be filled, we'll try to make that voice even stronger by adding more zest and lustre to *Autoguide*. To accomplish this onerous task, I count on the blessings and guidance of our Editorial Board Chairman Mr M.P. Malhotra, the unflinching support of a dedicated team, trained and mentored by Mr J.P Malhotra, and the continued love, support and patronage of the automobile industry. We shall put in our best to reinvigorate *Autoguide* and make it scale greater heights. That will be the best tribute to its Founder, Mr Joginder P Malhotra.

The July issue of *Autoguide*, expectedly, carries post-COVID-19 scenario in the automobile industry as its Cover Story. The global pandemic has impacted all stakeholders and its effect will be both short-term and long-term. There are bound to be shortages of raw material, tighter liquidity squeeze, deferred launches and, most crucially, contraction in demand and consequent job losses. But we are focusing more on the positive aspects. We believe that the restart will be a gradual process and recovery will happen in stages. And for that to happen, the industry will have to rethink, to recalibrate itself and evolve a new world order. That's the only way it can, and it will, redeem itself. The thinking in the industry is on similar lines and it has already embarked upon the road towards 'Restart, Rethink and Redeem'. We have no doubt that with its inherent resilience, it will be able to tackle the gigantic challenge effectively, and speedily.

Along with the Cover Story, the issue comprises two incisive research and survey reports related to the global pandemic. Apart from these, we have included launches, upgrades, new dealerships and top-level appointments carried out by major companies during the past three rather-inactive months. Finally, there are bountiful of tributes paid by prominent players of the automotive industry to one of its doyens. Seeking his blessings and hoping for your favourable feedback!.

A handwritten signature in black ink, reading 'Shilpa Malhotra', with a horizontal line underneath.

# The dawn of post-corona era

## 'Restart, Rethink, Redeem' is industry mantra

**T**HE coronavirus pandemic has come as a double whammy for the automobile industry which had been going through slowdown for well over a year. Sales had been tepid for 12 to 15 months when the outbreak, and the consequent lockdowns, stalled production and brought overall economic activity to a standstill. The losses, both in terms of revenue and profitability, have been colossal and the exact quantum is still being worked out. An ICRA report during the early days of lockdown had estimated the demand for passenger vehicles to decline by 22 to 25 pc in FY2021. Thankfully, with the gradual relaxation of the lockdown, production has now resumed, dealerships have reopened and consumers started trickling in. The RESTART, phased and measured, has begun!

Since an already-battered automobile industry was confronted with the novel crisis, the restart process is

bound to be slow and gradual. To a plethora of problems already besetting the sector, a new set of concerns have been added. Prominent industry bodies like SIAM and ACMA have been at the forefront in making the Government acquainted with the newly-cropped issues. Coupled with the resilient nature of the automotive industry a revival is definitely bound.

Recovery, the industry is of the opinion, will happen in steps and demand should return to normal by the end of the financial year. There is also a view in the section of the industry that mid to higher segments will recover faster than the rest as the rich find their incomes to be least affected. But with the things having restarted at last, hopes are abundant and if the Government is responsive to some of the demands raised by the industry, the battle would be won, sooner than later.





In the midst of the pandemic, the Society of Indian Automobile Manufacturers (SIAM) had sought temporary GST rate cut on vehicles and introduction of incentive-based scrappage policy in order to revive the sector. While appreciating the RBI's announcement to support NBFCs and MSME sector by infusing liquidity in the system, SIAM had sought several 'key interventions' for the auto sector as well.

"COVID-19 has left the Indian economy and automobile industry in deep distress and financial support and demand revival is a necessity," said SIAM President, Mr Rajan Wadhera. "SIAM is hopeful that the lending rates would be slashed substantially for consumers to benefit in these challenging times," he added.

The industry body sought temporary reduction in standard GST rate by 10 per cent across all vehicle categories and auto components while maintaining the current product segment GST rate differential. The incentives for the scrappage scheme, said its chief, "can be in the form of 50 per cent rebate in GST, road tax and registration charges".

Having made the restart, the industry will now have to evolve a new paradigm to sustain itself and chart growth trajectory. As the pandemic has spawned a whole new world, so also a new and transformed industry will have to be born. It will need to realign and adapt itself to some of the new realities of the post-COVID-19 world. With health concerns paramount, social distancing the new normal and mobility curtailed to a large extent, the re-born industry will have to accept a new world order. And for that to happen, it will require a RETHINK.

The rethink could involve few key aspects which the post-COVID industry will have to bear in mind. The first and foremost among these is that the electric mobility will move faster. Besides, indigenisation will get a greater push, a heightened anti-China rant will lead to more localisation, companies facing cash-burn will have to become more efficient and reduce overheads and, finally, higher automation and robotic manufacturing will help reduce personnel and risk of disruption due to infection.

Taking stock of the post-corona scenario, Mr Deepak Jain, President of the Automotive Component Manufacturers Association (ACMA), touched upon another vital

aspect. "We need to focus on Bharat Stage-VI and not have more regulations", he said recently. It is important, he said, "to take a pause and recalibrate for the benefit of the automotive ecosystem".

According to Mr Jain, the focus right now has to be on "more localisation" and 'Make in India', especially when companies have imported a lot of systems for BS-VI. "Let us localise these technologies and then take things forward. We do not need knee-jerk reactions and must take measured steps on initiatives like electric mobility," he said. There is a possibility that the component industry may benefit from the rekindling of the patriotic wave reeling in the country amongst chants of "vocal for local".

On the issue of China facing the ire of the West, the ACMA chief said, "Speed would be of the essence to grab opportunities. We now need to seize it since this is just a window (of opportunity) that is not going to be there forever".

A recent survey carried out by carandbike.com also throws enough pointers to help industry in its rethink process. The survey says there'll be a shift in preferences with consumers going in for a personal vehicle than travelling by public transport. Emphasising that preference for a private vehicle for daily commute could increase by 15 per cent, the survey says, "social distancing will be a major factor in the shift towards private vehicles in the post-COVID-19". Another finding of the survey is that pre-owned cars could be the flavour of the post-COVID season, the primary reason for that being lower prices. This is also borne out by another survey carried out by Cars24. Lastly, and predictably enough, the carandbike.com survey also foresees a "strong scope" for electric vehicles.

A 360-degree rethink on the way the automotive industry will function post-COVID is sure to open new doors for it to REDEEM itself and secure for itself a sustainable future. The restart of businesses has taken place in real earnest and things are gradually falling in place. The churning process is on and rethink is being debated at various levels. With right steps, appropriate strategies and clear thinking, it's only a matter of time that one of the largest automotive industries in the world redeems itself post-the biggest debacle of the century.



## PVs get severe COVID jolt

***FY2021 decline estimated at 22-25 pc: ICRA***

**T**HE COVID-19 outbreak and the back-to-back lockdowns have severely impacted the domestic passenger vehicle (PV) industry, according to a latest report by rating agency ICRA.

The passenger vehicles' demand is now estimated to decline by 22 to 25 per cent in FY2021, as against earlier estimated volume decline of 10-12 pc post Lockdown 1.0, said an ICRA note. The expectation then was that normalcy would return by second week of May 2020.

However, multiple lockdown extensions are having a direct bearing on economic environment and consumer sentiments. The rapid spread of COVID-19 across region and consequent lockdown extension by Government has wiped off volume during first two months of current fiscal (Apr/May 2020). Each lockdown extension by 15 days has taken toll on full year industry demand by 3-5 per cent. Given the adverse overall conditions, ICRA continues to have 'Negative' outlook on the PV industry since Q2 FY2020.

Giving more insights, Mr. Ashish Modani, Vice-President, Co-Head, Corporate Ratings, ICRA Limited, said, "Compared to our initial expectation of about 50-55 pc decline in volume during Q1 FY2021, the decline could be upwards of 80 pc thereby significantly impact-

ing overall volume growth estimate for full year. While demand environment is likely to remain weak for next 4-6-month, low base of Q2 FY2020 (when wholesale dispatches declined by 29 pc Y-o-Y) will moderate pace of decline in Q2 FY2021. As against an actual estimated volume decline of 17.9 pc in FY2020, the decline during FY2021 could be 27pc -30pc in worst case scenario, compared to base scenario of 22pc-25pc."

Due to confluence of multiple factors like liquidity crunch and tighter financing environment, weak rural income and overall slowdown in economic activity, consumer sentiments has been negatively impact, said ICRA. As a result, industry demand has been under pressure over the last few quarters. Some signs of recovery visible Q4 FY2020, almost came to a naught post COVID-19 pandemic outbreak which significantly altered the macro-economic environment, it added.

ICRA expected the GDP to decline by 5 pc in FY2021 as compared to earlier 4.7 pc growth expectation prior to COVID-19 lockdown. Real income is likely to decline in near-term which will directly impact large discretionary purchases like car, real-estate amongst others.

Coming to the credit profile of PV OEMs, players with strong market position and liquidity buffer will be able to



## Ampere Electric witnesses sales surge post-Unlock-1

**A**MPERE Electric Vehicles, a wholly-owned electric mobility subsidiary of Greaves Cotton Ltd., has seen a good upsurge in retail sales in over 150 cities and towns across the country.

Ampere opened 10 new dealerships post-Unlock 1.0 and is witnessing a surge in new dealership enquiries crossing 900 applicants, said a press release issued by the company.

The company, it said, is working strenuously to achieve the Government's vision for a majority of mobility to go electric by 2030. It is initiating several offers and schemes for the customers, launching new offerings with enhanced features and improving on the existing products. There has been increasing interest in number of prospective channel partners and the company has accelerated its channel expansion drive.

Ampere is celebrating its 12th Anniversary milestone



with over 60,000 electric scooter riders across 200+ cities and towns in the country.

Ampere Electric is a key enabler in inducing shift to electric vehicles from the traditional means with last mile e-commerce and ride-sharing companies like Big Basket, Bounce, ebikeGo, Vogo, dominos etc.

### PVs get severe COVID jolt...

weather the current slowdown. Whereas a large number of weaker players may witness moderation; and in the interim, will have to depend for financial support from their stronger promoters.

In the case of dealerships, those that have undertaken debt-funded expansion in the recent time or are catering to weaker OEMs have already started witnessing deterioration in credit profile. The overall outlook on automobile dealerships industry continues to remain Negative, because of expected decline in profitability levels; also due to weak demand and liquidity crunch faced by several dealerships.

Across PV industry value chain, dealerships and smaller Tier 1/Tier 2 vendors are most vulnerable to current turmoil with many of these players likely to witness business closure, though large Tier-1 or OEMs are relatively better placed due to their strong financial flexibility.

ICRA noted that the credit metrics for PV OEMs, their dealers as well as their vendors has been impacted, notwithstanding accommodative commodity prices. This comes amidst rapid and mandatory technological advancements in vehicle safety and emissions, which has led to sizable capital expenditure by PV OEMs and their vendors over the past few years.

Sharp decline in volume amid heightened investments by OEMs will impact return indicators of industry participants in the near term. Moreover, debt funded dealership modernization and expansion has also taken toll on dealerships capital structure and net profitability.

"Going forward, the outlook on the passenger vehicle sector could turn to Stable from Negative, if demand environment improves on a consistent basis over the next 12-18 months. Recovery in rural income and improvement in overall economic activity remain crucial to have any meaningful improvement in retail demand off-take," added Mr. Modani.



# Major shift in customer choices post-lockdown

## CarDekho Study



**C**ARDEkho, the leading full-stack auto company, has reported 99 per cent recovery in customer traffic for used car segment after the lockdown whereas 77 per cent customers used cars are back to search for new cars.

A study conducted by the company shows that with the gradual lifting of the lockdown, there is a major shift in customers' preferences across the segments, with hatchback and low-budget being the most sought-after cars across segments.

The traffic from Orange and Green Zones for new cars pan-India has recovered 84 per cent whereas from red zones it has recovered 58 per cent; It signifies the customer sentiments improving strongly in Green and Orange zone with Red Zone fast catching up as customer search for their desired car has now resumed.

As per the report, the recovery rate of cars in the ₹1-5 lakh segment is the highest. Among SUVs, ₹5-15 lakh segment has the highest share, whereas sedans in the ₹15-20 lakh range are the most searched cars. MUVs within the price range of ₹10 lakh have been most sought after.

The premium segment share has low volume (10 pc) and a very low recovery rate (50 pc). Further, Maruti and Tata cars are most searched by consumers, with Maruti having 23 per cent share in new car traffic and Honda the highest share in the mid-segment cars with 7 per cent share in traffic. The rest have 4-5 per cent.

The study was conducted between February 17 and March 17, termed as the pre-lockdown period; the mid-lockdown period between mid-March till mid-April; and post-lockdown between May 12 and May 28. It was also seen that the traffic from the Orange zone for used cars was the highest, with most coming from Karnataka. In the Red Zone, traffic from Maharashtra region for pre-owned cars was the highest.

Mr Amit Jain, Co-founder and CEO CarDekho, said, "Pre, mid and post-lockdown periods have impacted car traffic across the segments. New car and used car business have seen transformations in the consumer journey. The pandemic outbreak has changed people preferences and we believe they will opt for personal mobility solutions rather than shared mobility."

# India Auto Show kicks off on October 29

## *Big changes planned for second edition*

**A**S the lockdown lifts gradually and the world tries to get back on track, the automobile industry is also gearing up to match up with the current economic environment.

To provide a common ground for automobile industry across the globe and buyers - facilitating sales, brand awareness and promotion, and progress, the second India Auto Show has been scheduled from October 29 to November 1, at BEC in Mumbai.

The four-day automotive industry congregation is focused to create a unified push for a thriving and robust automotive industry in the country, said a press release issued by the organisers.

A major difference in this year's show is that dedicated zones will be created for Passenger & Commercial Vehicles; Auto Components, Aftermarket Spare Parts, Vehicle Care & Accessories, Electric Vehicles & Parts for the ease of exhibitors & visitors.

There will also be a separate outdoor arena for pas-



senger and commercial vehicles along with live test tracks to facilitate test-drives and on-the-spot vehicle bookings.

Eminent Industry dignitaries, Government bodies, Industry associations will converge together to deliberate on the key issues in parallel conferences and workshops.

End-consumers, HNIs, fleet owners, hoteliers, transporters, automobile enthusi-

asts and focused potential buyers along with corporate buyers, tours & travel management companies, cargo & logistics companies and delivery partners of major e-commerce companies are expected to visit the India Auto Show 2020, according to the organisers.

The show will also attract a devoted crowd of dealers, distributors, retailers, garage & workshop owners and Importers of auto parts, components and accessories. The automotive OEMs, Purchase Managers, Sourcing Managers, Plant Heads, Quality Managers, Vendor Development Heads from the entire gamut of automotive industry will also be present.

## Shetty quits Porsche India

**M**R Pavan Shetty, Director, Porsche India, resigned from his position on July 1 "due to personal reasons." The company announced that in the interim, Mr Ashish Kaul – Head of Sales, Porsche India, will assume responsibility for day-to-day operations and report directly to Mr Gurpratap Boparai, MD, Skoda Auto Volkswagen India, for strategic initiatives.

Wishing Mr Shetty all the best in his future endeavors, the company said an announcement on the permanent replacement will be made in due course of time.





## Hyundai ushers Future Retail with online car-buying platform

*Ties up with HDFC Bank, ICICI Bank for retail financing*

**H**YUNDAI Motor India Ltd. on June 3 launched the next revolution in online automotive retail with 'Click to Buy', unlocking the true potential of digitalised era.

The new version is India's first and only end-to-end online car-buying platform, curated to provide incredible Future Retail Experience to Indian customers, said a press release by the company.

Commenting on the, 'Click to Buy', Mr. W S Oh, Executive Director – Corporate Planning, Hyundai Motor India Ltd., said, "Hyundai has always been a technology leader in the automotive domain and has pioneered the Online Automotive Retail space with India's First end-to-end online platform 'Click to Buy'. Aligned with our business slogan 'Future Ready', we are introducing the next generation of online car buying with 'Click to Buy' that enriches customer experience with first-in-Industry features to offer a seamless and convenient online purchase journey."

'Click to Buy' is designed to facilitate end-to-end retail of Hyundai cars online making owning a new car – contactless, safer, convenient and hassle-free. With 'Click to Buy' Hyundai is offering access to its complete range of car models and is the only platform that covers all stages of customer purchase journey in an even more seamless and convenient manner.

A few days later, the company announced its partnerships with two premier private sector banks to offer online auto retail financing solutions to the customers. While on June 19 it tied up with HDFC Bank, three days later it signed an MoU with the ICICI Bank.

Under the ambit of partnership with HDFC Bank, Hyundai will offer its customers customised car financing solutions from HDFC Bank directly on the 'Click to Buy' online car buying platform. The integration of HDFC Bank's car finance solutions on 'Click to Buy' adds further comfort to customers as it eliminates the need for customers to visit HDFC Bank/Branch to avail loans.

ICICI Bank has also integrated its finance solutions online with HMI's 'Click to Buy'. Through the partnership, Hyundai will enable customers to avail an end-to-end composite online solution for car buying along with the required funding.

Mr. Oh commented: "Through our partnership with ICICI Bank, we will fortify customer purchase journey from any remote location and enable real-time transaction with the most productive finance deals."

Mr. Ravi Narayanan, Head - Secured Assets, ICICI Bank, responded by saying, "We are delighted to join hands with Hyundai Motor India Ltd. to offer an array of online finance solutions for customers looking to buy new Hyundai cars."



# Mahindra launches BS-VI Supro ambulance

**M**AHINDRA & Mahindra Ltd. on June 16 launched the BS-VI *Supro* ambulance. It is available in two variants: *LX* and *ZX* at a competitive price of ₹6.94 lakh (ex-showroom Mumbai).

The first batch of this ambulance was manufactured exclusively for the Maharashtra Government to meet their requirements for ambulances to battle against the Covid-19 pandemic.

Mr Veejay Nakra, CEO – Automotive Division, M&M Ltd, said, “As a caring and responsible corporate citizen, Mahindra wants to enable people to rise by driving positive change in their lives. The launch of *Supro* ambulance to support medical care takers to move people safely and in time, is a clear testimony of this philosophy.”

He further said, “We are delighted to partner the Government of Maharashtra in their efforts to fight the pandemic. The first batch of 12 vehicles have been produced in record time and delivered to them already. Several other Government organisations, NGOs and corporates have also shown active interest in procuring the *Supro* ambulance.”

The *Supro* ambulance is factory fitted with all the essential equipment including a foldable stretcher cum trolley, medical kit box, provision for an oxygen cylinder,



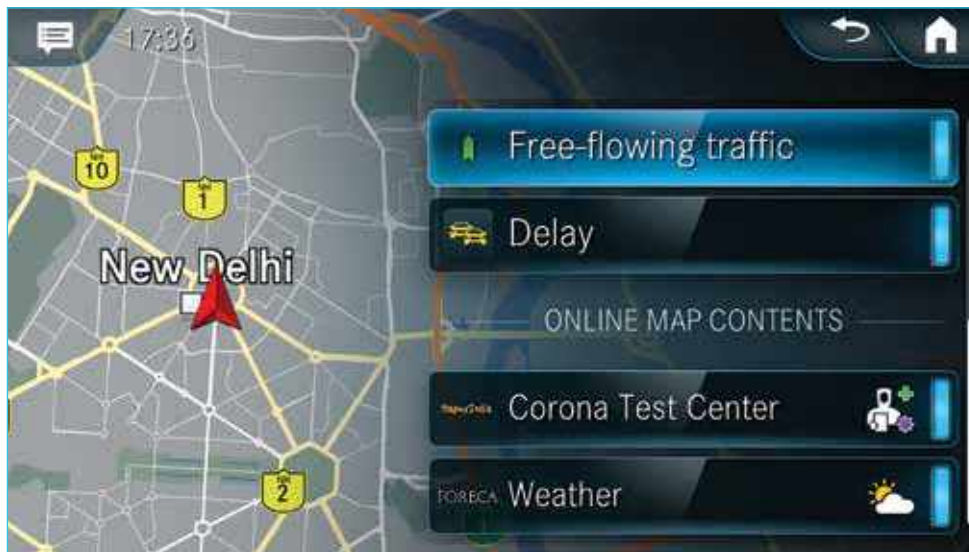
fire extinguisher along with internal lighting, flame resistant interiors, and an announcement system. On the exterior, the ambulance is equipped with AIS 125-certified retro reflective decals, 75 pc frosted windows, and a beacon light with a siren.

The variants have been developed to assist medical and health services, especially during the ongoing global pandemic. It is driven by Mahindra's powerful DI engine, which delivers 47 HP and 100 Nm of torque.



Mr Veejay Nakra,  
CEO – Automotive Division, M&M

# Mercedes cars to come loaded with COVID-19 India Guide now



**A**LL Mercedes-Benz cars with MBUX system sold in India will now come loaded with MapmyIndia COVID-19 India Guide, which will update the users in real-time about COVID-19 related information. This innovation is developed by MBRDI engineers, in collaboration with MapmyIndia

Mercedes-Benz Research and Development India (MBRDI) has equipped the third generation of the new GLS launched recently with fully packed connected services through its latest MBUX multimedia infotainment system.

As a timely-innovation, the infotainment system will enable users to navigate to the nearest COVID-19 testing centres using the most updated information provided by ICMR (Indian Council for Medical Research). This makes the SUV provide important information to its users at the time of need through its connected services.

As the number of cases continues to grow across the globe, MBRDI engineers in Bengaluru have achieved this integration in a record time of two weeks, in association with leading service provider of maps & location technology, MapmyIndia. The 12.3-inch infotainment system

handles requests using voice commands and gestures.

Mercedes-Benz India users will immensely benefit from MapmyIndia's COVID-19 India Guide, as they will now have real-time and accurate information about high risk or no-go areas, and thus avoid these while travelling. The information is sourced from the latest Government notifications and guidelines issued from time to time, and other credible sources.

Commenting on this innovation, Mr Manu Saale, Managing Director & CEO, MBRDI, said, "This is a proud moment where the team has developed this much needed innovation to add another layer of safety for our end-customers in India."

Mr Rohan Verma, CEO & Executive Director, MapmyIndia, said, "Mercedes-Benz is renowned worldwide for its highest level of safety and customer comfort. Ever since the pandemic broke out, our teams have been developing tools and solutions leveraging its best-in-class indigenously developed location technology to benefit Indians. I am happy that a leading company like Mercedes-Benz India has partnered with us in furthering this effort of ours."

# GWM signs an MoU with Maharashtra Government

***Commits \$1-bn investment, 3,000 jobs***



**G**LOBAL SUV manufacturer GWM signed an MoU with the Maharashtra Government on June 16 in presence of the state Chief Minister, Mr Uddhav Thackeray, and Mr. Sun Weidong, Chinese Ambassador to India.

The MoU officially announced the investment in the state-of-the-art automotive manufacturing facility in Talegaon, Maharashtra. The plant will be equipped with latest world-class technology and along with the R&D centre in Bengaluru will generate employment for over 3,000 people in a phased manner.

The signing in ceremony was done via a virtual meeting between Mr. James Yang - President, & Mr. Parker Shi - Managing Director, of Indian subsidiary of GWM, along with Mr. Sun Weidong – Chinese Ambassador and Maharashtra Minister of Industries, Mr. Subhash Desai, in the presence of the Chief Minister, officially announcing investment in Talegaon for a fully modernised and

state-of-the-art manufacturing facility.

Commenting on the development, Mr. Parker Shi, said, "We would like to thank the Maharashtra Government for extending full support and helping us foster a long and mutually beneficial cooperation that hopefully will turn out to be a great business proposition for both. This would be a highly automated plant in Talegaon with advanced robotics technology integrated in many of the production processes. Overall we are committed to \$1 billion investment in India in a phased manner, which is directed towards manufacturing world class intelligent and premium products, R&D centre, building supply chain and providing jobs to over 3000 people in a phased manner."

Strategically located in Talegaon Industrial Park, Maharashtra, the plant covers an area of around 300 acres and is close to the expressway. It is about 45 km from Pune city and about 100 km from Mumbai Port.



# Swift celebrates 15 glorious years

**M**ARUTI Suzuki's premium hatchback *Swift* is celebrating the completion of 15 glorious years. Launched in 2005, Swift heralded the start of the premium hatchback segment in the country.

According to a company press release, the sporty *Swift* with its global styling, and an engine tuned specially to deliver an outstanding performance, is the most awarded premium hatchback in the country. With each generation of Swift being crowned an ICOTY winner, it is the only car to win the prestigious ICOTY award three times, added the release.

With more than 2.2 million happy customers, *Swift* has been the number one premium hatchback for 14 years. The third-generation Maruti Suzuki *Swift* with a bold and distinctive look, sweptback led headlamps, aggressive front grille and cockpit-style interiors exudes sportiness. Coupled with i-create, which enables consumers to make their own unique *Swift*, it has become a favorite amongst the younger car buyers.

These have helped the *Swift* garner close to 30 per cent market share and also capture the pole position in premium hatchback segment in FY2019-20.

Speaking on the success of *Swift*, Mr. Shashank Sri-



vastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "Brand *Swift* was the first model that challenged many notions around hatchbacks. More than a car, it was a refreshing new thought process. It was designed to be bold and aggressive, and at the same time be reliable and economical. It had features offered in a large car, contemporary, yet functional appealing to a younger audience. With a European touch and feel, the hatchback also embodies the sturdiness to handle Indian road conditions. It questioned the inevitability of compromise. In many ways, it was the "coming of age" of the Indian customers."

## Maruti comes up with its Monsoon Campaign

**W**ITH the onset of monsoons, Maruti Suzuki India Limited has kicked off its Monsoon Campaign for customers across the country. The company is offering complimentary monsoon-ready vehicle health-check



under this initiative.

Trained and expert service technicians will inspect the customer's vehicle on pre-defined check list to ensure trouble free performance during the rainy season, said a press release issued by the company. The benefits can be availed till July 31.

The Monsoon Care Campaign lays special emphasis on importance of parts and accessories that need attention during the rainy season. These include wiper blades, brake pads, rust smash, brake-fluid, AC evaporator cleaner and rain repellent, among others.

# Minda's German subsidiary MKTSN files for insolvency

*'Move to increase focus on profitable and growing businesses by re-allocating capital'*

**M**INDA KTSN Plastic Solutions GmbH & Co. KG (MKTSN), a subsidiary of Minda Corporation, has filed for insolvency in Germany.

The decision followed a meeting of the Board of Directors of Minda Corporation Limited on June 9 to review the request for further financial support to its German subsidiary.

After extensive deliberations and considerations on the current and future cash flow requirements of MKTSN clubbed with COVID-19 pandemic impact, the Board of Directors decided not to undertake further financial exposure in MKTSN and advised that the capital be allocated for growth and profitable business opportunities.

MKTSN, a manufacturer of kinematic and non-kinematic plastic components for the automotive industry was acquired by Minda Corporation in 2007. It has since infused more than Euro 35 million in MKTSN.

The company is headquartered in Germany and has production sites in Pirna (Germany) and through its subsidiaries in Poland, Czech Republic and Mexico.

Mr. Ashok Minda, Chairman and Group CEO of Minda Corporation, said "We expect a positive outcome for



Mr. Ashok Minda, Chairman and Group CEO of Minda Corporation



all our stakeholders in the long run despite the insolvency filing. We are focusing on channelising our precious capital towards tremendous business opportunities of profitable growth, with the view of enhancing EBITDA Margin and ROCE. This move is expected to enhance Minda Corp's EBITDA by 2 per cent and ROCE by 5 per cent."

He further added, "Importantly, over the years, the Group in India has gained expertise in plastic technology to build kinematic and non-kinematic plastic parts and set up business in India for light weighting and value added interior kinematics parts which is expected to grow

to around 200 crore in five years with a double-digit profitability."

Mr. R Laxman, Group CFO at Minda Corporation, added "MKTSN has been operating in challenging and competitive market in Europe. We truly left no stone unturned to improve the fortunes of MKTSN over the years. However, the onset of COVID-19 has rendered all our and MKTSN's efforts in vain. The subsequent real-locating of resources is expected to add to shareholder value in the long run.

# Daimler sets new benchmark for tractor-trailer segment

**D**AIMLER India Commercial Vehicles (DICV) has launched its next-generation heavy-duty BharatBenz tractor-trailer.

The 5228TT model comes with the highest GCW available on a 4x2 tractor possible up to 54T. The product is unique as it provides the benefits of a tractor-trailer but with decreased total cost of ownership thanks in part to its unique axle configuration, said a press release.

The vehicle's hub reduction axle and sturdier frame allow the truck to offer the load bearing capacity of a 6x4 tractor, but with lower fuel consumption.

Mr. Rajaram Krishnamurthy, Vice-President Marketing & Sales and Customer Services, DICV, said: "Our new BharatBenz 52 tonner sets higher benchmarks for the tractor-trailer segment with improved revenue, fuel-efficiency, safety and connectivity. The unique axle configuration allows it to carry loads far above competitors in the same grade. Customers will rethink their traditional buying decisions once they see the TCO this vehicle offers."

The 5228T offers a wider range of GCW options; starting with a pure mechanical suspension on the trailer capable of 51T GCW suited for off-road terrains and reaching up to 54T GCW when used along with air suspension combinations; which is positioned for on road-long haul applications. The vehicle has four less tyres than its 55 tonne counterpart and offers mileage on par with a 6x4 tractor. The 5228TT can

## Launches heavy duty BharatBenz 5228TT



Mr Rajaram Krishnamurthy, V-P, Marketing & Sales and Customer Services, DICV, with the 5258 TT

carry 5-8 tonnes more based on the trailer combination compared to a conventional 4x2 tractor.

The vehicle is equipped with an OM 926 BS VI 280 HP engine with a peak torque of 1100 Nm, fitted with a 9-speed gearbox and a hub reduction axle. It can clock a top speed of 80 km/h and has a fuel tank capacity of 455 litres.

The new 5228TT has a wheelbase of 3600 mm with an overall length of 6063 mm and a width of 2490 mm. It gives 304 mm ground clearance. The steering wheel is hydraulic power-assisted and the GCW is suitable with a three-axle trailer.

The new BharatBenz range introduces numerous new features. The exteriors get a bold and solid styling and are equipped with a distinctive front grille with a bumper spoiler, giving the trucks a mighty look. The cabins are more comfortable, thanks to air suspended seats. The vehicle comes with soft cruise control that helps drivers maintain a constant speed and thereby improves fuel efficiency.





**M**ARUTI Suzuki India Limited achieved the highest-ever sales of eco-friendly CNG-powered cars in FY2019-20. The company sold 106,443 factory-fitted CNG vehicles across the country, said a press release.

With green mobility in focus, Maruti Suzuki has witnessed 15.5 per cent CAGR increase in its CNG sales in the past five years. This is a testimony to the company's customers accepting technologically advanced, eco-friendly and safe mobility solutions, added the release.

Maruti Suzuki offers widest options of factory-fitted CNG-powered cars. These include *Alto*, *WagonR*, *Eeco*, *Tour S*, *Ertiga* and *Super Carry*.

With the vision to democratise green mobility for its customers and also aligning to the Government's agenda of making greener India, Maruti Suzuki unveiled its mission at Auto Expo 2020 whereby it has aimed to sell the next set of million green vehicles at a much faster pace. The com-

## Maruti sells over one lakh factory-fitted CNG vehicles

pany has named this mission as – Mission Green Million.

Speaking on the importance of CNG vehicles in its portfolio, Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited, said, "Maruti Suzuki is aligned with Government's vision by strengthening and expanding its CNG product portfolio. We see CNG as a technology that has set a new benchmark in green fuel mobility. Factory fitted S-CNG vehicles are designed to deliver optimum performance, safety, engine durability, convenience and mileage. We are committed to Mission Green Million and strive towards bringing more advanced, affordable and fuel efficient powertrain technologies for our customers."

## Vikram Pawah new head of BMW India

**M**R. Vikram Pawah has been appointed as the President of BMW Group India effective August 1, 2020 along with his present role as Chief Executive Officer of BMW Group Australia and New Zealand.

Mr. Pawah has been with the BMW Group since 2017 when he joined BMW Group India as the President. In 2018, he was appointed the Chief Executive Officer of BMW Group Australia and New Zealand where he has successfully steered BMW into a position of strength in the luxury car segment.

Mr. Hendrik von Kuenheim, Senior Vice President, Region Asia-Pacific, Eastern



Mr Vikram Pawah

Europe, Middle East and Africa, BMW Group said, "Mr. Pawah brings excellent preconditions to navigate BMW Group India in a challenging business situation due the ongoing corona pandemic. We are confident that his strategic thinking, hands-on approach and

ability to drive people will navigate the organisation in these turbulent times."

In April 2020, the sudden demise of Mr. Rudratej Singh, President and Chief Executive Officer, created an unprecedented situation at BMW Group India. Since then, Mr. Arlindo Teixeira, Chief Financial Officer has been carrying out the role as acting President.

## Hyundai celebrates as Venue sells over 1L in a year

**H**YUNDAI Motor India Ltd recently celebrated the successful first year of its fully connected SUV Venue that has sold over one lakh units since its launch last year.

According to a press release, Venue has over 97,400 happy customers in India and more than 7,400 in international markets.

Commenting on the occasion, Mr. SS Kim, MD &



CEO, Hyundai Motor India Ltd., said, "Hyundai Venue is India's first Fully Connected SUV and most awarded Car of The Year 2019-20 setting a chord with New Age customers. Hyundai has been at the helm of innovation in the automotive industry, introducing revolutionary products and technologies that have established new benchmarks. With VENUE, we have pioneered Fully Connected technology for customers."

Hyundai Venue is crafted step-by-step to meet the needs of Indian youth who seek future technology, space, comfort, safety and ergonomics with new-age style, claimed the company.

The development direction of Venue, it said, is defined by Solid Presence, Refreshing Driving Experience and Leading-Edge Seamless Connectivity.



India debut of intelligent Manual Transmission (iMT) with 1.0 l Turbo GDi Petrol BS6 Engine on VENUE



## iMT debuts on Venue

**H**YUNDAI Motor India Ltd on July 3 announced the India debut of intelligent Manual Transmission (iMT) on its first connected SUV Venue.

The company claimed it to be another industry-first Innovation that offers customers the convenience of two-pedal clutch-less technology combined with Fun-to-Drive elements of a manual transmission.

Hyundai's iMT technology is essentially a revolutionary two-pedal system that eliminates the need for drivers to use the clutch pedal constantly as in a conventional manual transmission. However, with this technology the driver retains the ability to slot gears manually, thereby delivering enhanced control and retaining the joy of driving.

Commenting on the announcement, Mr. SS Kim, MD & CEO, Hyundai Motor India Ltd., said, "Hyundai has been driving the adoption of new and innovative technologies at scale. With our 'Future Ready' business strategy, we have been continuously striving for customer delight with Human centric technologies that present our innate understanding of what our customers' desire. iMT is one such technology that accounts for pleasure of driving and also the convenience needed to ease the hectic burden of daily commutes."

# Datsun launches new *redi-GO*

**Sporting, aggressive styling acquires fresh dimension**



**N**ISSAN Motor's brand Datsun launched its new hatchback *redi-GO* in India on June 2. The new *redi-GO* takes its sporty and progressive styling to an all-new level with its bold stance and premium and feature-rich proposition.

The vehicle has been launched at an introductory price of ₹2,83,000 for Manual Transmission (MT) variant and ₹4,77,000 for Smart Drive Auto (AMT) variant.

The hatchback's sleek and bold look is defined by its distinctive fascia with full chrome surround. The new features that add to the visual appeal include L-shape DRLs, sleek headlamps with silver decoration, LED fog

lamps, 14" wheels with Pentablade dual-tone wheel cover, LED signature tail-lamps, and door trim with fabric.

Commenting on the launch, Mr. Rakesh Srivastava, Managing Director, Nissan Motor India, said, "With the new Datsun *redi-GO*, we have introduced a high-quality product with a strong value proposition. Built with Japanese technology, the new *redi-GO* offers segment-lead-



## Maserati comes up with a new engine, *Nettuno*

**I**TALIAN luxury vehicle manufacturer Maserati has begun a new era with a new engine, *Nettuno*. It is the heart of the *MC20* super sports-car that will make its world premiere in September.

The engine is the result of a technical revolution, one protected by international patents, said a company press release. The project was born from the passion and commitment of a team of highly-qualified technicians and engineers, added the release.

After 20 years, Maserati has taken on the challenge of returning to its Modena HQ with the development and production of a new, highly-technological, high-performance engine.

The operation is a strategic one for Maserati, a brand that, today, is preparing to launch the new *MC20*, a project that is '100 pc Made in Modena'.



An ambitious design, which represents a historic moment for the company, a new era that will officially begin on September 9 and 10 in Modena during the event, 'MMXX: The time to be audacious;.

At the launch, new models will be revealed, which will go into production in the coming years, and innovative propulsion systems as well as ambitious

programmes developed by the Casa del Tridente will be announced.

The new power unit is a V90° architecture, with a 3-litre, 6-cylinder twin-turbo, and features a dry sump (a classic solution on super sports-cars). It delivers

630 PS/463 kW at 7500rpm and 730 Nm of torque from 3000rpm with a specific power output of 210 PS/litre. The compression ratio is 11:1, the stroke is 82 mm and the bore 88 mm.

The soul of the engine is the innovative pre-chamber combustion system featuring twin-spark plugs. This technology is derived from Formula 1 and is now available, for the first time, on an engine destined for the road.

## Datsun *redi-GO*...

ing technological features that cater to growing ambitions of young India."

The hatchback offers a ground clearance of 187mm and rear knee room comfort (equivalent to a compact sedan). The new *redi-GO* also offers an approach and departure angle for a confident drive experience.

The new *redi-GO* is equipped with a host of best-in-class features such as an 8" touchscreen advanced infotainment system with voice recognition, compatible

with Android Auto and Apple CarPlay. Onboard is also a dual-tone instrument panel with a premium brushed gunmetal finish.

The car's safety features include a strong crash-resistant body structure that protects passengers from frontal offset impact, side impact, pedestrian protection compliant, rear seat belt with retractive function, dual airbags and a rear view camera with projection guide.

It's available in six colour option with two new colours; Sandstone Brown (New); Vivid Blue (New); Blade Silver; Bronze Grey; Opal White; and Fire Red.



# **A doyen departs**



**JOGINDER P. MALHOTRA**  
**1935 - 2020**

**AUTO INDUSTRY PAYS HOMAGE**

Dear Dad!

Children live in awe of their father, and I was no different and continue to believe that you were the proverbial Superman in my life.

Starting from my earliest memories, I remember you being the pillar on which the complete family held on. As I grew older, I realised that you were also a pillar of support to your siblings, your parents as well as the larger family. You were exemplary in your dedication to the family and in shouldering responsibility for your loved ones.

You were a Karmyogi to the core, and continued to work until the last few days of your life. On the flip side, I got less time with you while growing up, though this gave me freedom to discover my own path which I found on the same road that you tread.

As I started my professional journey, every day was a learning on principles of life in general, and business ethics and success in specific. You taught me to give good thought before taking decisions, and to be consistent in all my efforts. I quickly imbibed that gaining respect is more important than garnering money, and the wealth accumulated in the form of good relationships is priceless.

Riding on your shoulders I could afford to dream big, and with your support and guidance I realised many a dream during your lifetime. There are many more dreams left behind and I will continue trying to reach for the sky.

The value system you have established and left with us is invaluable and I owe all my achievements in life to your blessings, direction and unhindered support. You have been a torchbearer and I shall continue to do my best to follow the path that you have shown to me.

I do hope you are in a good place. I pray to God for your soul to rest in peace.

Your loving son  
Sanjay Malhotra



**NK Minda**  
*Uno Minda*


I have known Late Sh. JP Malhotra Ji since my childhood, as he was very closely associated with my Babuji and our family. As a child, I learnt a lot from him. He would always offer his practical advice and support. I have a huge admiration for him. He was extremely active even at this stage of life. I used to meet him in almost all major industry events. He was blessed with enviable passion and sincerity as an Editor. He had a very strong connect in aftermarket/dealer fraternity. He was also instrumental in introduction of many of dealer partners to us. Without doubt, I can assert that he was a visionary & a true Karmyogi !"

**Shashank Srivastava**  
*Maruti Suzuki India*


MY sincere condolences on the sad demise of Joginder ji! He was a dear friend from the auto industry whom I admired much.

I got acquainted with Mr Joginder Malhotra a long time ago, maybe almost twenty years back. Over the next twenty years I had a chance to interact with him on numerous occasions either during official launches of new cars or on various auto industry forums.

I found him a very passionate professional who truly cared about the industry. He had a vast knowledge of the industry and could recall almost all momentous events in the Indian auto industry's history.

On more than a couple of occasions, I discussed in detail about the Indian auto industry and the possible trends that we may see in it. His analysis was always logical and nearly always accurate.

The last I met him was at the Auto Expo in Noida in February. He was his usual enthusiastic self and took keen interest in the various models that were on display. His enthusiasm was contagious and I learnt much from him.

We will all miss him much. May his noble soul rest in peace!

**Manav Kapur**  
*Steelbird International*


I felt warmth every time I met him. He was like a father figure to me. It's still hard to believe that he's not among us now.

**Ashok Minda (Group CEO)**  
**Minda Corporation (Spark Minda)**

**W**E are deeply saddened on the demise of Sh Joginder P Malhotra. He was a true friend, professional, and a good human being.

As a Founder of Autoguide, he was an integral part of the automotive industry. Also, Shri Malhotra Ji had earned numerous awards for his dedication and hard work as an Editor.

He will always be remembered for being as a great intellectual and for his noble deeds towards society.

On behalf of Spark Minda Group, we express the deepest condolence to the members of his family. Someone so special can never be forgotten. We pray for Sh, Joginder P Malhotra. May his soul rest in peace!



**Rajesh Jain (CMD)**  
**Neolite ZKW Lightings Pvt Ltd**



**T**ODAY, we remember Sh. JP Malhotra with a heavy heart; with whom we shared a strong association of over five decades.

He has left behind a legacy of positive memories. He was a string that kept our automotive Industry bound together through his consistent efforts. A man with immense dignity and high moral values, a loving family man and above all virtuous and compassionate - Mr. Malhotra will always be remembered by one and all.

Our best tribute to him will be to follow the ideals he taught us. May God Almighty give eternal peace to the departed soul and strength to his family to bear this immense loss!

The void will be felt by all of us for years to come.

**Biswajit Choudhury**  
**Endurance Technologies Ltd**

**I**am shocked to hear of Mr Joginder Malhotra's demise. May his soul rest in peace! I knew him for a very long time, probably since 2001-02. The best part is we used to meet only in Auto Expo and he was ever cordial and used to remember my name. His soft talking and his behaviour will always haunt me. Even in February this year, we met each other and this time I went to him since our stall was just opposite Autoguide stall. We exchanged greetings and he came over to our stall and wanted to know the new technologies. It was amazing to see him. I still have that photograph with me.





**D.K. Jain (Chairman)**  
**Lumax - DK Jain Group**

**I**N the passing away of Mr. Joginder Malhotra, the Indian auto industry has lost a true pioneer. With his encyclopedic knowledge of the industry, he was always a rich source of insight.

His pleasing personality endeared him to all. His signature warm-hearted smile, exhibited the resilience and experience gathered over the years, teaching valuable lessons of Respect, Grit and Hard work - to young and old, who encountered him.

I pray for the departed soul; may God grant him everlasting peace.

On behalf of Lumax-DK Jain Group



**Rajan Wadhera**  
**Mahindra and Mahindra**



**I**N the demise of Mr. Joginder P. Malhotra on April 18, 2020, the Indian automotive industry has lost a true friend and a seasoned statesman who untiringly served the cause of the industry for over 50 years, right from the inception of the car industry in India. Joginderji was a very passionate, gregarious and affable gentleman who was at the forefront of showcasing the automotive industry. Pray the Almighty give his family and Mr. MP Malhotra the strength to bear this irreparable loss! Wishing the Autoguide team the very best to take forward the rich legacy of Joginderji!

**K. Saravanasundaram (Dy. MD)**  
**Roots Industries India Ltd**

**W**E are very saddened to hear about the demise of Mr. Joginder P. Malhotra on April 18, 2020. It is very surprising as we had last seen him very active during the Auto Expo 2020.

Our association with him is for more than two decades. We were overwhelmed by his continuous news update and closely monitoring the happenings in the auto industry and sharing the same through Autoguide.

His relationship with automotive fraternity was amazing. We appreciated his creative thinking and positive attitude which was demonstrated during our every interaction.

We are confident that you will be able to take Autoguide to much better heights as the guidance provided by him will always support you in all future endeavours.

Thanks & Regards,

**Virat Sondhi**  
**JMA Group**



**M**Y heartfelt condolence on the sad demise of Joginder Ji! I pray to God to give courage to all his family members and friends to bear this loss!

My friendship with Joginder Ji was over 50 years. He was a true friend. It is rather difficult to put in words my appreciation with regards to his personality. He was a man of few words. During his life all around, he created friends and no enemies.

His commitment to his professional career was of a very high order. Throughout his life, he along with his team upgraded the technology to the level where his magazine Autoguide is considered and is well appreciated in the automobile trade and industry.

He was a very simple and dignified person and he is going to be missed by all of us.

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**L.Ganesh (Chairman)**  
**Rane Group**

**M**R Joginder Malhotra was an integral part of the auto industry. We will miss his presence in all major auto events. In auto journalism, he was one of the pioneers. The industry will miss his knowledge and views; and more than anything his pleasant presence.

Regards




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**KD Sahni (Vice Chairman)**  
**Elofic Industries Ltd**



**I** knew Joginderji since the 70s when I joined Elofic. He would often visit our office, then situated in Kashmere Gate, for a little chitchat with my father Late Sh. Mohinder Singh Sahni. As a young learner, I was very impressed by his skills of sweet and soft yet assertive talking. Thereafter I constantly met him in various meetings and exhibitions and he always made it a point to enquire about the wellbeing of my father. As a matter of fact, he used to specially visit our stand at the exhibition again just to meet and have a cup of tea with my father, whenever he got to know about his visit.

Late Sh.Joginder Malhotra would make it a point to visit all auto exhibitions all over the world. I remember having met him several times at the Las Vegas, Dubai and Frankfurt exhibitions and each time I admired him for the vigour and energy he displayed. The last time when I met him was at the Auto Expo, Delhi in February 2020 and he appeared a bit weak physically but not mentally. We briefly discussed the overall scenario in the auto industry. I did not realise it would be my last meeting with him. May his soul rest in peace! Regards,

**Vinnie Mehta (Director General)**  
**ACMA**

ON behalf of ACMA, we express our deepest condolences on the demise of Mr. Joginder P. Malhotra, Founder, Autoguide. An ardent supporter and a true well-wisher of the automotive industry, Mr Malhotra will be very dearly missed for his incisive and in-depth coverage of the industry happenings. Despite his frail health in his twilight years, he made sure to personally attend all ACMA conferences and Press events. With over five decades of incisive journalism, Autoguide, under his leadership, has today become a default source of reference for the Indian automotive industry. We, at ACMA collectively mourn his passing away and pray to God to give the bereaved Malhotra family the strength to bear this irreparable loss!



**Vimal Gupta**  
**P Sharan & Co**



I am deeply grieved and saddened to learn about the sad demise of your revered father late Shri Joginder Malhotra ji. I had known him for almost five decades ever since he used to be working as the Delhi Rep of Auto Spark, published from Bombay. He started Auto Guide in Delhi and rose to make it the leading and best Auto Magazine of India. He was a true genius, gentleman and a great friend. I have lost a very dear personal friend. I will miss him. I share your grief in his passing away. My prayers are for the eternal peace to the departed Noble Soul. May Almighty God grant you and all other Members of the bereaved family sufficient courage and strength to bear this irreparable loss with fortitude. Om Shanti Shanti Shanti !

**Ashish Kalra**  
**Dewan Auto Store**

I was extremely pained to hear of uncle's sad demise. Mr JP Malhora was a man of few words who gave volumes of automobile updates to the trade. I know what it means to lose a loving person who has spent his life caring for us. The image carved in my mind is about a perfect, hardworking, sincere and disciplined man. May God bless us with strength to face the world with his guiding light. DSTA and all other premier automobile associations and giants will always remember him for initiating the trend of getting updated on automobile production and future. He was a visionary whose contributions would always be remembered by the trade. His memories are close to my heart and are deeply engraved on it. I shall always remember him as my favourite uncle, one of my father's closest friends.



**Rishubh Bhandari**  
**Makino Automotive**



**E**XTREMELY sorry to hear the sad news! Please accept condolences from the entire Bhandari family. May his soul rest in peace!

I would like to just say that Joginder Uncle was one of the finest people this automotive spares trade has ever seen. His positivity and broad vision made him and his family an example in the industry, May his soul rest in peace forever! He will always be truly missed.

**R.S. Kalsi**  
**Maruti Suzuki**



**M**R J P Malhotra was a renowned personality in the Automobile world. A very knowledgeable journalist who was held in high esteem by the OEMs as well as the Component Manufacturing fraternity. He held very high values in the profession. Will always be remembered fondly for his humble & fatherly demeanour. We will miss you Sir. RIP

**Taminder Nangru**  
**Nangru Automotives**

**W**ITH profound grief, I extend my heartfelt condolence to the family of Mr Joginder Malhotra. I am sure there is a great emptiness left by his passing away, but I am certain that the strength of the love that your family shares for each other and for Mr Joginder Malhotra will get you through this difficult time.

I had been associated with Mr Joginder Malhotra ever since the inception of my business in 1979 and have always highly appreciated his work for the Autoguide magazine which has been like a mirror of the auto parts industry. The insightful articles and current trends collated in one book have always been worth a read.

As for my personal memory of him, I especially remember his gentle spirit and soft spoken nature. He will always be remembered as a giving person of great character.

Though his departure will leave a void, I am absolutely confident that his equally competent family will take forward his legacy through this magazine and will leave no stone unturned in producing excellent editions in the coming days.

As we comprehend this loss, we should know that each memory is a note of love rising to the heavens and while we are mourning the loss of our friend, others are rejoicing to meet such a pure soul behind the veil.





**K. Ramasamy (Chairman)**  
**Roots Group of Companies**

I am extremely sorry to hear about the sad demise of Shri. Joginder P. Malhotra, the Founder of Autoguide. His loss is an irreplaceable one not only for your family but also for the auto industry. He never missed to visit any International automobile trade fair and always gave extensive coverage of the participants and shared with his readers the industry's future direction.

I knew Mr. Malhotra since 1975. He was a man of perseverance and was dedicated towards journalism with unlimited enthusiasm. He was always cheerful and had positive thinking. Certainly, the auto industry would miss him a lot. The contribution he has made to the auto industry cannot be quantified.

I pray Almighty for his soul to rest in peace!



**Ashok Mukhi**  
**ASK Automotive (P) Ltd**

SH. Malhotra was instrumental in introducing Autoguide and ensuring its success and availability in every nook and corner of the auto industry in the shortest time. Thereafter, no looking back! Today Autoguide is one the best auto magazines in the country, will remain one of the best and Sh. Joginder P. Malhotra shall be remembered forever!

**Kirti Rathod (Chairman)**  
**Dealux Bearings Pvt Ltd**

JOGINDER Malhotra was very close to Delux Family at corporate and personal level. Our relations go back to mid-70s when our late Chairman Dilip Rathod struck good synergy with Shri Joginder. They mutually extended their friendship by meeting aftermarket leaders in Mumbai and Delhi.

Our relationship got further strengthened to second and third generations when I and Rohan discussed contemporary business scenario with him from time to time.

Joginder contributed to Indian aftermarket by documenting continuous growth of Indian OEMs and component makers. He had a warm heart in expressing the passion and pride of key auto players' journey over the last five decades.

In Joginder's passing away, the automobile Industry has a lost a strong voice. I'm sure Autoguide Team will continue to maintain the spirit and verve of Joginder in all its forthcoming publications.

We express our condolences to Malhotra family and Autoguide.

Delux will always support Autoguide in its endeavours.

Our best wishes remain for Autoguide!



**Sunil Arora**  
**Abilities India**



I have known Shri Joginder Malhotraji since I was in school and used to meet him whenever I went to our Kashmere Gate showroom in the early 70s. On inquiring from my father, I was told that Malhotraji would come nearly every day to Kashmere Gate. No wonder his dogged perseverance made him omnipresent at each and every occasion related to the automotive industry all over the country, and actually around the whole world.

He was a very gentle and noble soul with a cool and calm demeanour. I have lost count of the number of occasions that I have met him (probably hundreds) but what struck me most was his agility and grasp of the subject matter. He could opine about the world's automotive industry and had figures on his tips to back them up.

Malhotraji will be missed dearly for his magnificent and yeoman service to this industry. He has left a void difficult to fill. One can always visualise his face with a broad smile and it is difficult to fathom that he is with us no more.

This is my humble tribute to Shri Joginder Malhotraji.

**Unnikrishnan V.C.**  
**Jindal Aluminium Ltd**

I am very sad to hear that Mr. JP Malhotra passed away on April 18, 2020. May the departed soul rest in eternal peace! I pray Almighty to give strength to his family members to bear this irreparable loss. I knew Mr. JP Malhotra since last couple of years through Autoguide magazine and had a cordial relationship with him since beginning. He was a man of principle and down to earth in business dealings.

**AC Saxena**  
**Veteran Journalist**



JOGINDER P. Malhotra, Founder and Editor of Autoguide, who died on April 18, 2020 aged 85, was a man of conviction, confidence and courage. He believed that hard work and ambition must shine with brilliant achievement and he had worked to prove by making this journal a guidebook for the motor parts and auto industry. Before launching the venture in 1966, Malhotraji came to me for advice and help. I rather discouraged him by explaining the pitfalls in the publication business. But he was eager and adamant on the project. He seemed to be confident of success. Eventually he launched two journals- Autoguide and Scooter Guide.

Mr Malhotra had many plus points. Besides some experience in this line, his financial discipline and humble and respectable bearing towards his staff led the way to the success. Today both the journals are in the forefront to the auto industry.

Since Mr Malhotra had so much devotion to his project, the best homage would be to add more luster to the journal. He would be missed by the family, friends and the staff who really loved him for his calm mannerism and his principles. It is really sad only two months ago, he was in our midst. May his soul rest in peace!

**M.L. Aggarwal (MD)****MACO Pvt Ltd**

**W**E are distressed to learn about the sudden passing away of Sh. Joginder P. Malhotra on April 18, 2020. We had the opportunity of meeting him in the recent Auto Expo at Pragati Maidan and spending some time together.

Mr. Malhotra has been the doyen of the journalism of automobile industry for more than 50 years and we had the privilege of enjoying his association and friendship for all these years. His serene and unassuming personality has been a matter of charm and joy for all of us.

He has served the industry tirelessly with his unique sense of dedication and commitment and his contribution in the print media through his meticulous publication Autoguide will

remain memorable for long time to come.

May God grant eternal peace to the noble departed soul and strength and solace to his loved ones!

**Krishna Kejriwal (CMD)****Remson Industries**

**I** am indeed sorry to learn of the demise of Mr. Joginder Malhotra. My sincere condolences to the immediate family as well to his extended family at Autoguide!

I have personally known and interacted with Mr. Joginder Malhotra over the last four decades. He was always personally present at all automotive gatherings be they large or small. I have seen him interact with all members connected with the automotive industry to seek their opinion on various issues which the industry was tackling. His was a face we never missed at any gathering. His enthusiasm and spirit was boundless and infectious. His dedication to the automobile industry has contributed much to the development of this industry. He has indeed served the industry well with excellent coverage of events and with insightful articles in his reputed magazine. I do know that his demise is a terrible loss to all at Autoguide and his ever-smiling face and presence will be sorely missed in our industry. With best regards

**P. Vijayaraghavan****TVS Tyres**

**I** am deeply shocked to hear the sad and sudden demise of my good friend and the Editor of Autoguide, Mr Joginder Malhotra. I knew Joginder for many decades and he had been a good friend of mine and a well-wisher of my companies. Joginder had wide contacts in the automotive industry and was a highly respected figure. He covered all the companies so well in his magazine.

We will miss him!

# Mahindra introduces new range

## *Sarpanch Plus* tractor, an upgrade

**M**AHINDRA's Farm Equipment Sector recently introduced its new *Sarpanch Plus* range of tractors in Maharashtra, with the launch of the 575 *Sarpanch Plus*, an upgrade of its popular 575 *Sarpanch*.

The new series offers models spanning multiple HP-points in the 30 HP (22.37kW) to 50 HP (37.28kW) category.

The all-new *Sarpanch Plus* offers 2HP (1.49kW) more power, higher max torque and back-up torque, to cover more land quickly. Mahindra's new engine technology not only delivers higher power, but best-in-class fuel efficiency, to enhance the earning potential of farmers, said a company press release. The model's new styling and ergonomic design ensure pride of ownership and operator comfort.

The new *Sarpanch Plus* series will be manufactured at Mahindra's state-of-the-art manufacturing facilities across India. The new series



comes with Mahindra's industry-first six-year warranty.

Speaking on the launch of the new *Sarpanch Plus* series, Mr Hemant Sikka, President, Farm Equipment Sector, M&M Ltd, said, "As leaders in the Indian tractor market, we at Mahindra have always been at the forefront of introducing the latest technologies and the new *Sarpanch Plus* series is a step in that direction. The new series is developed to meet the evolving demands of modern farmers by providing extra power, higher back-up torque, modern styling and best-in-class ergonomics."



Mr Hemant Sikka, President, Farm Equipment Sector, M&M





## Ashok Leyland launches AVTR

### *BSVI-compliant range of modular trucks*

**A**SHOK Leyland launched its range of modular trucks, *AVTR*, with i-Gen6 BS-VI technology on June 4.

The modular platform is a first-of-its-kind in the Indian CV industry with multiple options of axle configurations, loading spans, cabins, suspensions, and drive-trains on a single platform for the entire range of rigid trucks, tippers and tractors in the 18.5T to 55T category. This enables customers to configure vehicles that are best-suited to their applications and business needs.

The *AVTR* platform gives the customers a choice to customise their product as per their requirements, which in turn will deliver better operational economics and customer delight. For the company, it would mean faster turnaround along with better market coverage owing to virtually millions of combinations, for any kind of customer.

The modular platform also provides improved safety and better comfort for drivers, higher reliability and enhanced durability, and is supported by next Gen i-alert fleet management system with remote diagnostics.

Mr. Dheeraj Hinduja, Chairman, Ashok Leyland, said, "Ashok Leyland has always been ahead of the curve

and leads the CV industry in terms of innovation. Our endeavour has always been to address the needs of our customers and deliver better profitability for them. The customer-centric *AVTR* will take our customers to the next level of trucking and they will reap the benefits of modularity. This unique modular platform puts us on the global map of CV manufacturers and will help us in our journey of realising our vision."

Mr. Vipin Sondhi, MD & CEO, Ashok Leyland, said, "With the launch of *AVTR*, we are very proud that we have achieved the dual challenge of meeting the BS-VI norms and development of a whole new platform, in one swift move. This gives us an edge not only in India but globally with its potential to switch between right-hand-drive and left-hand-drive. *AVTR* has the potential to deliver any kind of truck as per the customer's specific requirement, in a very short time."

Mr. Anuj Kathuria, COO, Ashok Leyland, said, "With the launch of *AVTR*, we have taken the lead in terms of technology and innovation. The customers will have the opportunity to customise their truck as per their specific application based on load, terrain, application and operational requirements."

## Maruti offers BSVI-compliant S-CNG variant of its *S-Presso*

**M**ARUTI Suzuki on June 22 introduced the BSVI-compliant S-CNG variant of its mini-SUV, *S-Presso*.

The introduction is in line with the company's commitment to expand its green vehicle portfolio in the country, under its Mission Green Million, said a press release. The *S-Presso* factory fitted S-CNG variant offers enhanced safety, improved performance and unmatched convenience, it added.

As the first automobile player in the country to offer factory-fitted CNG cars over a decade back, Maruti Suzuki today has the largest portfolio of green cars on the road. The company also achieved highest ever sales of eco-friendly CNG-powered cars in FY 2019-20. It sold 1,06,443 factory-fitted CNG vehicles across the country.

The S-CNG powered BSVI-compliant *S-Presso* is available with 1 Litre engine delivering a mileage of 31.2 km/kg and having a tank capacity of 55L (Water



Filling Capacity).

Introducing *S-Presso* BSVI S-CNG, Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "With the launch of *S-Presso* BSVI S-CNG, we are strengthening our efforts towards sustainable green mobility. The *S-Presso* S-CNG is designed to deliver optimum performance, safety, engine durability, convenience, and mileage."

## *Celerio* too gets S-CNG variant

**M**ARUTI Suzuki India Limited rolled out BSVI-compliant S-CNG variant of *Celerio*, in New Delhi on June 12. This is aligned to the company's vision of Mission Green Million announced at the Auto Expo 2020.

Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited said, "With



over five lakh customers choosing *Celerio*, we hope to extend its popularity with the BS-VI S-CNG variant. Maruti Suzuki is determined to propagate green and sustainable mobility in the country, as a part of our commitment to the Mission Green Million."

Maruti Suzuki's S-CNG vehicle range is aligned to and complements the Government's vision of reducing oil import and enhancing the share of natural gas in the energy basket of the country from 6.2 per cent now to 15 per cent by 2030.

**E**ICHER Trucks & Buses, part of VE Commercial Vehicles Limited, introduced all new heavy-duty bus - *Skyline Pro 6016*, in New Delhi on June 10.

HD Bus market accounts for over 35 per cent of the industry volume and *Skyline Pro 6016* will augment the heavy duty bus offerings in Eicher's portfolio.

*Skyline Pro 6016* marks the introduction of Volvo Group technology based 5.1 litre VEDX5 engine in Eicher's bus range. According to a press release, the engine delivers best-in-class performance of 155kW (210 hp) and

torque of 825Nm @ 1200 to 1600 rpm. The superior engine design delivers its peak torque at low RPM and sustains the same over a wider RPM range, thus, improving fuel efficiency, added the release.

Advanced technology features and quality aggregates ensure *Skyline Pro 6016* fulfills and delivers on its 'Born Smart, Made Reliable' positioning, said the release.

*Skyline Pro 6016* is a highly reliable bus that comes equipped with fuel-efficient Exhaust After-treatment system (EATS), 16.2 T GVW and Volvo Group's EMS (Engine Management System). It also comes with intelligent features such as engine protection system for better engine life, intelligent driver information system (IDIS 2.0), fuel coaching and cruise control that improves driving comfort and efficiency.

The vehicle has a robust Domex chassis along with safety features like engine exhaust brake and larg-

## Eicher launches heavy-duty bus *Skyline Pro 6016*



er pneumatic brakes. *Skyline Pro 6016* is available in multiple long wheelbase variants along with an option of light weight 425-litre HDPE fuel tank for optimum performance in long-distance journeys.

The bus is equipped with innovative Mbooster+ technology that enables the driver to switch between Eco+, Eco & Power modes based on road and occupancy conditions for better fuel efficiency. T

Commenting on the new product, Mr B Srinivas, Sr. Vice-President - Bus Sales & Marketing, Strategy, Product Planning, VE Commercial Vehicles, said, Eicher *Skyline Pro 6016* is the newest addition to our BS-VI HD Bus portfolio, a breakthrough product delivering highest power output in its segment. Backed with strong Volvo Group engine platform, modern design along with fuel efficiency-enhancing features like Mbooster+ and fuel coaching make *Skyline Pro 6016* the most profitable choice in heavy duty bus category."

# Mercedes strengthens SUV portfolio

## Adds top-end variants to its **LWB GLE**



Mr Martin Schwenk, MD & CEO of Mercedes-Benz India, posing along side the newly-launched *GLE LWB*

**M**ERCEDES-Benz India strengthened its SUVs offering on June 2 by adding two new top-end variants to its popular *GLE* portfolio. The newly launched top-end *GLE 450 4MATIC LWB* and *400 d 4MATIC LWB* will further expand the model line-up of the *GLE* by adding a petrol and a top-end diesel variant, said a company press release.

The current *LWB GLE* range comprises *BSVI GLE 300 d 4MATIC LWB* and the top-end CBU *GLE 400 d 4MATIC LWB Hip Hop* variants.

The *GLE LWB* has already excited the market and has a three-month waiting period. The petrol model will further drive its popularity and cater to the requirements of our discerning customers, added the release.

*GLE LWB* now has two new top-end variants— the *450 4MATIC* (Petrol) & *400 d 4MATIC* (Diesel). Both these SUVs are CKD and are produced in our state-of-art manufacturing facility. The *GLE 450 4MATIC LWB* and *400 d 4MATIC LWB* is powered by BS VI in-line six-cylinder engines.

The new *GLE LWB* is targeted at customers who are seeking a premium experience in urban environment and also love to tread the unbeaten path and outdoors

The new Mercedes-Benz *GLE 450 4MATIC LWB* is priced at ₹88.80 lakh and *GLE 400 d 4MATIC LWB* is priced at ₹89.90 lakh (all prices are ex-showroom, India, except Kerala).



**S**HORTLY before the coronavirus pandemic acquired gigantic proportions, Land Rover kicked off the Range Rover golden jubilee celebration in the third week of March by creating a giant piece of sub-zero art at its cold weather test facility in Arjeplog, close to the Arctic Circle in Sweden.

The 260 m-wide artwork filled the centre of the steering pad at the test track where all future Land Rover models are put through their paces during development.

Land Rover's Arjeplog facility uses a frozen lake to provide the perfect conditions for engineers to test and assess the latest models. Renowned snow artist Simon Beck created the 53 092 sq m anniversary logo by walking more than 45 000 steps across the powdery surface inside the steering pad, accompanied by a quartet of the latest Range Rover SV models.

Since 2014 the expert engineers, craftsmen and women at Special Vehicle Operations have been responsible for designing and producing the fastest, most luxurious and most exclusive Range Rover models in the luxury SUV's 50-year history.

Arjeplog is also home to the Jaguar Land Rover Ice

## Range Rover's golden jubilee celebration kicks off in Sweden



Academy, where customers experience the thrill of dynamic ice driving, under careful instruction from world-class driving experts.

The luxurious Range Rover family marks 50 years of pioneering innovation and peerless refinement in June, on the anniversary of the introduction of the two-door Range Rover in 1970. Since then, the Range Rover Sport, Range Rover Evoque and Range Rover Velar have expanded the family into a four-strong line-up of the world's most desirable and advanced SUVs.

## Range Rover Fifty in limited edition

**T**O mark its 50-year celebration, Range Rover introduced a new Range Rover Fifty.

The original luxury SUV has defined the market since June 17, 1970 and, five decades on, the Range Rover has evolved to become a family of desirable and capable luxury vehicles.

To celebrate 50 years of a motoring icon, the limit-

ed-run Range Rover Fifty will be restricted to just 1,970 vehicles globally, in recognition of the year the original Range Rover was launched.

Building on the luxuriously appointed autobiography, the Range Rover Fifty features a number of bespoke exterior accents in Auric Atlas as well as two unique (22) inch wheels. The badging features a 'Fifty' script created personally by Prof Gerry McGovern OBE, Land Rover's Chief Creative Officer, which will appear on the exterior of the vehicle and throughout the interior on the unique "1 of 1970" centre console commissioning plaque, headrests, dashboard and illuminated treadplates.

# A new loyalty programme

## 'Maruti Suzuki Rewards'



**M**ARUTI Suzuki India Limited on June 24 launched a loyalty programme – Maruti Suzuki Rewards which will cover all PV customers from Arena Nexa and True Value outlets.

Maruti Suzuki Rewards is a comprehensive programme that comes with a range of benefits on purchase of additional car, service, Maruti Insurance, accessories, customer referrals and several other 'association benefits' with the company. Customers can experience this digitally-supported card-less programme with the help of Maruti Suzuki Rewards website, and see their reward points growing with every interaction and transaction with Maruti Suzuki, said a press release. .

Speaking on the launch of the initiative, Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki

India, said, "Maruti Suzuki Rewards reinforces our commitment to offer a bouquet of delightful services to customers. This new loyalty programme takes this spirit forward and brings together some of the finest benefits."

Under the programme, customers will be classified into four tiers – Member, Silver, Gold and Platinum. They will also be rewarded with badges, a gamification feature which will make customers interaction with Maruti Suzuki even more rewarding and will give them a chance to unlock access to exclusive events and offers.

Members from the existing AutoCard and MyNexa programme will be transitioning to the all-new Maruti Suzuki Rewards. There will be no additional fee for this upgrade.

# OSL Prestige to represent BMW and BMW Motorrad in Cuttack

**B**MW Group India recently announced the launch of its Facility NEXT in Cuttack. OSL Prestige will represent BMW and BMW Motorrad in the largest full-fledged integrated retail and service facility in Eastern India.

Based on the latest BMW Facility NEXT concept, the new facility showcases the exclusive range of both BMW cars and BMW Motorrad motorcycles.

Located at NH16, Bhanpur, the facility is headed by Mr. Mr Charchit Mishra as Dealer Principal.

BMW Facility NEXT is designed to stimulate an emotional connect with consumers across all touch-points. Modern architecture, appealing design, engaging new-age technologies and an exclusive café convey all aspects of BMW Group brands in their distinct attributes throughout the facility, said a press release.

Mr. Arlindo Teixeira, acting President, BMW Group India, said, "OSL Prestige has been a trusted BMW partner and we have strengthened our relationship further by appointing them as a dealer partner of BMW



Mr. Charchit Mishra Dealer Principal, OSL Prestige

Motorrad also in one of the most promising markets in India."

Mr. Mishra responded by saying, "We are delighted to represent BMW and BMW Motorrad in an innovative BMW Facility NEXT in the twin city of Bhubaneswar and Cuttack. The culmination of the two fascinating and dynamic brands in this unique format offers customers and prospects an unrivalled dealership experience."

The new facility is spread over a total area of 73,000 sq. ft. and comprises three levels – vehicle display area, workshop section and a mezzanine floor with a café.

## Navnit Motors hosts BMW's Bengaluru pre-owned car facility

**B**MW Group India recently announced the opening of a new BMW Premium Selection (BPS) facility in Bengaluru, hosted by Navnit Motors, to display a wide range of pre-owned BMW vehicles.

The facility is headed by Mr. Sharad Kachalia, Dealer Principal, Navnit Motors. Navnit Motors also represents BMW India with sales and service outlets in Bengaluru, Mangalore and Mumbai.

The strategically located facility is spread across a total area of 7,500 sq. ft. with a 15-car display, sales lounge and customer lounge. With the industry-leading Virtual Product Presentation (VPP), customers can easily check current vehicle stock, obtain all information such as current mileage, retail price, car specifications and dealer contact data. Additionally, the user-friendly interface offers visitors a broad range of search functionalities to select a vehicle.

Mr. Arlindo Teixeira, acting President, BMW Group India said, "With the launch of Navnit Motors - BMW Premium Selection, we are setting a new benchmark in the



Mr Sharad Kachalia, Dealer Principal, Navnit Motors

premium pre-owned car market and bringing JOY closer to our potential customers."

Mr. Sharad Kachalia, Dealer Principal, Navnit Motors said, "It gives us great Joy to add another important dimension to our business with the launch of the largest BPS facility in India."

Since its launch in 2011, BMW Group India has established 24 BPS facilities across the country.

## BMW dons new brand logo

**B**MW Group announced the introduction of its new brand and corporate identity for online and offline communications in India.

The BMW, BMW i and BMW M communication logos have been completely reworked, with a new logotype and new design principles.

According to a press release, the BMW brand now



delivers on the expectations and visual style of today and is better suited for the digital age. #JustCantWait is the first communication campaign in India to

reflect the new brand design.

In the current challenging market scenario BMW Group India has transformed all facets of its businesses leveraging new age digital technologies to better serve its customers at the comfort of their home, added the release. The campaign "reflects upon the brand's positivity, customer-centricity and its relentless focus on bringing 'Joy' to its customers", it said.

Mr. Arlindo Teixeira, acting President, BMW Group India, said, "BMW has always cherished its relationship with its esteemed customers and has introduced innovative products and value-added services. The new brand design and logo stands for openness and clarity. It symbolizes the brand's significance and relevance for mobility and driving pleasure in the future."





## Apollo commissions Andhra facility

*Seventh globally, fifth in India*



Mr Onkar S Kanwar, Chairman, Apollo Tyres

**A**POLLO Tyres commissioned its seventh manufacturing unit globally, and the fifth one in India, with the first tyre rolling out recently from the Andhra Pradesh greenfield facility.

Apollo Chairman, Onkar S Kanwar, Vice-Chairman and MD, Neeraj Kanwar, Supervisory Board members along with the entire senior management team participated virtually in this momentous occasion.

Located in Chinnapanduru village in Chittoor district of Andhra Pradesh, this facility of Apollo Tyres is spread over 256 acres. The company will invest close to Rs 3,800 crore in the Phase-I of this greenfield facility.

While the capacity will be ramped up gradually in the next 12-18 months, as the demand improves, by 2022, this plant will have a capacity

to produce 15,000 passenger car tyres and 3,000 truck-bus radials per day.

With a modular layout, the capacity at this facility can be replicated with minimal engineering efforts and with economies on investments.

Commenting on the commissioning of AP facility, Mr Onkar S Kanwar said, "This ultra-modern facility is a

reflection of our growth aspirations and manufacturing capabilities, showcasing some of the best practices available across the globe in tyre manufacturing. This highly automated plant uses IT-driven systems and robotics, and employs young and skilled associates on the shopfloor, mostly hired locally."



# And now, MOTORHOMES!

## Vacation on wheels



Karnataka Chief Minister B.S. Yediyurappa unveiling the power-packed LuxeCamper

**C**AMPERVAN Camps and Holidays India, a Bengaluru-based startup, has introduced the first commercially-approved premium motorhome, LuxeCamper, which offers vacation on wheels to exotic destinations in the country.

Karnataka Chief Minister, Mr BS Yediyurappa, unveiled the power-packed vehicles and launched the website on June 17.

Speaking on the occasion, Mr Tiger Ramesh, Founder, Campervan, said, "We are excited to introduce the con-

cept of motorhome-based holidays in India. Our endeavour is to offer an all-new safe and exquisite travel experience that brings together comfort and style, like never before! As there are no readymade motorhomes available in India for tourism purpose, we decided to design and manufacture our own Motorhomes."

Built using German design coupled with Indian intelligence, LuxeCamper has received approval from the Automotive Research Association of India.

These motorhomes exemplify comfort on the road, with living and sleeping areas designed within a compact space that can accommodate up to four people. With a lounge at the rear-end that doubles up as a comfortable queen bed, along with a motorised suspended queen bed at the front, a wardrobe

and thermal controls for both heating and cooling, these motorhomes are the definition of luxury on wheels, said a company press release.

Equipped with a fully functional kitchenette, it gives the travellers the freedom to cook hygienic food on-the-go, and relish it in pristine crockery and cutlery. Powered by rooftop solar panels, the LuxeCampers use solar energy for charging the inverter batteries and powering the equipment, including heating and cooling, making it energy-efficient and environment friendly.



## Sandeep Mahajan is MD of Goodyear India

**G**OODYEAR announced the appointment of Mr Sandeep Mahajan as the Managing Director of India operations with effect from June 1.

He succeeds Mr. Rajeev Anand, who is superannuating from the company after completing more than 38 years of service. Mr Anand will continue as the Chairman of the Board for India operations till December 31 this year.

Welcoming the new MD, Mr Anand said, "As I superannuate from the

company, I am happy to hand over this role to Sandeep. I congratulate Sandeep on his new role."



Mr Sandeep Mahajan, MD, Goodyear India

Mr Mahajan responded: "I am grateful for the trust and confidence reposed on me, by giving me this opportunity to lead the India business."

Mr. Mahajan has successfully led Farm, Commercial, OTR and Consumer businesses within Goodyear over the last 8 years. He has over 29 years of experience in working with large and well-known multinational companies.

## AMI plan unveiled in Dubai

**N**ISSAN Africa, Middle East and India (AMI) unveiled a comprehensive four-year strategy for the region, in Dubai on June 24, under the company's Global Transformation Plan.

The AMI business plan aligns with the global direction of rationalization, prioritisation and focus to bring core models and technologies to a region that accounts for around 10 pc of the world automotive market.

The company will build on Nissan's existing strengths in the region including continued growth in key markets and strong brand presence, maximising synergies with Alliance partners and leveraging an expansive and competitive manufacturing presence in South Africa, Egypt, India and Nigeria.

Nissan Chief Operating Officer, Mr Ashwani Gupta, said: "Africa, Middle East and India is an important region where we will target investment in existing strengths, including SUV, and bring eight new products to the market. By driving efficiencies through the Alliance and focusing on core competencies, we will further increase the region's profitability, especially in key markets including the Gulf, South Africa and Egypt."

## Maruti partners with Karur Vysya

**M**ARUTI Suzuki has partnered with Karur Vysya Bank to offer consumers simpler and flexible financing schemes to own a new car.

Under the partnership with Karur Vysya Bank, Maruti Suzuki customers can avail multiple attractive finance schemes and longer repayment loan terms to own a new car.

The company's network of 3,086 new car retail outlets across 1,964 cities and towns added with 780 branches of Karur Vysya Bank across 22 States will make these schemes accessible to consumers across the country.

Mr. Shashank Srivastava, Executive Director (M&S), Maruti Suzuki India, said, "To move forward in a changing business environment, we must take action, combining customer-centered finance products with wide range of options to choose from. Our association with Karur Vysya Bank is another positive step towards providing our customers financial flexibility and ease of owning a new car."

Speaking on the partnership, Mr. J. Natarajan, President & COO, Karur Vysya Bank, said, "Easy availability of finance is a key driver during these times. This partnership with Maruti Suzuki is an important way to offer consumers convenience and cost-effectiveness at the same time."



## BMW plant to convert to full green electricity

**T**HE BMW Group's Chennai plant is committed to convert to 100 per cent green electricity by the end of the year and has launched new initiatives for water conservation and tree plantation/biodiversity.

Mr. Thomas Dose, Managing Director, BMW Group Plant Chennai, said, "For BMW Group Plant Chennai, the term 'sustainable production' means investing in our future. Since 2007, our plant has consistently reduced its consumption of non-renewable resources through modern technology, stringent processes and efficiency. This commitment is integrated through clear actions in our business model as well as production processes and has helped us in significantly reducing our footprint. We know the challenges and are rising to meet them by continuously setting higher goals. For BMW Group Plant Chennai, this is the key to a green future."

BMW Group Plant Chennai is constantly focus-



Mr. Thomas Dose, MD, BMW Group Plant Chennai

ing on increasing use of renewable energy to meet its requirements. Over the last few years, it has steadily replaced conventional energy sources with sustainable alternatives.

## Maruti commissions solar power plant at Gurugram

**A**DVANCING its efforts towards creating a sustainable manufacturing, Maruti Suzuki India Limited commissioned a 5 MW carport style photovoltaic solar power plant in Gurugram.

With an investment of more than ₹200 million, the solar power project will offset 5,390 tonnes of CO<sub>2</sub> emissions annually, for the next 25 years. Additionally, it will give an output of 7,010 MWH of power annually.

Harnessing solar power has been a constant endeavour for Maruti Suzuki, said a press release. The company had set up its first solar power plant of 1 MW at the Manesar facility in 2014, which was further upgraded to 1.3 MW in 2018. With the latest project, Maruti Suzuki's total solar

power capacity has increased to 6.3 MW.

Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Ltd, said, "We are committed for enhancing sustainable manufacturing and to achieve self-sufficiency in many of our functions. The new solar power plant will complement our efforts to adopt environment-friendly technologies and lower the carbon footprint."

The 5 MW solar power plant will cater to the internal energy requirements of the Gurugram facility by synchronising with the captive power plant. As a unique feature of this state-of-the-art plant, photovoltaic solar panels of the power plant will also work as a roof for the newly constructed car parking area.



**I**N a bid to provide end-to-end contactless journey to air travellers, MakeMyTrip has partnered with Meru to provide ultra-sanitised cab services across all major airports in the country.

Through this partnership, the company aims to continue extending a seamless and connected air travel experience on a single platform – from booking flight tickets to experiencing a safe and contactless cab journey, with greater emphasis on hygiene and safety of travellers.

With a commitment to prioritize safety, while minimizing the exposure of the driver-partner and the passenger throughout the trip, a slew of stringent hygiene measures have been implemented by both the brands at all touch-points.

Some of the safety procedures include ozone sanitisation that helps control spread of virus and bacteria inside the cab, Isopropyl Alcohol (IPA) sanitisation of the cab's exteriors and temperature check of the driver-partner at the designated sanitisation hubs at the airports.

Additionally, upgraded hygiene measures within the cab include air-protect barrier sheet between the rider and the driver-partner and availability of alcohol-based hand sanitiser in the cab among others.

## MakeMyTrip partners Meru for ultra-sanitised cab services



Mr Parikshit Chaudhary, Chief Business Officer – Ground Transport of MakeMyTrip said, "Through this partnership with Meru, we are confident of addressing one of the most real concerns of travellers during this difficult time, that of their safety."

Mr Sandeep Dongre, COO at Meru Mobility Tech Pvt. Ltd, said, "With this partnership, Meru compliments MakeMyTrip by providing safe and sanitised ultra-hygienic cab services to all the passengers travelling to and fro airport."

## Maruti partners with Mahindra Finance

**M**ARUTI Suzuki India Limited (MSIL) has joined hands with Mahindra Finance, one of the leading NBFCs, to ease the finance availability for customers looking at personal mobility solutions during ongoing COVID-19 pandemic.

Under the tie-up, Maruti Suzuki customers can avail wide options for getting their car financed from Mahindra Finance.

Speaking about the partnership, Mr Shashank Srivastava, Executive Director (M&S), Maruti Suzuki India, said: "Mahindra Finance is a very well networked NBFC across India and has the expertise in lending across all profiles including semi-rural, rural and no-income proof customers. More than one-third of Maruti Suzuki's retail sales come from rural India. We are extremely confident that

this alliance with one of India's largest NBFCs will help in increasing easy finance availability to our customers in the current challenging situation arisen due to COVID-19 pandemic."

Mr Ramesh Iyer, Managing Director, Mahindra Finance, said "We believe that demand in rural sectors will revive the fastest on the backdrop of a good monsoon expectation and less impact of the current pandemic. We are geared up to support and service all customers in these markets. Maruti Suzuki has been a very close and important partner to us. We believe providing solution is more important than just offering credit. With our widespread branch network serviced through employees recruited locally we will be able to become a solution provider instead of only a financier to these rural customers"

## Car-care brand Turtle Wax makes its India foray



**C**HICAGO-based car-care brand Turtle Wax on June 19 announced its entry into the Indian market.

The brand has launched its complete range of appearance products for both four-wheelers and two-wheelers for every surface including paintwork, wheels, tires, upholstery, and plastic, among others.

A family-owned company with deep roots in Chicago, Turtle Wax stands for innovation in car-care, and

and Director of Turtle Wax Car Care India Pvt. Ltd.

Mr. Puravangara said, "Turtle Wax is undoubtedly one of the most recognized and preferred brands across the world in the car care domain. We have entered India with the launch of a complete range of products to give our customers the flexibility and options they seek – some of our products are genuinely tailored for India and Indian car care challenges."

for nearly 75 years has pursued products that transform how consumers take care of their vehicles, said a press release issued by the company.

Commenting on the India entry, Mr. Denis John Healy, Turtle Wax's Executive Chairman, (and Hirsch's grandson) said: "Our entry into the Indian market adds a fantastic new chapter to our history. We are thrilled to be here and offer our world-class product suite to weekend warriors and enthusiasts alike."

Turtle Wax made several key hires in India to advance the brand, including Mr. Sajjan Murali Puravangara, Country Manager

## Tata Motors' 'Keys to Safety' - a holistic package

**T**ATA Motors, along with its dealer partners in Delhi-NCR, is offering its customers 'Keys to Safety', a holistic package of offers on its entire fleet of passenger vehicles.

With multiple options for easy financing, affordable EMIs, long tenure loans and special offers for frontline warriors across healthcare, public and essential services, this package is designed to make personal mobility accessible and affordable for all in times of social distanc-

ing, said a press release by the company.

Speaking about the package, Mr. Ritesh Khare - Zonal Manager, North, Passenger Vehicles Business Unit, Tata Motors, said, "In current times with safety as the top priority, our customers in Delhi NCR are seeking personal mobility options that are affordable and convenient to avail. Accordingly, we have designed this package to offer choice and enhance their entire experience of owning and driving our safest range of cars & SUVs."

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