

# AUTOGUIDE

India's Automotive Industry & Trade Journal

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## SIAM & ACMA

### VIRTUAL MEETS 2020



# RECOVERY RIDES ON TWO WHEELS

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ADROITLY STEERING  
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**Founder Editor**

## **JOGINDER P. MALHOTRA**

**NOVEMBER 19, 1935 - APRIL 18, 2020**

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

Team Autoguide

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SEPTEMBER 2020



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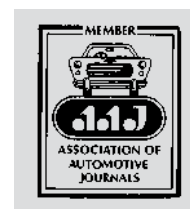
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# Editor's viewpoint



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



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

## Swift recovery and future strategies

**W**ITH September issue, *Autoguide* enters the 55th year of publication, a rare feat for any business & trade publication. The credit for this glorious milestone goes to our Founder Editor Mr Joginder P Malhotra, who successfully steered the course of the magazine with unstinting support from the automobile industry. On its 54th Anniversary, we resolve to take the *Autoguide* journey forward with utmost sincerity.

Our Cover Story this month is on the better-than-expected recovery staged by two-wheelers post the unlock process. The data for the months of July and August confirms that there are signs of recovery all across the passenger vehicles segment but what has surprised skeptics, and some manufacturers themselves, is the swiftness with which the two-wheeler segment has come back. Many OEMs have registered improved sales vis-à-vis past few months and in most cases, the Y-o-Y de-growth is much lesser than the previous months. With festival season around the corner, there are hopes of the sales graph shooting up further. However, with the coronavirus havoc continuing unabated, we must keep our fingers crossed.

The Delhi Electric Vehicles Policy, under which the Government will waive registration fee and road tax, and provide incentive of up to Rs 1.5 lakh for new electric cars, has come in for all-round praise. Calling it a step in the right direction, EV makers have expressed hope that it will set an example for other states to follow. We carry a detailed report on the subject with feedback from prominent EV players.

As expected, the 60th annual conventions of SIAM and ACMA turned out to be huge morale-boosters for the industry. While senior ministers participating in the two mega e-events lauded the industry's efforts and assured it of Government support in reviving demand, the former utilised the opportunity to voice its pressing concerns and spell out its focus on future strategies to thrive in the post-COVID world. The deliberations left no one in doubt that the industry was well on course to tackle the unprecedented challenge. The Government, it is hoped, is also responsive to the industry's recommendations like lowering of GST rates across all vehicle categories and automotive components, an incentive-based vehicle scrappage policy and concrete steps towards the Automotive Mission Plan.

Apart from all these, the September issue comprises major news developments across various segments of the automotive industry.

Happy reading!!!

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



# ACMA 60th VIRTUAL ANNUAL SESSION

Listen to Distinguished Leaders from the Government & Industry

**ACMA**

**60<sup>th</sup> Annual Session**  
(Virtual)  
**Shaping the New Normal**

0945 hrs; Saturday, 5<sup>th</sup> September, 2020

**Mr. Nitin Gadkari**  
Union Minister  
for Road Transport &  
Highways and MSMEs  
Government of India



**Mr. Piyush Goyal**  
Union Minister  
for Commerce & Industry  
and Railways  
Government of India



**Mr. Amitabh Kant\***  
CEO  
NITI Aayog



**Dr. Pawan Munjal**  
Chairman, MD & CEO,  
Hero MotoCorp



**Mr. O. Suzuki**  
Chairman  
Suzuki Motor Corporation



**Dr. Pawan Goenka**  
Managing Director  
Mahindra & Mahindra



**Mr. T. Suzuki**  
President & COO  
Suzuki Motor Corporation



**Mr. Kenichi Ayukawa**  
Managing Director & CEO  
Maruti Suzuki India



**Mr. Uday Kotak\***  
President, CII and  
MD & CEO  
Kotak Mahindra Bank



**Mr. Guenter Butschek**  
Managing Director  
& CEO, Tata Motors

## Focus on future strategies to thrive in post-COVID world

**India to become top auto manufacturing hub: Gadkari**  
**Component sector champion of *Atmanirbhar Bharat*: Goyal**



**T**HE Automotive Component Manufacturers Association of India (ACMA) hosted its 60th Annual Convention under the theme 'Auto Components Industry- Shaping the New Normal', on September 5.

Held amid the coronavirus pandemic, the session centered on the future course for the industry, defining pathways to explore new avenues of growth, while building strategies to thrive in the post-COVID world.

The e-event witnessed participation of over 2,000 delegates and eminent dignitaries from the Government, OEMs, industry bodies and think-tanks. Among the Government functionaries who attended, were Mr Nitin Gadkari, Union Minister for Road Transport & Highways, and MSMEs, Mr Piyush Goyal, Union Minister for Commerce and Industry and Railways, and Mr Amitabh Kant, CEO, NITI Aayog.

ACMA also launched a mobile application, which was unveiled by its Director General, Mr. Vinnie Mehta. The mobile app will be a one-stop destination for all users and industry players for information on products and services.

In addition to the lively sessions, ACMA released a study, in partnership with McKinsey. The study, 'Shaping the New Normal', gives a strategic roadmap to the industry with newer trends and opportunities in the new normal.

The study recommends the auto suppliers to take four key actions that include Increasing the localisation to capture \$12-billion opportunity for import substitution, collaborate and step into adjacent sectors that involve focus on aftermarket, optimise to become competitive to reduce 15-20 per cent cost and enable a winning mindset by making digital, analytics, and automation a way of working.

## SHAPING THE NEW NORMAL

Total Registrations	Total Attendees		
1890	1198		
Annual Session Clicks	Asked Questions	Help Desk	
1303	46	55	



Mr Deepak Jain,  
President, ACMA



Mr Sunjay Kapur,  
Vice-President, ACMA



Mr Vinne Mehta,  
Director General, ACMA

Addressing the session, Mr Gadkari said, "We know the industry is reeling under tough times and the Government is doing its best to address the needs of the industry. We are constantly working to foster growth of MSMEs, develop the road infrastructure and focus on safety guidelines and increase adoption of alternative cleaner fuels in India."

Mr Gadkari also announced that the Government is planning to bring the scrappage policy, which has been a long-standing demand of the industry, within a month.

Commerce and Industry Minister Mr Goyal said, "ACMA has been in the forefront of shaping the new normal. This indeed is a great time to bring in positivity and I see the auto component industry as becoming champions of the Atmanirbhar Bharat."

Speaking on the occasion, Mr Amitabh Kant said, "The current times have been challenging which have given a huge opportunity to adapt and leapfrog to the world of tomorrow. The auto component industry is a strong representation of Atmanirbhar Bharat and we see India's recovery on the back of automobile and component manufacturing."

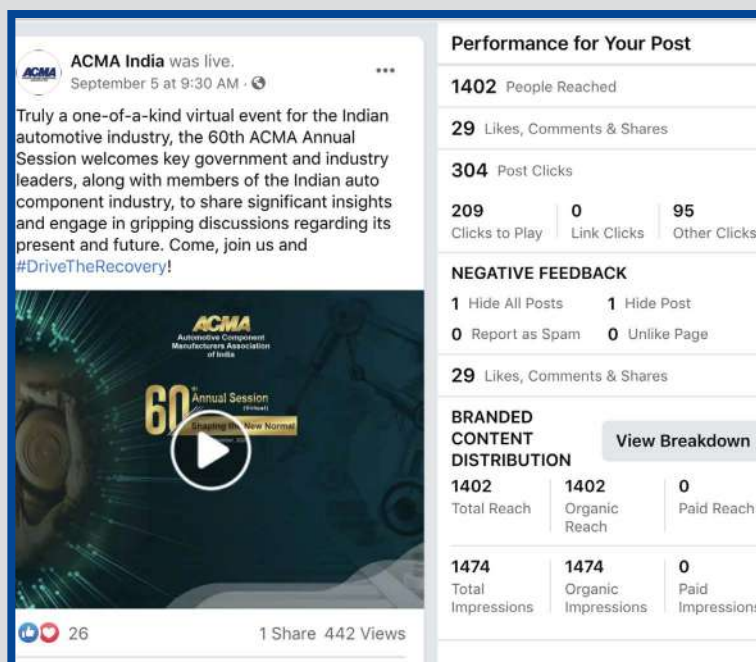
Commenting on the session, Mr. Deepak Jain, President, ACMA, said: "Though we have witnessed challenging and inescapable new realities during the COVID-19 pandemic, we must now consciously work for the future." In the past month, he said, "we have seen a massive rebound to almost 100 per cent in most segments, which is indeed heartening."

The ACMA chief further said, "We now look forward to the upcoming festive season and the industry to achieve a significant level of normalcy by November 2020."

Mr. Jain concluded by saying, "This year of resilience has strengthened our spirits and we are confident that we will surpass the current disruptive challenges facing us and create a new paradigm in global quality, manufacturing excellence and sustained competitiveness for an Atmanirbhar Bharat."

Mr. Kenichi Ayukawa, the newly-elected President of SIAM, and MD & CEO of Maruti Suzuki and Mr Uday Kotak, President, CII and MD & CEO, Kotak Mahindra Bank, attended the inaugural session as the Guests of Honour.

The keynote address for the session was delivered by Dr. Pawan Munjal, CMD & CEO, Hero Motorcorp.



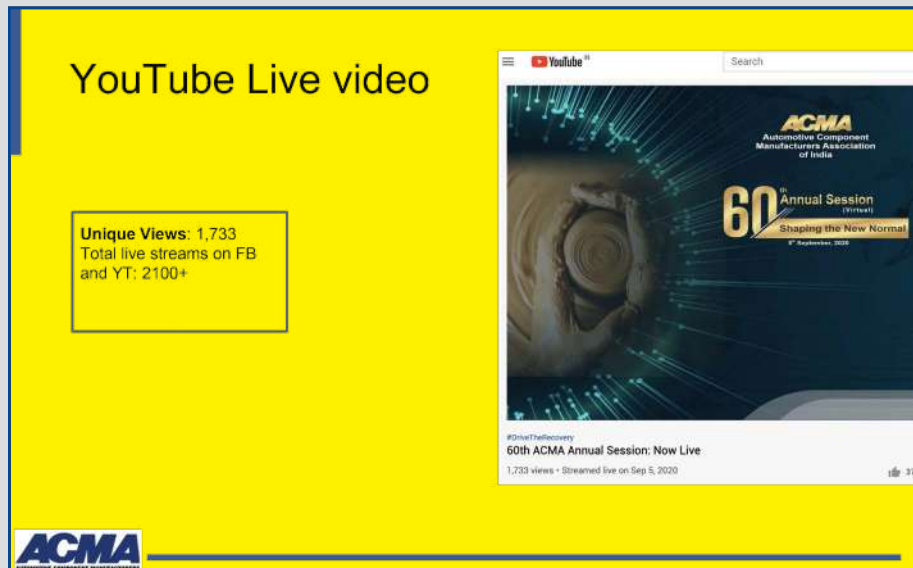


The welcome address and the concluding remarks for the first session were delivered by Mr Deepak Jain, President, ACMA & CMD, Lumax Industries and Mr Sunjay Kapur, Vice-President, ACMA and Chairman, Sona Comstar respectively.

The special plenary session was addressed by Mr O Suzuki, Chairman, Suzuki Motor Corporation, Mr T Suzuki, President & COO, Suzuki Motor Corporation and Mr Guenter Butschek, MD & CEO, Tata Motors. The theme session was presented by Mr. Shivanshu Gupta, Senior Partner, Mackinsey & Company and the keynote address was delivered by Dr Pawan Goenka, MD, Mahindra & Mahindra.

The annual meet also included a panel discussion which was attended by Mr Rajan Wadhwa, Senior Advisor, Mahindra & Mahindra; Mr Vipin Sondhi, MD & CEO, Ashok Leyland; Mr Abhimanyu Munjal, Jt. MD & CEO, Hero Fincorp; Mr Nikunj Sanghi, Chairman, ASDC and MD, JS Fourwheel Motors; Mr Arvind Balaji, Jt. MD, Lucas TVS and Mr Soumitra Bhattacharya, President & MD, Bosch India.

### Virtual Annual Session 2020 : Media Analytics (5th September 2020)

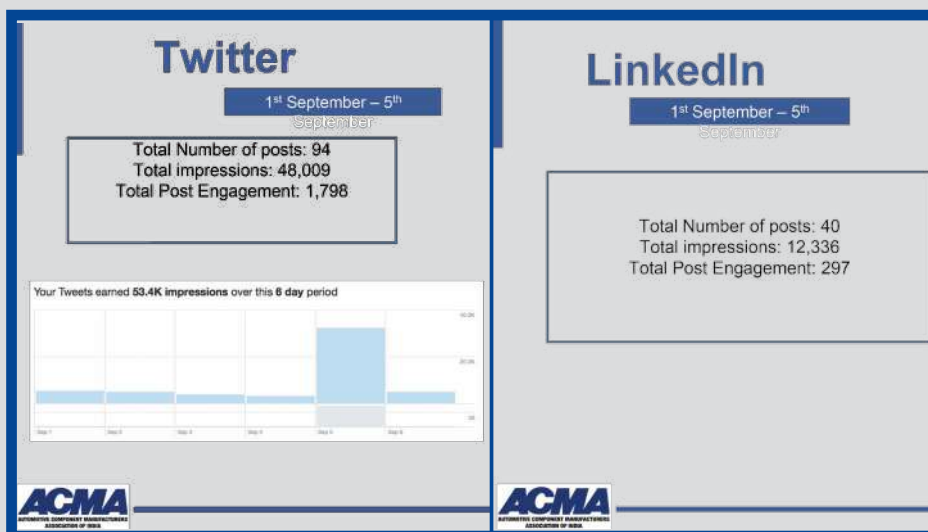


1198  
attendees through the  
normal registration

1733  
viewers on You Tube

1402  
viewers on FaceBook

Very significant impressions on  
Twitter & LinkedIn



# SIAM 60th ANNUAL VIRTUAL SESSION



## Leaders from the Government and industry speak

Mr Prakash Javadekar  
Union Minister for Environment,  
Forest & Climate Change, Minister  
Information & Broadcasting, Minister  
of Heavy Industries & Public  
Enterprises



Mr Nitin Gadkari  
Union Minister for Road,  
Transport & Highways



Dr. Pawan Goenka,  
MD, Mahindra & Mahindra



Mr. Deepak Jain,  
President, ACMA



Mr. Kenichi Ayukawa,  
MD & CEO, MSIL



Mr. Rajan Wadhera,  
President, SIAM



Mr. Uday Kotak,  
President, CII & CEO, Kotak Bank



Mr. Vikram Kirloskar,  
Vice Chairman, Toyota Kirloskar



Mr. Vinod Aggarwal,  
MD & CEO, VE Commercial Vehicles



Mr. Piyush Goel,  
Union Minister,  
Railway & Ministry of Commerce

**Ministers laud its all-round efforts; sector seeks lower,  
uniform GST rate, incentive-based scrappage policy**



# Re-Building the nation responsibly

**U**NION Minister of Environment, Forest & Climate Change, I&B and Heavy Industries & Public Enterprises, Mr Prakash Javadekar, assured the automobile industry of support from the Government in reviving demand, while his Cabinet colleague, Mr Nitin Jairam Gadkari, Union Minister of Road Transport & Highways and MSME, expressed happiness that the "Industry has come to global standards on many regulatory fronts.

Praising the automobile industry's resilience, adaptability and innovation potential, Union Minister of Commerce & Industry and Railways, Mr Piyush Goyal, said, that in order to produce world-class export-fit products indigenously, "we need to build global scale plants in the auto sector that are at par with international standards."

The minsters were speaking at the 60th Annual Convention of the Society of Indian Automobile Manufacturers, on September 4.

Amid multipronged COVID-19 challenges, SIAM held the convention, titled 'Rebuilding the Nation, Responsibly', with a series of virtual plenary sessions deliberating upon the revival and future of the automotive industry.

Putting across recommendations to the Government towards boosting demand in the automobile sector, Mr. Rajan Wadhera, President, SIAM & Senior Advisor, Mahindra & Mahindra, said, "We thank the Government for all the support it has extended to the auto sector, such as reduction in the repo rates, credit access etc. We now need more specific steps to boost demand in the sector, as the festive season is fast approaching."

Some of the steps he listed in this regard were

lowering of GST rates from 28 to 18 per cent across all vehicle categories and automotive components, an incentive-based vehicle scrappage policy and concrete steps towards realising the vision of the Automotive Mission Plan.

Reassuring the automobile industry, Mr Javadekar, said, "Infrastructure is the only answer to the growth story of India and the Government is looking at investing 100 lakh crore towards infrastructure projects over the coming times. This will also hugely benefit the automobile industry."

Acknowledging the auto industry's recommendation for reduction in GST rates, he said, the "GST reduction will ultimately benefit the Government and I will be taking it up with the Finance Minister and Prime Minister's office. He also assured that a well-entrenched vehicle scrappage policy will come soon.

Mr. Uday Kotak, President, CII and Managing Director & CEO, Kotak Mahindra Bank, said, "As the festival season is approaching, we expect to see an increase in demand. Therefore, it is now imperative for us to ease out the supply chain bottlenecks. Money is aplenty, banks are ready, willing and eager to extend easy loans



**Mr Rajan Wadhera**  
Former President, SIAM

## Kenichi Ayukawa is the new President of SIAM



Mr Kenichi Ayukawa

THE Executive Committee of the Society of Indian Automobile Manufacturers (SIAM) on September 4 elected Mr Kenichi Ayukawa, MD & CEO of Maruti Suzuki India, as its new President. He succeeds Mr Rajan Wadhera.

The members also elected Mr Vipin Sondhi, MD & CEO, Ashok Leyland Ltd, as the Vice-President. Mr Vinod Aggarwal, MD & CEO, Volvo Eicher Commercial Vehicles Ltd (VECV), will continue as the Treasurer of SIAM.

The election for new office-bearers was conducted during the Executive Committee Meeting, which was held after SIAM's Annual General Meeting.

and financing option. We need to make sure that OEMs do not face any supply side disruptions".

Mr. Kenichi Ayukawa, President-Elect, SIAM and Managing Director and CEO, Maruti Suzuki India, said, "The industry is looking forward to sound development which means, increase in production, sales, exports and more localization of parts including electronics. It means self-reliant i.e. Atmanirbhar Bharat".

At the plenary session on 'A Long Term Regulatory Roadmap and Infrastructure Development' Mr Gadkari said, "We uphold the need for long-term regulatory roadmap and infrastructure development for the benefit of automobile industry. It is time the country also focuses on alternative biofuel technologies such as that of ethanol, methanol, LNG, and so on."

He also recommended the SIAM and the industry should create an independent think-tank of retired

industry, legal, policy, and government experts to resolve industry challenges.

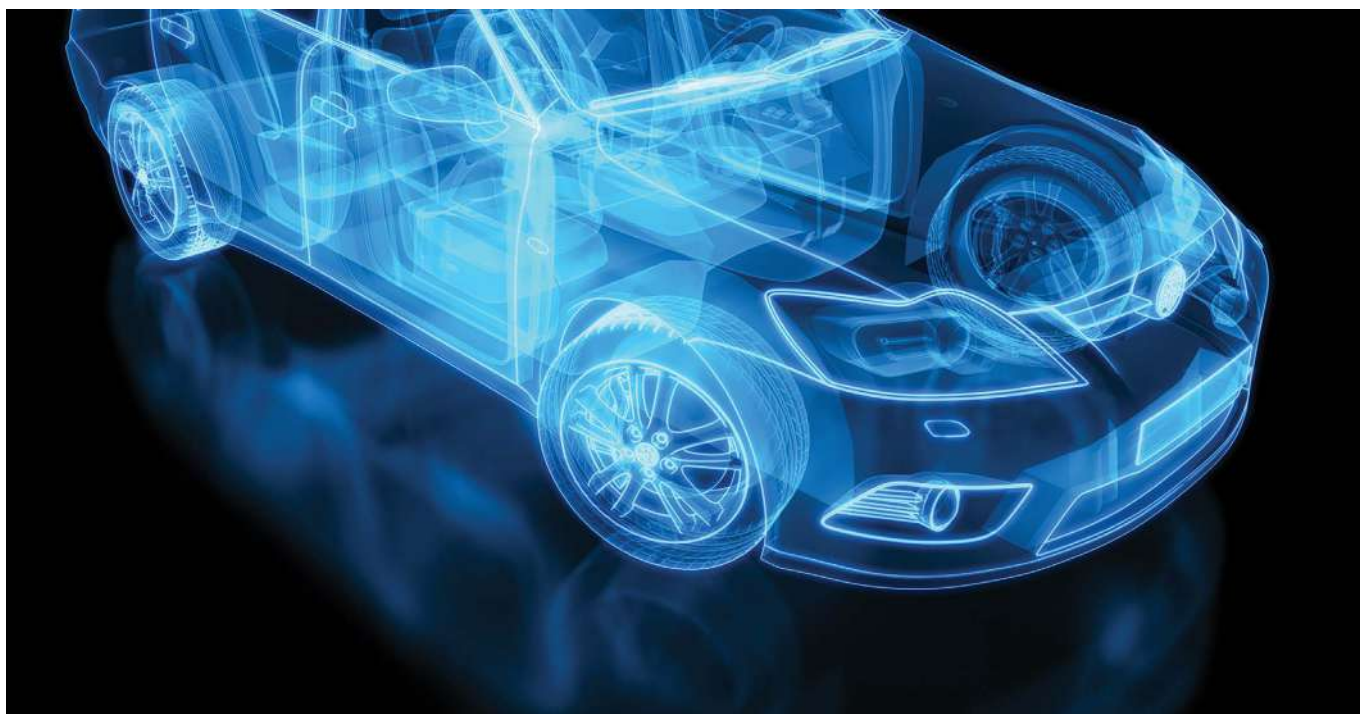
Speaking at the session, Mr Vikram Kirloskar, Past President, SIAM & Vice-Chairman, Toyota Kirloskar Motor, said "Over the past year, the industry has made tremendous investments in upgrading to BS-VI and various technological pathways and we have lost much of our cash reserve. The impact of the recent pandemic on the industry is unprecedented. We need to pause and revisit our options with regard to impending regulations."

Thanking the guests and dignitaries, Mr Vinod Aggarwal, Treasurer, SIAM & Managing Director and CEO, VE Commercial Vehicles, said, "We depend heavily



Mr Vikram Kirloskar,  
Past President, SIAM





on infrastructure development and economic growth especially for the growth of CV sector. We welcome the change in definition of MSMEs which has increased viability of suppliers in the business. It is our request to the Government to consider including wholesale and retail trade and repair of motor vehicles and motorcycles in the MSMED Act, which will benefit our dealers and make vehicle retail business viable."

During the convention, the panelists spoke about possible ways that can help in fostering increased localisation in the automobile sector, improve ease-of-doing business scenario in the country and the steps that are to be undertaken to create 'Brand India', so as to harness the country's export potential. They deliberated on viable pathways which will lay the ground work for a truly Atmanirbhar automotive sector.

Applauding the Government's Atmanirbhar Bharat mission, Dr. Pawan Goenka, Past President, SIAM and Managing Director, Mahindra & Mahindra, said, "The auto-Industry today is a shining example of

Atmanirbhar Bharat. Apart from the last year, the sector has been growing at 16 pc CAGR over the last 25 years and that is truly an impressive number to reckon with. The sector has made sizeable investments in R&D and currently employs around 37 million people in the entire value chain.

Talking of global-scale plants, Union Minister Mr Goyal said, "We should aim at improving the scale and quality of what we are producing and export it to the rest of the world. The key is to create a sustainable value chain."

From the demand perspective, Mr. Goyal, commented, "In the COVID- 19 era, we have seen the demand for shared mobility fizzing away, which was once the talk of the town. Current trends indicate that people will continue to buy cars, try out self-drive, autonomous and EVs, and therefore, as a corollary, the automobile sector's health would eventually improve. We are a listening Government and we will continue to do all that we can to help the auto-industry.

# WINNING WHEELS



## Two-wheelers lead recovery march



*With festival season around the corner, consumer sentiment, and with that the sales, are bound to improve even further; the rider being how the pandemic situation pans out in the country.*

**'HAVE money, will buy'** is the sole sentiment driving a rural buyer who doesn't read pink papers! – That's the business mantra passed by an industry stalwart to his son while initiating him into the two-wheeler business. The maxim seems to have turned out more than true in the case of two-wheeler sector's recovery battle post-lockdowns.

As the industry resumed operations with the phased unlock process, two-wheelers are the ones to have shone the brightest with a quick bounce-back in demand. In fact, the July and August sales numbers, besides beating various predictions, have surprised some of the manufacturers themselves.

While the data confirms that there are signs of green-shoots all across the passenger vehicles segment, two-wheelers stand apart by having made the swiftest possible recovery. With festival season around the corner, the sales are bound to improve even further; the rider being how the pandemic situation pans out in the country.

Among the many reasons cited by experts for uptick in demand for two-wheelers is the fact that COVID-19 has impacted rural economy relatively less and also, that agriculture has suffered less from the lockdown. The primary reason, of course, is the increased shift towards personal mobility necessitated by health concerns post-pandemic

According to the monthly data released by the Society of Indian Automobile Manufacturers (SIAM), domestic sale of passenger vehicles (PVs) was 182,779 units in July 2020, compared with 190,115 units in the corresponding period last year marking a decrease by 3.86 per cent. While three-wheelers' sale was 12,728 units in the month compared with 55,719 units in July 2019, a decrease by 77.16 per cent, two-wheelers witnessed sales of 1,281,354 units, compared with 1.51 million units during July last year, marking a decrease of 15.24 per cent.

Giving company-wise breakup, SIAM said while market leader Hero MotorCorp reported domestic sales of 506,946 units in July, Bajaj Auto's sales during the month were 152,474 units. The sales reported by other prominent manufacturers were: Honda Motorcycles & Scooter India

*Hero MotoCorp and Bajaj Auto are planning production ramp-up to pre-COVID levels. Some two-wheeler makers are, in fact, looking to increase their output to 110-120 per cent of normal levels.*

## Segment-wise comparative Production and Domestic Sales data for July &amp; August 2020

Category Segment/Subsegment	Production			Domestic Sales			Production			Domestic Sales		
	July			July			August			August		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
<b>I Passenger Vehicles (PV)</b>												
Passenger Cars	190,326	129,158	-34.88	116,814	102,773	-12.02	171,668	143,529	-16.39	109,277	124,715	14.13
Utility Vehicles (UVs)	86,455	80,540	-6.84	62,681	71,384	13.88	83,222	98,633	18.52	70,837	81,842	15.54
Vans	12,154	8,788	-27.69	10,620	8,622	-18.81	12,325	9,075	-26.37	9,015	9,359	3.82
<b>Total Passenger Vehicles (PV)</b>	<b>296,935</b>	<b>218,486</b>	<b>-26.42</b>	<b>190,115</b>	<b>182,779</b>	<b>-3.88</b>	<b>267,215</b>	<b>251,237</b>	<b>-5.98</b>	<b>189,129</b>	<b>215,916</b>	<b>14.18</b>
<b>II Three Wheelers</b>												
Passenger Carrier	85,525	28,450	-69.07	47,141	6,733	-85.72	96,569	45,182	-53.21	50,431	7,935	-84.27
Goods Carrier	10,406	7,017	-32.57	8,576	5,966	-30.11	8,522	6,996	-17.91	8,387	6,599	-21.32
<b>Total Three Wheelers</b>	<b>95,931</b>	<b>33,467</b>	<b>-65.11</b>	<b>55,719</b>	<b>12,728</b>	<b>-77.18</b>	<b>105,091</b>	<b>52,178</b>	<b>-50.35</b>	<b>58,818</b>	<b>14,534</b>	<b>-75.29</b>
<b>IV Two Wheelers</b>												
Scooter/ Scooterette	631,431	323,750	-48.73	526,504	334,288	-36.51	567,760	482,596	-15.00	520,896	456,848	-12.30
Motorcycle/Step-Throughs	1,352,906	1,080,760	-20.12	934,021	888,520	-4.87	1,232,146	1,305,057	5.92	937,486	1,032,476	10.13
Mopeds	50,639	58,948	16.41	51,192	58,403	14.09	58,133	70,685	21.58	55,812	70,128	25.65
Electric Two Wheelers	0	103	-	0	143	-	0	291	-	0	215	-
<b>Total Two Wheelers</b>	<b>2,034,976</b>	<b>1,463,561</b>	<b>-28.08</b>	<b>1,511,717</b>	<b>1,281,354</b>	<b>-15.24</b>	<b>1,858,039</b>	<b>1,859,628</b>	<b>0.03</b>	<b>1,514,196</b>	<b>1,569,666</b>	<b>3.60</b>
<b>Quadracycle</b>												
Quadracycle	676	0	-	81	0	-						
<b>Total</b>	<b>676</b>	<b>0</b>	<b>-</b>	<b>81</b>	<b>0</b>	<b>-</b>	<b>1,010</b>	<b>324</b>	<b>-67.92</b>	<b>55</b>	<b>0</b>	<b>-</b>

Source: SIAM

309,332, India Yamaha Motor 49,989, TVS Motor 189, 647, Suzuki Motorcycle India 31,421, Royal Enfield 37,925 and Piaggio Vehicles 3,373 units.

Commenting on July data, Mr Rajesh Menon, Director General, SIAM, said: "Many OEMs have registered improved sales vis-à-vis the past few months, and this brings back a sentiment of resolve to the sector." Echoing similar sentiments, SIAM President Mr Rajan Wadhera said, "There are signs of green-shoots in passenger vehicles and two-wheelers, where the Y-o-Y de-growth is much lesser than the previous months."

Reports appearing in the media about August figures said, Hero MotoCorp sold 568,674 units in the domestic market during the month, higher by 8 per cent from its August 2019 sale of 524,003 units. TVS Motor and Royal Enfield reported sales of 218,338 and 47,571 units witnessing a small decline of 1 and 2 per cent.

A sharp pick-up in demand has encouraged both Hero MotoCorp and Bajaj Auto to plan production ramp-up to pre-COVID levels. Some two-wheeler makers are, in fact, looking to increase their output to 110-120 per cent of normal levels, according to a report published in a prominent business daily.

Bajaj Auto Executive Director Mr Rakesh Sharma told the newspaper the recovery had been faster than many had expected. "The demand has returned very swiftly. The sale in the first half of July is back to normal levels, though it did take a hit in recent days due to new lockdowns. The clear signal from the market is that this momentum can sustain in the coming months unless there are any major lockdowns announced across the country," he said.

After its August figures were out, Hero MotoCorp issued a statement: "With August marking another step forward in the market's recovery, the company cautiously anticipates sales to continue their upward trajectory with favourable factors such as the upcoming festive season, increasing consumer confidence and continued Government policy support."

Market analysts are also riding high on two-wheeler stocks for gains. According to analysts at JM Financial, 2W demand is coming from customers who intend to use bikes more for daily commute rather than for leisurely purposes. Expected demand pick-up in Tier-II and Tier-III cities as well as preference for personal mobility amid health concerns are the top two factors that would drive the demand, they say. HSBC analysts said the demand for two-wheelers is normalising much quicker, exceeding most expectations.

Prominent industry players, who were featured in Autoguide's August Cover Story, had also expressed optimism about two-wheelers recovering faster than the other segments.

Mr Rajesh Jain, Managing Director of Neolite Industries, said, "Two-wheeler sector is already witnessing



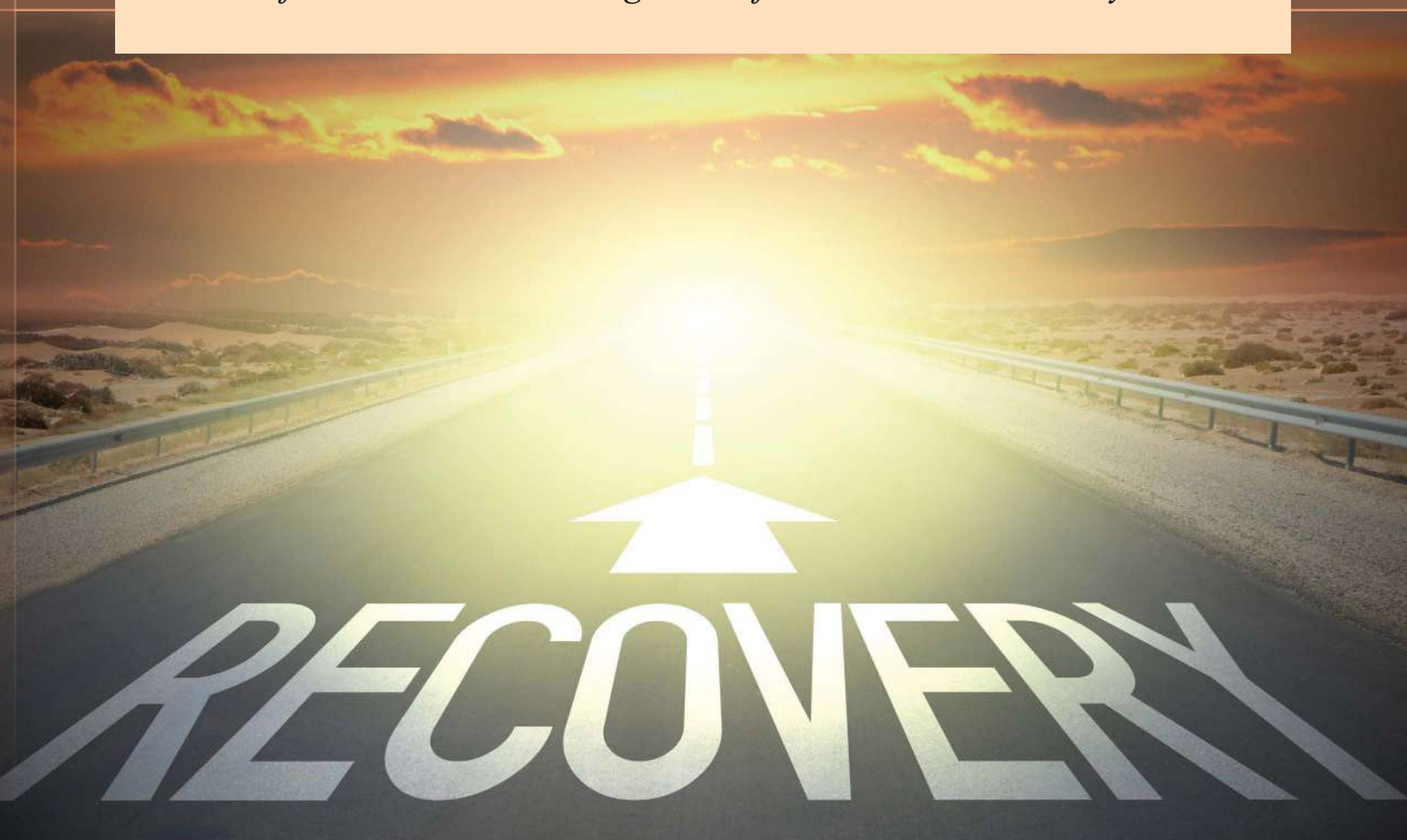
significant increase in demand due to safety being of paramount importance.”

“I see faster recovery in two-wheelers compared to other segments because of social distancing. Our estimate is two-wheeler sector would be achieving approx. 70 pc -80 pc sales as compared to FY2019-2020”, said Mr Rahul Jain, Director, Fiem Industries.

However, some two-wheeler manufacturers are still skeptical of a complete recovery in the segment. A senior executive of one such company was quoted in a newspaper report as saying it is going to be a very long, U-shaped recovery and not a V-shaped one. “The frequent lockdowns and the recent floods will make it difficult for a full-blown recovery to take place this year”, he said.

The statement may not be totally without merit but considering the fact that an ICRA study in April had foreseen a 11-13 per cent decline in two-wheeler sales in FY21, the segment’s performance immediately post-lockdown is notable, and should raise hopes. Presently, even as there are legitimate expectations from the upcoming festival season, there are also latent fears about the turn the pandemic takes in the coming months. Fingers crossed!!

*Prominent industry players, who were featured in Autoguide’s August Cover Story, had also expressed optimism about two-wheelers recovering faster than the other segments of the automobile industry.*



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Switches	3 Lac Units	Locks	18 Lac Units	
Die-casting	Aluminum	2,000 ton	Zinc	200 ton
Fuel Cock	7 Lac Units			

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Production  
Units



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Product Pageant PAVNA  
(on wooden motorcycle)

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Gurgaon & Pune

Office in **Europe**

**Powder coating**  
set up in Waluj



Unit : II

Unit : IV

Waluj

Pantnagar



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**PAVNA**  
adding value to automobile worldwide  
Since 1971



PAVNA Milestones

- 2019** Establishing units for Casting Products Business
- 2018** JV with Sunworld
- 2017** IVth Gold Award for Quality Bajaj IATF 16949 Certification
- 2016** IInd Gold Award for Quality Bajaj
- 2015** Gold Award for Quality Bajaj
- 2014** Silver Award for Quality from BAJAJ Added New Automation Technology in
- 2010** ISO 18001:2010 Certification.
- 2009** ISO 14001:2009 Certification. Added new Technology of Wave Key to Manufacturing System
- 2005** ISO TS 16949 Certification
- 2004** EVAP Technology Developed and Implemented in Fuel T Cap
- 1999** Joint Venture with Zadi SPA, Italy
- 1995** ISO 9001:2008 Certification Commences Supply of Switches to OEM's
- 1981** Commences Supply of Auto Locks to OEM's
- 1978** Commences Supply of Fuel Cocks to OEM's
- 1971** Inception of Business for the supply of die - casting components



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# jumps

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**Mr Manav Kapur**  
**Steelbird International**



**M**ANAV Kapur is the Executive Director of Steelbird Group. Firmly built on an unshakable code of ethics, Steelbird today is India's premier brand in the automotive industry with 55 years of experience, proven expertise and a tradition of excellence, as well as an enviable portfolio of OEM customers and exports to over 15 countries worldwide. Manav is known to be a man on a mission, having risen through the ranks to his current capacity in a remarkably short span of time, on the strength of his stellar achievements. He is today justifiably entrusted with the task of managing and controlling overall business operations of Steelbird across the diverse range of business operations, credited with building an organization which is family-owned, yet professionally managed. **Awarded the prestigious Entrepreneur of the Year 2019 for his outstanding achievements, Manav Kapur brings a new perspective to the business.**

#### EARLY YEARS

Manav's professional timeline traces back to 2005,

when as a fresh management graduate from the prestigious Scott College of Business, Indiana State University (USA), he joined Steelbird like any other trainee. His engineering degree in computer science prior to his management qualification was instrumental in making him perfectly poised for such a professional opportunity. He took charge of Production after completing his on-the-job training over a period of 2 years. The global recession struck in the year 2008, where the best of businesses folded up around the world. It presented an opportunity for young Manav to strategize and navigate his company through an extremely tumultuous period, and finally emerge stronger. Like he says today, "Challenges don't pull me down, in fact they bring out my best".

#### STEELBIRD FILTERS

Steelbird was inceptioned in 1964 as an Automotive Filters company by the first-in-command Mr. Ramesh Kapur, son of Founder Late Shri Tilak Raj Kapur. Manav's first love is Filters too, whereby he took to a serious study



Mr Manav Kapur



of the product and specialized in its understanding, research, design, manufacturing, technology, innovation, marketing and collaboration with the top names in the category. He entrusted himself with the task of reviving the Filters business of the company over a decade ago and today, the results are there for all to see. Steelbird today markets Filters even to German OEMs, the product holding a proud 45 per cent share in the overall portfolio, from a mere 5 per cent at the start of the business transformation. Manav has recently authored a book titled 'An Introduction to Automotive Filters' which serves as the single most effective user's handbook for any professional related to the business. He up-scaled production capacity, introduced the range to meet all market needs, and turned the course confidently.

#### NEW APPROACH

Armed with a robust product improvement and diversification strategy helmed by a core team of accomplished professionals under Manav Kapur, the company today has installed capacity to produce 40,000 Filters per day. Manav is setting new benchmarks in Oil, Air, Fuel Filters, making Steelbird grow at over 20 per cent

year on year. From a 100 per cent Aftermarket-driven company, Steelbird today has found global acceptance at the most prestigious OEMs with a 30 per cent revenue share accruing to it. The remaining 70 per cent is driven by Aftermarket products.

Going beyond business, he has introduced radical improvements in working standards with the deployment of world-class machines at all the manufacturing plants, reduced hazards to near-zero with advanced safety mechanisms and strict compliance norms, thus making lives better for all workers to employees in office, as well as vendors, associates and channel partners. **The year 2018 marked Steelbird joining hands with a Japanese partner, Fujikura Rubber, aimed at meeting the challenging and high precision requirement of the Indian OEMs.**

#### STEELBIRD RUBBER COMPONENTS

A product that has seen vast research and development in the last 100 years, the technology of Rubber has today undergone a transformation. The automobile industry has seen a burst of products, components and accessories across vehicle segments.



It is important to note that Steelbird is a world-class manufacturer of Rubber components as well, beyond its expertise in Filtration. From the smallest O-ring to the Tyre, Steelbird is equipped to deliver the entire range of rubber products for the auto industry. As on date, Steelbird manufactures more than 3000 products, primarily Rubber Molded Parts, Rubber To Metal Bonded Components, Hoses & Bellows, Oil Rings, Oil Seals, Foot Rest Rubber, Rubber Matting, Coupling & Jointing, Shock Absorber Rubber, Engine Foundation Blocks, Engine Mountings, Cush Rubber, Fork Boots, Extruded Rubber Components like Beeding and Diaphragms.

Manav Kapur is a published author of his 2nd book 'An Introduction to Rubber in Automotive Applications', which establishes that Steelbird understands Rubber as deeply as Filters, with decades of experience and expertise in the category.

### FUTURISTIC VISION

Steelbird's futuristic vision right from inception has paved the way for the brand to chart a formidable growth trajectory, with such systems as the adoption of Industry 4.0, making it stand out against the competition. The company is helmed by a team of people who are passionate about leading positive change in the industry, with state-of-the-art infrastructure, on-time deliveries, competitive pricing, robust quality and an unwavering commitment to globally accepted best practices at work. Steelbird has also marked a milestone by clearing Stage 2 of IATF16949 certification for designing and manufacturing of filters and plastic moulded parts.

### THOUGHT LEADERSHIP

Manav is a regular on reputed industry forums, panel discussions, thought leadership conclaves and college campuses, imparting and augmenting his own knowledge amongst young minds and industry leaders alike. He currently leads the business development pillar of the Young Business Leaders' Forum (YBLF), a platform that facilitates the convergence of over 200 2nd and

3rd generation entrepreneurs of the auto component industry.

### HOBBIES & INTERESTS

An avid reader, a keen listener, a passionate talker and an insightful observer, he strives to achieve that extra bit each day. His interests include flying and off-roading to unwind from work. His sharp wit, easy sense of humour and effusive smile make him affable to all around him.

### DIVERSIFICATION

Beyond core business, Steelbird Group today has diversified into an array of businesses – from precision machine components for a range of industries, hospitality and healthcare to entertainment; and importantly, the intensive launch of Steelbird 2-wheeler Tyres pan-India 2 years ago. Steelbird N-95 Face Masks launched at Auto Expo 2020 are very much the need of the times, a quality product enabling robust protection against air pollutants and viruses.

### CORPORATE SOCIAL RESPONSIBILITY

To empower people, encourage them to realize their full potential, give them avenues to reach their goals, aid them sufficiently, and forever be in search of unique ways to reach out effectively, is the Steelbird DNA. Manav underlines this ideology and adds, "CSR isn't merely our responsibility but is our passion. Spreading our wings to spread happiness gives us more energy and positivity to fight our market challenges. In 2014, when we completed 50 years, we decided to do something unique and founded Steelbird Foundation, where we educate underprivileged children. We adopted a school that has 140 students. We are proudly associated with **Jawaharlal Nehru Hockey Tournament Society** continuously over the last 30 years. Our aim is to give impetus to the country's national sport and encourage young talent. With **Bharatiya Dharohar**, we fund research related work on Indian Sciences with the objective to revive ancient Indian knowledge and wisdom in a practical way."

# Delhi EV policy a step in the right direction, says industry



Chief Minister Mr Arvind Kejriwal



**E**LECTRIC vehicle makers have termed the Delhi Government's electric vehicle policy as a step in the right direction to encourage adoption of clean energy vehicles in the national Capital and said it will set an example for the other states to follow.

Chief Minister Mr Arvind Kejriwal on August 7 launched the 'Delhi Electric Vehicle Policy' under which the Government will waive registration fee and road tax, and provide incentive of up to ₹1.5 lakh for new electric cars. The Government will give incentive of up to ₹30,000 for electric two-wheelers, autos, e-rickshaws and freight vehicles.

Thanking the Delhi Government

for implementing a policy that covers key measures required by the industry, Mr Sohinder Gill, Director General, Society of Manufacturers of Electric Vehicles (SMEV), said, it has a defined target and timeline that has the potential to make the Capital one of the leading states in terms of electric vehicle adoption.



Mr Sohinder Gill, Director General, SMEV

Most importantly, he said, "this policy will provide more push to the existing EV architecture than the current FAME-II scheme. The customers who were unable to get subsidy under the Central Government's scheme due to certain restrictive norms, now have a chance to avail subsidy under this scheme. It has also set an example of how a policy can run

without using exchequer money.”

Mr Gill, who is also the Global CEO of Hero Electric, said Delhi policy in a way is a benchmark for other states to follow. However, he said, the only small missing point in the policy is that it doesn't support the lithium battery e-scooters with speeds up to 25km/hr. These e-scooters, he said, are particularly popular with Delhiites because of their attractive prices and extremely low running costs. “With a bit of support of the Delhi Government the adoption of such e scooters would have grown multifold. We hope the Government would look into it and make some amendments in the future,” concluded Mr Gill.

Hero Electric Managing Director Mr Naveen Munjal said the new EV policy will go a long way in boosting Delhi's economy, creating jobs and reducing air pollution in the national capital. “The incentives declared under this policy will be beneficial to the customers and will certainly help Delhi achieve its goal of electrification of vehicles,” he said.

Mr Mahesh Babu, MD and CEO of Mahindra Electric, thanked the Delhi Government for “quickly notifying



**Mr Mahesh Babu, MD & CEO,  
Mahindra Electric**

robust and well-thought EV policies that will further boost the EV sales in the Capital.” These, he said, “are aimed at faster adoption of EVs both in personal and shared mobility segments and extending the incentives to personal

buyers will further help the development of the entire ecosystem.”

Mr Tarun Mehta, CEO and Co-Founder, Ather Energy, said, “The Delhi Government has created a policy that addresses the issues of accessibility for the end-consumer. The additional subsidy makes EVs more affordable across the board and offering it to higher performance vehicles,



**Mr Tarun Mehta, CEO &  
Co-Founder, Ather Energy**

will ensure that end consumers will actually purchase and use these vehicles.” Delhi has taken a holistic approach to their policy, taking into account charging infrastructure, different automobile models and scrappage of old ICE vehicles, added Mr Mehta.

Mr. Anmol Jaggi, Founder, BluSmart Electric Mobility, said, “We applaud the Chief Minister Mr. Arvind Kejriwal for his progressive leadership and congratulate the



**Mr Nagesh Basavanhalli,  
MD & CEO, Greaves Cotton**

Government for the Delhi Electric Vehicle Policy 2020. We welcome the move and extend our support by expanding BluSmart services into Delhi.”

Mr Nagesh Basavanhalli, MD and CEO, Greaves Cotton Ltd, said, “The EV policy announced by the Delhi Government is a welcome step in the right direction as it will encourage the adoption of electric vehicles in the Capital and will set an example for other states to follow.”

In a tweet, Mr Chetan Maini, who founded Reva Electric Car Company, which was later on acquired by Mahindra & Mahindra, said the policy can accelerate adoption of EVs, while also boosting the job market. “Looking forward to seeing effective implementation & collaboration to drive the change!” he added.



**Mr Chetan Maini, Founder,  
Reva Electric Car Co**

Mr Rahul Sharma, Founder and CEO of Revolt Intellicorp, tweeted, “It will prove to be a game-changer and lay the foundation for Delhi to emerge as the EV capital of the country.”

PURE EV CEO Mr Rohit Vadera said Delhi has historically faced issues on air quality index, and he welcomed the steps taken by the state Government towards improving the air quality by promoting usage of electric vehicles. “With this subsidy for EVs, we are delighted that EVs will have a wider reach and affordability for the people in Delhi,” he said.



## Maruti Chairman Bhargava's address

# COVID-19 gave opportunity to become more efficient



Mr. RC Bhargava, Chairman, Maruti Suzuki India Limited

and fitter in the future.”

On the current market situation Mr. Bhargava said, “The market, at present, seems to favour smaller hatchbacks and petrol and CNG cars. Fortunately, we are well placed for such products.”

Mr Bhargava said the well-knit team of employees continues to be the greatest strength of the company. “Over decades they have shown that when all employees of a company work unitedly for its growth and prosperity, a win-win situation is created for everyone,” he said.

**M**ARUTI Suzuki India Limited released its Annual Integrated Report for the financial year 2019-20, on August 4, in New Delhi. The company also highlighted its contribution to the various sustainable development goals (SDGs).

Addressing stakeholders through this report Mr. RC Bhargava, Chairman, Maruti Suzuki India Limited, said “The COVID-19 epidemic has given your company, as well as its vendors and dealers, an opportunity to review all systems of working and become more efficient and competitive. Thus, while we are going through difficult days, I believe we will all emerge stronger



## Apollo Tyres Chairman Kanwar's address

# Apollo stayed focused despite challenging environment



Mr Onkar S. Kanwar, Chairman, Apollo Tyres

**A**POLLO Tyres Chairman Mr Onkar S. Kanwar said that despite the tough economic play in India and the challenging environment in the Indian and European automobile segment as a result of the COVID-19 pandemic, "we continued to work to achieve our vision of being 'a premier tyre company with a diversified and multinational presence'".

Speaking at the Annual General Meeting of the company on August 20, Mr Kanwar said 2020 it was heartening to note that the globally respected investment firm Warburg Pincus made an investment of \$150 million and will be joining the Apollo Tyres'

Board. "This is indeed a vote of confidence in our business, management team and growth prospects and I am confident that it will further strengthen our board and governance", he said.

The year gone by, he said, saw Apollo Tyres continuing its journey with a sharp focus on three paths – consolidating its market position in the existing markets and seeking new markets/segments; continuing investment in both brands – Apollo and Vredestein; and capacity expansion via greenfield facilities and to seek other growth opportunities.

In Europe, said Mr Kanwar, the company launched a new brand identity of its over 110 years old brand – Vredestein. "This will allow us to position Vredestein as an even more premium brand and take our marketing activities to the next level", he said. Further, he said, the company's European operations continued to add more original equipment manufacturers and now it supplies tyres to auto majors like Volkswagen and Ford.

Apollo Tyres, he said, continued to find opportunities in a sea of COVID-19 challenges. It inaugurated its seventh plant in Andhra Pradesh and also a new motorcycle radial facility in Gujarat. Alongside, he said it supported its communities and stakeholders across multiple states during the disruption caused by the pandemic.



## JCB names Deepak Shetty as Deputy CEO & MD in India



Mr Deepak Shetty

**T**HE JCB Group on August 7 announced the appointment of Mr Deepak Shetty as the Deputy CEO and Managing Director of JCB India Limited.

Mr Shetty has been with JCB for over 10 years in various leadership roles. He makes this transition after having been the Executive Vice-President Sales, Marketing, Product Support and Business Development for India and the South Asia region; a role he held for two years.

Prior to this, 48-year-old Mr Shetty was the Managing Director of JCB's Global Excavator business in the UK for four years.

Commenting on the appointment, JCB Group CEO Mr Graeme Macdonald said: "India continues to be an important market for the Group. As part of our succession planning, we are pleased to appoint Deepak in this very challenging role. His experience in various leadership positions in India and the UK will help JCB India enter a strong and sustained phase of growth in the Indian construction equipment market."

Beginning next year, Mr Shetty will take over as MD and CEO from Mr Subir Kumar Chowdhury, who has announced his retirement after having been with JCB India for close to 15 years.



Mr Vinkesh Gulati,  
President, FADA

## Vinkesh Gulati takes over as FADA President

**For the year 2020-22**

**T**HE Federation of Automobile Dealers Associations (FADA), the apex national body of Automobile Retail in India announced the appointment of Mr. Vinkesh Gulati as FADA's 35th President for the year 2020-22. He is the first President from Uttar Pradesh. The decision was made at the 298th Governing Council Meeting which was held immediately after the 56th Annual General Meeting of the Federation.



Mr Ashish Harshraj Kale,  
Outgoing President, FADA

## FADA Monthly Data

# Vehicle registration improves in August, PV decline reduces

**V**EHICLE registration showed improvement in August when compared MoM although it was down by -26.81 per cent on YoY basis, according to the Monthly Vehicle Registration Data released by the Federation of Automobile Dealers Associations (FADA) on September 9.

On yearly comparison, two-wheelers registered decline by -28.71 per cent, three-wheelers by -69.51 per cent, CV by -57.39 per cent, and PV by -7.12 per cent. Tractor registration continued upwards journey with 27.80 per cent growth, the report said further.

Overall, it said, the demand is still not back to pre-COVID levels as despite abundant liquidity, risk-averse mood of banks and NBFCs coupled with stricter CIBIL scores, failed to capture demand.

The report showed that passenger vehicles after five months saw decline reducing to single digit. Customers, who were sitting on the fence, finally concluded their purchase during Janmashtami and Ganesh Chaturthi festivals. Entry-level PVs were in high demand as

personal mobility is being preferred with current pandemic showing no signs of reduction.

Apart from rural market which was showing revival signs until now, urban centres for the first time showed initial signs of demand pullback. With the Government's priority in spending towards rural development and agriculture, coupled with good monsoon and a healthy sowing season, tractor, small commercial vehicles and entry-level passenger vehicles positively impacted August sales, according to the report.

Commenting on the August performance, FADA President, Mr. Vinkesh Gulati, said: "With the start of festival season and the Government's continued effort to open up India, the month of August saw good numbers when compared to immediate previous months. August also saw an arrest in decline and pullback efforts on all fronts were visible, though on YoY, all categories except tractors continued to fall, though at a slower pace."



Mr Vinkesh Gulati,  
President, FADA



Mr Manish Raj Singhania,  
Vice-President, FADA



Mr Sai Girdhar,  
Treasure, FADA



Mr CS Vigneshwar,  
Honorary Secretary, FADA



# Honda launches refreshed **Jazz**

*'Perfection in its truest form'*



Mr Gaku Nakanishi, President & CEO and Mr Rajesh Goel, Sr. V-P & Director, Marketing & Sales, Honda Cars India Ltd, at the launch of new Jazz

**H**ONDA Cars India on August 26 launched its premium hatchback new Honda Jazz with refreshed looks, premium styling, a new flagship grade Jazz ZX along with segment-leading features.

Designed for the very demanding, the new Jazz exemplifies perfection in its truest form with its modern sporty styling, aerodynamic efficiency, class-leading cabin space, advanced technology and full range of safety

features, said a press release issued by the carmaker.

To cater to the customers who are not only discerning but also want the very best, the new Jazz line-up has been enriched with the addition of a new flagship grade ZX.

In terms of exterior design, the new Honda Jazz comes with several refinements including new chrome accentuated High Gloss Black Grill, advanced LED

## Volvo 'Hassle-Free Offer' on its luxury SUV XC40

**V**OLVO Car India on August 12 introduced 'Hassle-Free Offer' on XC40 T4 R-Design, its award-winning luxury SUV.

Under this offer, customers can buy Volvo XC40 at a special offer price of ₹36.90 lakh against its ex-showroom price of ₹39.90 lakh, and also receive complimentary accessories worth ₹1 lakh.

The offer, said a company press release, provides freedom to customers from the hassles of a complex buying process and makes it completely transparent for customers as well as dealers. It marks the spirit of India's freedom as it gives freedom from hassles to customers, added the release.



Mr Charles Frump, MD,  
Volvo Car India



"We want to create an ecosystem where our customers can focus on technology and comfort features of XC40 without worrying about the price. Hassle-Free Offer does that seamlessly by smoothing out their buying experience," said Mr Charles Frump, Managing Director, Volvo Car India.

### Honda Jazz...

package of new LED headlamp (Inline Shell) with DRL, new LED fog lamps, Signature Rear LED Wing Light and newly-designed front and rear bumpers. The most striking feature of the New Jazz is the newly introduced segment-exclusive 'One Touch Electric Sunroof' which will set a new trend among premium hatchbacks.

Commenting on the launch, Mr. Gaku Nakanishi, President & CEO, Honda Cars India Ltd., said, "Besides giving the Honda Jazz a stylish and sportier makeover, the introduction of segment-exclusive sunroof will add a new dimension to the car and make it stand out in the segment. The overwhelmingly spacious cabin in a hatchback form with loads of premium features make the new Jazz an absolute best and we are confident that it will be well-appreciated by our customers".

The interiors of the New Jazz offer a super spacious, premium and comfortable cabin much beyond its class. It offers customers with an array of advanced interior

equipment and comfort features.

The new Jazz is powered by Honda's BSVI-compliant 1.2L i-VTEC petrol engine in both Manual and 7 speed CVT (Continuously Variable Transmission) variants. The engine delivers a maximum power of 90PS@6000 rpm and a torque of 110 Nm@4800 rpm.

Adding to the aesthetics and convenience of the new Jazz is the DIGIPAD 2.0 - an advanced infotainment system that offers seamless and smart connectivity.

The car is also equipped with a range of Honda's active and passive safety technologies, which are offered as standard equipment across all variants.

With the addition of ZX grade, the new Jazz will now be available in three feature-packed grades - V, VX and ZX in petrol in both manual and CVT variants. It will be available with a choice of five colour options - Radiant Red Metallic, Lunar Silver Metallic, Platinum White Pearl, Modern Steel Metallic and Golden Brown Metallic.

The ex-showroom Delhi prices of new Honda Jazz range from ₹7,49,900 to ₹9,73,900.



# Hero Electric continues market leadership across e-2W segment



**H**ERO Electric continues to be a clear winner in the first four months of the current year with a market share of 37 per cent in the high-speed segment, according to the latest EV monthly updates released by JMK Research and Analytics.

A press release issued by Hero Electric said, the company already commands a market share of 45 per cent in the balance category of electric two-wheelers and that gives it the Number One position across all segments of the electric two-wheelers.

The company, said the release, witnessed over 40,000 customer engagements resulting in a six-fold

increase in its online sales over the previous year within the first four months of 2020-21. During this period, it launched a series of attractive schemes to appease the contemporary audience, added the release.



Mr. Sohinder Gill, CEO, Hero Electric

Commenting on the feat, Mr. Sohinder Gill, CEO, Hero Electric, said, "Our quick thinking, willingness to take risks, and trying different methods paid off to not let the lockdown negatively impact our business. This fresh approach also kept our people, driven, and motivated and our stakeholders assured. We are happy to have been able to attract customers, more in fact, during this troubled period. Coming out on top with the highest number of electric scooters sold – across all categories – between April and July, is a testament of our unwavering determination to work harder."

# Harley-Davidson plans to exit India: Report



**H**IGH-end bike maker Harley-Davidson is considering shutting down assembly operations in India as sales have failed to pick up and the future demand looks bleak, according to a report in The Hindu.

The company has sent out feelers to a few automakers for an outsourcing arrangement using its leased assembly facility at Bawal in Haryana, said the report.

The decision to shut the assembly is in line with its 'rewire' strategy to focus on about 50 markets, mainly in North America, Europe and

parts of Asia Pacific that represent the "majority of the company's volume and growth potential."

In a statement accompanying its second-quarter results last month, Harley-Davidson said: "The company is evaluating plans to exit international markets, where volumes and profitability do not support continued investment in line with the future strategy."

Harley-Davidson India sold fewer than 2,500 units in the last financial year and only about 100 bikes between April-June 2020, industry officials said, making India one of its worst-performing international markets.

If the exit does happen, then Harley-Davidson will be the second automaker to shut operations in India since Donald Trump took over the presidency. General Motors wound up its domestic operations and sold its Gujarat plant in 2017.

## Yamaha launches online sales with its new website

**I**NDIA Yamaha Motor on August 13 introduced a new user-friendly website with online sales facility.

The website will have latest features with 360-degree view of the products along with the specification comparison between Yamaha products bundled under the Buyers Guide option. The Yamaha dealerships will also provide support in promoting the contactless delivery and use digital communication tools for communication with the customers, the release added.



Speaking on the occasion, Mr. Motofumi Shitara, Chairman, Yamaha Motor India Group of companies, said, "Digital is future, and our new website with Virtual Store is ready to offer an enhanced buying experience

and personalised customer services (one-to-one service) to the two-wheeler customers in India."

## Ducati's 'beefy yet compact' bike **Panigale V2** is here now



Mr Bipul Chandra, MD, Ducati India

**L**UXURY motorcycle brand Ducati on August 26 announced the launch of all-new *Panigale V2* in India at a price of ₹16.99 lakh (ex-showroom). *Panigale V2* is a beefy yet compact bike of essential design with clear-cut lines that convey power without compromising on the classic Ducati superbike flair, said a press release by the bike-maker.

*Panigale V2* is equipped with a 955 cm<sup>3</sup> twin cylinder Superquadro engine which is now BS-VI compliant, delivers more power (+5 HP) and torque (+2 Nm) thanks to new injectors (larger in size with a different

working angle) and a more efficient snorkel which minimizes pressure loss.

The V2 also features a new compact exhaust, routed entirely underneath the engine giving a clean look to the beautiful lines of the youngest member of the *Panigale* superbike family.

Mr. Bipul Chandra, Managing Director of Ducati India, said, "The *Panigale* portfolio is a significant milestone in Ducati's superbike journey that has brought incredible



## Ampere partners Autovert for battery subscription plan

**A**MPERE Vehicles has partnered with Autovert Technologies, a fintech that specialises in EV subscriptions products.

The collaboration will lead to the launch of a battery subscription plan through an IOT-backed platform that will make electric scooters more affordable, said a press release.

Starting with a few select dealers in Bengaluru, the approach will be replicated nationwide.

The battery subscription plan substantially reduces the cost of vehicle acquisition and provides alternative choice to the buyers who get more than usual financing option.

With this customised subscription plan, a customer can choose to ride home the company's recently-launched e-scooter Magnus Pro by paying ₹49,990 (ex-showroom price ₹73,990), while opting for a monthly battery subscription of ₹1,990.

Mr P Sanjeev, COO, Ampere Vehicles, said, "With this



association clubbed with special Ampere freedom offers, we are aiming to make Ampere Vehicles more affordable and accessible for the consumer."

Mr Vinay Sharma, Co-founder and CTO of Autovert, said. "The EV ecosystem demands an alternative ownership model in order to drive faster adoption amongst an emerging customer base and we are happy to be in the forefront of this with our products and partners like Ampere to take it market."

### Ducati Panigale V2...

recognition to the brand. With the entry of *Panigale V2*, we bring a model in the family that looks and feels more accessible while delivering the true Ducati experience. Built to impress, it is a superbike with a decisive character and beginners as well as experts will have a lot of fun on it.

Unlike the outgoing model, the *Panigale V2* features a single-sided aluminium swingarm, the hallmark of every high-end sports Ducati. Gently moulded around the refined monocoque frame, the extensive fairing highlights the more compact twin-cylinder Superquadro engine creating a bike that is visibly leaner and less intimidating than the *Panigale V4*.

The front headlight assembly is extremely compact on the *Panigale V2*. The DRL and the upper rim of the dual headlight assembly create the iconic V-style profile.

At the rear, the full-LED tail light features a two-part design as per Ducati sports tradition.

Boasting of cutting-edge electronics package, it features the latest generation electronics suite based on a six-axis Inertial Measurement Unit that instantly detects the bike's roll, yaw and pitch angles.

All controls of the bike are incorporated in the three Riding Modes (Race, Sport and Street) and can be adjusted via the all-new 4.3" colour TFT dashboard.

*Panigale V2* has revised ergonomics aimed at improving comfort and ensuring safety. The new seat allows for greater longitudinal movement of the rider and greater comfort thanks to the new foam that raises it by 5 mm. The position of the foot pegs remains the same.

*Panigale V2* comes in the traditional Ducati red colour and is also accompanied with an entire range of apparel and accessories.

## Studds sets up 'Asia's largest' helmet manufacturing facility in Faridabad; operations begin



**T**WO-wheeler helmets manufacturer Studds Accessories has commenced operations at its new, state-of-the-art manufacturing facility at Faridabad in Haryana.

Spread across an area of over 5.5 acres, the company has made an initial investment of over ₹160 crore to set up the largest helmet manufacturing facility in Asia, said a press release.

Apart from producing some of the most popular motorcycle helmets from Studds, including the Shifter and Thunder series, the facility will also produce bicycle helmets for

domestic market, added the release.

Apart from this, Studds also recently began operations at another manufacturing plant, which is India's only facility with an in-house Expanded Polystyrene (EPS) production line. EPS is crushable foam used in helmet production and is the most important safety feature in the helmet.

Mr. Sidhartha Bhushan Khurana, Managing Director, Studds Accessories Ltd., said, "This is a huge milestone for all of us at Studds as we move forward in the post-COVID era. This step is a testament to our commitment towards Make in India, for the world, reaffirming our role as the market leaders, with integrating some of the best manufacturing practices from across the globe."

The world-class facilities are highly automated and bring some of the best manufacturing processes to the Indian market, including paint shop, moulding, visor coating, packaging and warehousing, added the release.



## Mahindra drives in BSVI-compliant *Marazzo*



**M**AHINDRA & Mahindra on August 27 introduced the BSVI-compliant version of its MPV *Marazzo* at a starting price of ₹11.25 lakh.

The company also came up with a new variant line-up that offers more value to the customer while simplifying choice. *Marazzo* will now be available in three variants, *M2*, *M4+* and *M6+*.

As the brand's new top-variant, the *M6+* comes with 17-inch diamond-cut alloy wheels, a rear parking camera with steering-adaptive guidelines, automatic temperature control and automatic driver-side windows. This is in addition to other top-end features, including a seven-inch touchscreen infotainment system and Surround Cool Technology. This variant is priced at ₹13.51 lakh.

The new mid-variant *M4+* will now sport 16-inch alloy wheels along with other attractive features that together offer superior value to customers at a price of ₹12.37 lakh, said the release.



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

According to Mr Veejay Nakra, CEO, Automotive Division, M&M Ltd., "We are delighted to introduce the BSVI-compliant, cleaner-technology *Marazzo*. Engineered for excellence, the *Marazzo* offers spacious comfort, safety, a smooth car-like ride, effortless handling and a low operating cost. Further, with the enhanced value of the new *M4+* and *M6+* variants, we are confident that the *Marazzo* will be the preferred choice in its segment".



# Volvo Buses India integrates with VECV



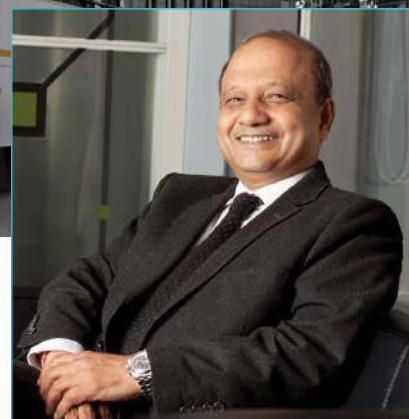
**D**EFINITIVE agreements were signed recently for the integration of Volvo Buses India business into VECV. The agreements will cover manufacture, assembly, distribution and sale of Volvo buses in India, and other rights forming part of the business.

Consequently, the bus manufacturing facility at Hosakote, Bengaluru, and all employees of Volvo Bus India (VBI) will be transferred to VECV. Volvo Bus India is currently a division of Volvo Group India Pvt Ltd (VGIL).

Speaking on the announcement, Mr Siddhartha Lal, Chairman, VECV, said, "This is a momentous occasion and testimony to a very strong relationship between Eicher Motors and Volvo Group. Over a period of time, the Volvo brand for buses in India has become synonymous with safety and comfort in both inter-city and intra-city public transportation, and we are extremely proud to have this iconic brand in our joint venture. With the integration of Volvo Buses India into VECV, we aim to shape the future of the Indian bus industry by offering the widest range of transport solutions to our customers.

Post the completion of the transaction, VECV and VBI will consolidate their bus businesses into a newly

**Mr Vinod Aggarwal**  
MD and CEO, VECV



formed bus division within VECV. This division will offer Volvo and Eicher branded buses, and will maximise synergies to capitalise on market opportunities.

The strategy will also be extended to exports, wherein the new bus division will offer products and services that are complementary with Volvo Buses' core product portfolio in select international markets.

"We are pleased with this development of Volvo Buses in India and see it as an opportunity to further build upon the successful JV company – VECV", said Mr Håkan Agnevall, President of Volvo Bus Corporation.

On the occasion, Mr Vinod Aggarwal, Managing Director and CEO, VECV, said "VECV's strong presence in the Indian bus market with Eicher branded buses will be complemented by Volvo Buses' prominent position in the premium bus segment. With this integration, VECV will be able to leverage synergies in the areas of product development, purchasing and manufacturing with access to Volvo Group's world-class technology in buses."

# Maruti launches **S-Cross Petrol**

*Refined SUV with powerful engine*



Mr Kenichi Ayukawa, MD & CEO and Mr Shashank Shrivastava, Executive Director, Marketing and Sales, Maruti Suzuki, at the launch of new S-Cross 1.5L BS6 Petrol

**M**ARUTI Suzuki India Limited on August 5 launched *S-Cross Petrol*, the refined SUV engineered with a powerful 1.5-litre K series BS-VI petrol engine.

A Nexa flagship product, the *S-Cross Petrol* offers commanding performance, masculine design, sophisticated interiors and a host of modern features, said a press release by the carmaker.

The launch of the *S-Cross Petrol* also marks the entry-point for the automatic variant of the range.

Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited said, "S-Cross holds an

indispensable position in our Nexa portfolio, appreciated for its striking exteriors, elegant interiors, and strong road presence. Built on Nexa's values of 'Create. Inspire.', the new *S-Cross Petrol* offers a powerful drive experience with refined performance. This is complemented by a dominating and authoritative design language along with feature-rich interiors."

According to the press release, the new *S-Cross Petrol* with four-metre plus dimensions offers a spacious and extended design. It is powered by progressive smart hybrid technology with best-in-class fuel efficiency to

## Alto crosses 40-lakh sales milestone



**M**ARUTI Suzuki *Alto* has hit a remarkable milestone of 40 Lakh cumulative sales.

A company press release said *Alto* has continued to strengthen its legacy with timely upgrades and new technology offerings. Providing mobility to over 40 lakh Indian families, the brand has sustained its position as the undisputed leader in the domestic

car market for 16 consecutive years, added the release.

Mr. Shashank Srivastava, ED (Marketing & Sales), Maruti Suzuki India Limited, said, "*Alto* has been ranked as the No.1 selling car in India for 16th year in a row and we are immensely proud to announce another remarkable milestone of 40 lakh cumulative sales. This has become a sales record never achieved by any other Indian car."

He added "Over the years, brand *Alto* has established a strong emotional connect with our customers and has become a strong symbol of Pride. We would like to dedicate this achievement to all our proud and happy *Alto* family members who have trusted and supported us in this journey to become India's favourite car."

*Alto* is the country's first entry-level car to become BSVI- compliant coupled with the latest crash and pedestrian safety regulation.

## S-Cross Petrol...

enhance the driving experience.

The refined SUV experience, added the release, comes with a plethora of feature-rich offerings including cruise control, LED DRLs, rain sensing wipers, auto headlamps and reverse parking sensors and camera. The advanced infotainment system with Smart Play studio is further revamped with superior features.

The *S-Cross Petrol* is powered by 1.5 Litre K-series BS-VI petrol engine which delivers a peak power of 77KW@6000 rpm with a top-end torque of 138Nm@4400rpm.

The all-new *S-Cross Petrol* is now available with advanced four-speed automatic transmission that offers a refined drive experience to customers.

The advanced automatic transmission offers ease and comfort of driving on the city roads and with Hill hold assist feature as standard with automatic variants it offers the peace of driving on the tough terrains. The *S-Cross* automatic offers fuel efficiency of 18.43l/m/l, the

release said further.

*S-Cross Petrol* is equipped with the next-generation Smart Hybrid system with li-ion dual battery system offering improved fuel-efficiency, idle start-stop, torque assists functions and brake energy regeneration in addition to providing optimal acceleration and performance.

The all new *S-Cross Petrol* with its distinct design offers a powerful, rugged and dominating road presence. The premium urban SUV offers an aggressive upright stance that appeals to the active and adventurous consumers. The powerful and stylish exterior design is complemented by its premium interiors.

The convenience features of the SUV include auto-retracting outside rear view mirror (ORVM), auto-dimming and antiglare inside rear view mirror (IRVM), rear parking camera and gear shift indicator.

The *S-Cross Petrol* is available with five-speed manual and four-speed automatic transmission. Automatic variants are equipped with hill hold assist feature, as standard.





Mr Daniel Barel,  
Co-Founder & CEO, REE



Mr Rajesh Jejurikar,  
ED (Auto and Farm Sectors), Mahindra

## Mahindra, REE sign MoU for development of electric CVs

**M**AHINDRA & Mahindra and REE Automotive signed a memorandum of understanding (MoU) on August 26 to explore development and manufacturing of electric commercial vehicles for global markets.

Such a strategic collaboration will leverage REE's revolutionary electric vehicle corner module and platform technology of integrating powertrain, suspension and steering components in the arch of a vehicle wheel. This coupled with Mahindra's well-established vehicle design, engineering, sourcing capability and manufacturing assets, is set to be a win-win strategic partnership for both companies, said a press release issued by M&M.

The partnership will support REE's global customer need for 200,000-250,000 electric commercial vehicle units over a few years, including potential Mahindra's domestic and international volumes.

"Our collaboration with REE has the potential to bring a disruptive approach to a new age of vehicles capitalising on our respective strengths," said Mr Rajesh Jejurikar, Executive Director (Auto and Farm Sectors), Mahindra &

Mahindra. "

Mr Daniel Barel, REE Co-founder and CEO, commented: "We are excited to partner with Mahindra to explore synergies that will allow us to address our customers' needs based on Mahindra's footprint and capabilities. Mahindra's unique cost structure, design and engineering capabilities and volume flexibility will be key to our ability to address the majority of the commercial EV market with both large volume vehicles as well as more targeted mission-specific vehicles."



## Maruti XL6 celebrates its first anniversary

**M**ARUTI Suzuki's MPV XL6 is celebrating its first anniversary with over 25,000 delighted customers.

XL6, the exclusive 6-seater from Nexa, has been appreciated by customers for its sporty, iconic and bold stance and comfortable and luxurious seats along with seamless integration of aspirational design elements, said a press release by the carmaker. XL6 has gone on to capture nearly 14 per cent market share in the country's premium MPV segment, it added.

Retailed at over 370 Nexa showrooms across the country, XL6 is a blend of stylish exteriors coupled with plush interiors. Powered by BSVI- compliant K15



Mr. Shashank Srivastava,  
ED, Maruti Suzuki

petrol engine and Suzuki's fifth-generation HEARTECT platform, Maruti Suzuki XL6 is further enhanced by its business-class interiors and tech-savvy features, according to the release.

Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India, said, "Driving the Nexa values of global experience, innovation and excitement, the first-anniversary of XL6 showcases our commitment to bring technologies such as Smart Hybrid, Automatic transmission, Connected SmartPlay Infotainment system, etc. to our customers."

## Maruti retail channel Arena celebrates third anniversary



**M**ARUTI Suzuki India on August 31 celebrated three years of its newest retail channel Arena. Over the last three years, the company has strengthened its network of over 2,300 sales outlets with 745 Arena showrooms spread across the country.

Launched in 2017, Maruti Suzuki Arena provides a digitised, seamless and connected car buying experience

to its young, dynamic and tech-savvy customers, said a company press release. With a core focus of providing dynamic value, Arena has continually evolved and grown with its audience, it added.

Arena showrooms equipped with state-of-the-art modern gadgets allow customers to customise and get detailed information digitally about the specifications and attributes of Maruti Suzuki products.

Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said, "Maruti Suzuki Arena was launched after listening to and meeting the expectations of a modern, dynamic and young audience. Celebrating its third anniversary today fills all of us with great pride as it marks a transformation of our network and is testimony of our commitment to customer satisfaction - the single-largest motivation behind our expansion, innovation and design."

# Automobile Production August 2020

Number of units manufactured

## PASSENGER VEHICLES

### Passenger Cars

Fiat India	0	Ford India	1516	General Motors	4067
Honda Cars India	7164	Hyundai Motor India	31352	Mahindra & Mahindra	37
Mahindra Electric	0	Maruti Suzuki India	90746	Nissan Motor India	2316
Renault India	3718	Skoda Auto India	376	Tata Motors	NA
Toyota Kirloskar	430	Volkswagen India	1807		

  
 Total Passenger Cars 143529

### Utility Vehicles

Ashok Leyland	NA	FCA India (Fiat)	1150	Force Motors	108
Ford India	11472	Hindustan Motor Finance	0	Honda Cars India	796
Hyundai Motor India	21448	Isuzu Motors India	14	Kia Motors India	16907
Mahindra & Mahindra	13764	Maruti Suzuki India	21737	MG Motor India	2685
Nissan Motor India	278	Renault India	4649	Skoda Auto India	0
Tata Motor	NA	Toyota Kirloskar	3625	Volkswagen India	0

  
 Total Utility Vehicles 98633

### Utility Vehicles (Vans)

Force Motors	NA	Mahindra & Mahindra	177	Maruti Suzuki India	8898
Tata Motors	NA				

  
 Total UVs (Vans) 9075



## THREE-WHEELERS

## Passenger Carriers

Atul Auto	678	Bajaj Auto	31117	Force Motors	150	M&M	184	Mahindra Elec	NA
Piaggio Vehicles	2961	Scooters India	0	TVS Motor Co	10092				

## Goods Carriers

Atul Auto	580	Bajaj Auto	3126	M&M	0	Piaggio Veh.	3290	Scooters India	0
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Total Three-Wh. Pass Carriers

45182



Total Three-Wh. Goods Carriers

6996

Total Three-Wheelers

52178

## TWO-WHEELERS

## Scooter / Scooterette

Hero MotoCorp	39825	Honda Mcycle	262108	India Yamaha Mo	37462	Mahindra Two Wh.	0
Piaggio Vehicles	5587	Suzuki Motorcycle India	50428	TVS Motor Co	87185		



Total Scooter / Scooterette

482595

## Motorcycles / Step-Through

Bajaj Auto	340355	Harley Davidson	236	Hero MotoCorp	548894	Honda Motorcycle	190061
India Kawasaki	129	India Yamaha	42253	Mahindra Two Wheelers	61	Royal Enfield	50008
Suzuki	7421	Triumph	38	TVS Motor	125601	UM Lohia Two Wh.	NA



Total Motorcycles / Step-Through

1305057

## Mopeds

TVS Motor Co 70685

## Quadricycle

Bajaj Auto 324

## Electric Two-Wheelers

Bajaj Auto	261	TVS Motor Co	30
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Total Electric Two-Wheelers

291

Total Two-Wheelers

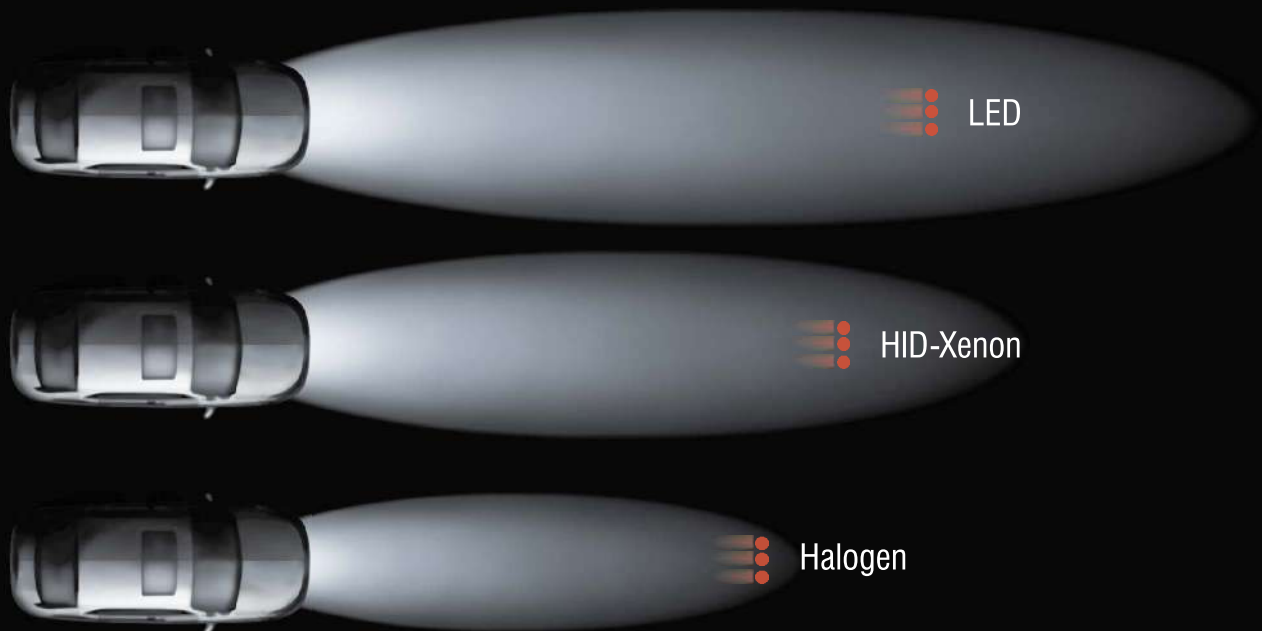
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Source : SIAM

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## ELECTRONIC HORN



## BACKUP ALARM



## ELECTRIC HORNS



## HALOGEN LAMPS



## BRAKE PAD & SHOES



## BATTERIES



### Horn Usage Instructions :

- For extended life, horn should be blown for less than 2 seconds at a time.
- Use Horns only when required.
- Do not abuse the horn and let us help to reduce noise pollution.

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