

AUTOGUIDE

India's Automotive Industry & Trade Journal

56
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SPEEDING UP REVIVAL

Eyeing Reinvention

ACMA, SIAM hold annual meets



Sunjay J Kapur,
Chairman, Sona Comstar
New President, ACMA



Ms. Shradha Suri,
CMD, Subros,
New Vice-President, ACMA



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Editor's Viewpoint



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SHILPA MALHOTRA
Executive Editor

BESIDES AN EXPECTED FOCUS ON SHIFT TO E-MOBILITY, THE ADOPTION OF ALTERNATIVE FUELS WAS ALSO INTENSELY DEBATED UPON.

Industry focus: To be future-ready

TRUE to its nature, the automobile industry has not only made a firm resolve to survive and revive during these challenging times, it has also shown a firm determination to tap fresh growth avenues as per the demands of the new normal. The flagship events of industry bodies, SIAM and ACMA, exhibited an abundance of resilience and farsightedness, thereby, turning out to be huge morale-boosters for the sector. Reports about the two mega events constitute the Cover Story of the current issue.

Held, understandably, on a virtual platform, the events witnessed active participation from key representatives of the industry, senior ministers, top bureaucrats, think-tanks and domain experts. Among the major takeaways of the power-packed deliberations was a strong emphasis on localisation to guard against possible supply-chain disruptions in future. It is significant to note that SIAM and ACMA have together worked out a roadmap with a target of about 15-20 pc further localisation in the next two to five years. Besides an expected focus on shift to e-mobility, the adoption of alternative fuels such as ethanol and hydrogen was also intensely debated upon. While the contribution of the auto sector to the economy was lauded by the Government in no uncertain terms, the PLI scheme and scrappage policy came in for lot of praise from the sector. Overall, an acknowledgement of a gradual resurgence in demand and the industry's confidence of an early return to pre-pandemic levels of performance are sure to stand it in good stead in times to come.

The other major news development covered in this issue is the formal launch of the vehicle scrappage policy by the Prime Minister, Mr Narendra Modi. Speaking during the launch, at an Investor Summit in Gujarat on August 13, Mr Modi said the policy will help in promoting a circular economy and provide a new identity to mobility and auto sector in the country. The industry is obviously thrilled with the long awaited policy finally coming into effect and is hopeful that it will be a win-win for all.

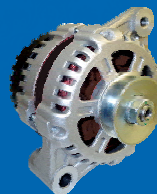
Our regular story on monthly auto sales also brings good news with most carmakers witnessing healthy growth in August on Y-o-Y basis. With festival season just around the corner, the numbers will swell even further, hopefully!

It's over to you now!

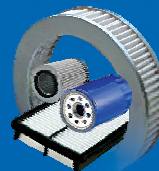
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Scrappage policy comes into effect

To provide a new identity to auto sector: PM at launch

THE vehicle scrappage policy, announced in the Budget 2021-22, was formally launched by the Prime Minister, Mr Narendra Modi, at the Investor Summit in Gujarat on August 13.

Speaking at the summit through a video conference, the Prime Minister said the policy will help in phasing out the unfit and polluting vehicles across the country and promote a circular economy. The new policy, he said, will provide a new identity to the mobility and auto sector in the country.

He noted that the launch of the policy was a significant milestone in India's development journey.

The Prime Minister said the new vehicle scrappage policy had the potential to generate fresh

investments of more than ₹10,000 crore, creating thousands of jobs.

Explaining the concept of circular economy, Mr Modi said it is an economy where the products are designed for durability, reuse and recyclability.

Welcoming the formal launch of the policy, Mr.Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations, said, the policy, "will provide the much-needed impetus in countering the old methods of scrapping material, which were counterproductive." The new policy, he said, "was an imperative, long awaited and will support the automobile industry and the ancillary support industry creating a win-win for all."

PM Modi sends message; top ministers, bureaucrats and industry stalwarts do intense brainstorming at

SIAM 61st ANNUAL CONVENTION

Stress on focused efforts to re-tread growth path

IN the backdrop of a deep structural slowdown faced by the industry, the Society of Indian Automobile Manufacturers (SIAM) hosted its 61st Annual Convention, on a virtual platform, on August 25. Apart from a message from the Prime Minister, Mr Narendra Modi, the flagship industry event witnessed four power-packed sessions in which two senior ministers, three Government Secretaries, captains of the industry and several domain experts participated.

The deliberations kicked off with the PM's message, which was read out by Mr Kenichi Ayukawa, President, SIAM and MD & CEO, Maruti Suzuki India.

Mr Ayukawa said the Prime Minister acknowledged the automobile Industry's major role in manufacturing, exports, employment and ease-of-living for people. The PM, he said, "has motivated us to work together towards, new-age technology, world-class manufacturing, and next-generation infrastructure, to achieve, sustainable and productive growth, with quality and safety, and protect our environment, resources and raw materials."



"The industry and all stakeholders should look at establishing scrappage facilities across the country that would provide as a source of raw material for the industry itself."

Mr Nitin Gadkari

Union Minister of Road Transport & Highways

To bring back industry on growth trajectory, Mr Ayukawa said focused efforts are to be made. He said, "SIAM and ACMA have together worked out a localisation roadmap with a target of about 15-20 per cent further localisation in the next two to five years. He also thanked the Government for announcing the vehicle scrappage policy and the new PLI scheme.

Thereafter began the first plenary session with the theme: 'Enablers for Sustainable Growth of Auto Industry in India'. Union Minister of Heavy Industries, Dr Mahendra Nath Pandey, was the Guest of Honour at the session.

Recognising the contribution of the automobile industry to the economy, Dr Pandey said the ministry was working consistently for the growth of automotive sector. He acknowledged that increased localisation supported by the PLI initiatives of the Government would make the industry more robust.

Speaking at the session, Mr TV Narendran, President, CII & MD, Tata Steel, said, "India can still become 5 trillion dollar economy by 2025-26 if it is provided with the right kind of policy support." For Atmanirbhar Bharat to be successful, he said, it was important that the manufacturing sector is strong, and for that, the Indian auto sector plays a pivotal role.



"Increased localisation supported by the PLI initiatives of the Government would make the industry more robust."

Dr Mahendra Nath Pandey

Union Minister of Heavy Industries

In his special address, Mr Amitabh Kant, CEO, NITI Aayog, said, "The future direction for the industry is towards shared, connected and electric mobility. There are four prominent growth drivers that we should focus on. Firstly, we should expand investment in R&D. Then, we should focus more on innovation in small format mobility segment, establish massive charging infrastructure across the country and provide export impetus to the industry. EV is definitely integral in every OEM's plans."



"We are very optimistic about the Indian auto industry. All segments will grow in the coming times."

Mr Arun Goel

Secretary, Department of Heavy Industry

Delivering a vote of thanks, Mr Vipin Sondhi, Vice-President, SIAM and MD, Ashok Leyland, said the Ministry of Heavy Industries has done a remarkable job in creating world-class testing and R&D infrastructure in all the auto hubs of the country. "Our mission is to take advantage of localisation, PLI scheme and EV charging infrastructure," he said.

The second plenary session, themed 'Outlook of Indian Auto Industry and Its Role in India's Economic Growth', saw the presence of Mr Tarun Bajaj, Revenue Secretary in the Ministry of Finance. It highlighted that the industry required a conducive environment and clear regulatory and policy support to script a faster recovery in the short term and stronger growth in the long term.

Sharing his vision, Mr Bajaj said that India's auto industry's contribution to GDP and GVA is immense and so is its contribution towards creating job opportunities for people. He urged SIAM to do a deeper study on the specific impact of taxation on affordability and recommend measures on how the Government could work with all stakeholders for the growth of this industry.



"India's auto industry's contribution to GDP and GVA is immense and so is its contribution towards creating job opportunities for people."

Mr Tarun Bajaj

Revenue Secretary



"It is necessary to shift towards fuel options available in the country such as focusing upon blending of fuels."

Mr Tarun Kapoor

Secretary, Department of Heavy Industry

Sharing his views, Mr RC Bhargava, Chairman, Maruti Suzuki India, said, "The people in this country have great aspiration for vehicles. The industry has been witnessing comparatively slower growth in last 18 months. The Government and the industry need to take necessary action collectively to revive the sector."

Mr Bhargava further said, "If we follow all the European standards then the vehicle cost may rise. Our focus should be on how to make the vehicles affordable to the masses. If the affordability factor is addressed, then the Indian auto industry can certainly recover in the short term."



"The future direction for the industry is towards shared, connected and electric mobility."

Mr Amitabh Kant

CEO, NITI Aayog

Mr Venu Srinivasan, Chairman, TVS Motor Company, said, "We are also facing a crisis of existence as the world witnessing severe climate change impact. Therefore, India needs to be on the cutting edge of zero carbon emissions. We have to go beyond electrification, move towards circular economy and look at the lifecycle and carbon emissions of future products."

The third plenary session was graced by Mr Arun Goel, Secretary, Department of Heavy Industry and Mr Tarun Kapoor, Secretary in the Ministry of Petroleum & Natural Gas. The topic of the session was: 'Crystal Ball Gazing – Future of Mobility in India'

"Electric vehicle is the way ahead for the country to address issues of climate change and crude import."

Dr VK Saraswat

Member, NITI Aayog





"SIAM and ACMA have together worked out a localisation roadmap with a target of about 15-20 per cent further localisation in the next two to five years"

Mr Kenichi Ayukawa

President, SIAM

In his address, Mr Goel, said, "We are very optimistic about the Indian auto industry. All segments will grow in the coming times. The personal mobility segment will have the potential to grow by 30 pc and the freight segment will grow by 50 pc over the next decade." The industry, however, will have to improve on two accounts – industrial skills and technical skills, he added.

Petroleum Secretary Mr Kapoor said in order to address economic and environmental challenges with regards to petroleum products, it is necessary to shift towards fuel options available in the country such as focusing upon blending of fuels.

"For Atmanirbhar Bharat to be successful, it is important that the manufacturing sector is strong, and for that, the Indian auto sector plays a pivotal role."

Mr TV Narendran

President, CII



In his opening remarks, Mr Vikram Kirloskar, Chairman, SIAM Passenger Vehicle CEOs Council & Vice Chairman, Toyota Kirloskar Motor, said the direction provided by the Prime minister in his Independence Day speech was visionary "as it provides a pathway of choosing a diverse energy mix that leverages our unique strengths and best exploits India's potential." He said to enable the auto industry to realise the national goals, it is necessary to have a consistent long-term policy roadmap that is based on socially relevant objectives such as energy security, import reduction, job creation and carbon mitigation etc.



"There are several factors that are creating truly a paradigm shift in the industry, which includes the adoption of alternative fuels."

Mr Deepak Jain

President, ACMA



"Our mission is to take advantage of localisation, PLI scheme and EV charging infrastructure."

Mr Vipin Sondhi

Vice-President, SIAM

Mr Shingo Konomoto, Chairman, President & CEO, Nomura Research Institute, Japan, said in India the future of mobility will be developed around the themes of clean, connected, safe and inclusive and it will be further driven by 'connected' as vehicles and infrastructure will communicate with each other.

Dr Ali Izadi, APAC Research Head, BloombergNEF, South Korea, focused upon electrification of mobility and opportunities in India and the world.

Mr Gurpratap Boparai, MD, Skoda Auto Volkswagen India, concluded the session with a note that all stakeholders should support the overall directions suggested by the Government.

Union Minister of Road Transport & Highways, Mr Nitin Gadkari, was the Chief Guest at the fourth and the last plenary session, titled 'Technological Advancements in the World'. In his address, Mr Gadkari emphasised on the need for adopting ethanol in a big way in the country and was open to look at hydrogen-based mobility in the future.



"If we follow all the European standards then the vehicle cost may rise. Our focus should be on how to make the vehicles affordable to the masses."

Mr RC Bhargava

Chairman, Maruti Suzuki India

He was also of the view that the industry and all stakeholders should look at establishing scrappage facilities across the country that would provide as a source of raw material for the industry itself.

In his opening remarks, Mr Vinod Aggarwal, Treasurer, SIAM & MD and CEO, VE Commercial Vehicles, said, "Vehicles today are increasingly becoming large smart devices with advanced technologies and better fuel efficiency, making mobility more safe, comfortable and efficient." The industry, he said, "has come forward and we are also committed to launch some flex fuel vehicles."

Sharing the component industry's perspective, Mr Deepak Jain, President, ACMA and CMD, Lumax Group, highlighted several factors that are creating truly a paradigm shift in the industry, which includes the adoption of alternative fuels such as ethanol and hydrogen; changes in drivetrain; more safety features in vehicles; usage of eco-friendly material in manufacturing and recycling; and the adoption of smart technology to boost manufacturing.

"We have to go beyond electrification, move towards circular economy and look at the lifecycle and carbon emissions of future products."

Mr Venu Srinivasan

Chairman, TVS Motor Company



In his lead presentation, Dr VK Saraswat, Member, NITI Aayog, elaborated on the emerging trends in mobility. He emphasised that electric vehicle is the way ahead for the country to address issues of climate change and crude import.

Dr Plinio Nastari, President, DATAGRO, Brazil, made a presentation on ethanol wherein he mentioned that ethanol is an integrated and modern solution for sustainable mobility.



"All stakeholders should support the overall directions suggested by the Government."

Mr Gurpratap Boparai

MD, Skoda Auto Volkswagen India

Dr Daryl Wilson, Executive Director, Hydrogen Council, Canada, in his presentation, shared that hydrogen has become an important component in the mobility world with 500 billion worth of new projects announced in the last 24 months.



"To enable the auto industry to realise the national goals, it is necessary to have a consistent long-term policy roadmap that is based on socially relevant objectives."

Mr Vikram Kirloskar

Vice-Chairman, Toyota Kirloskar Motor

In his concluding remarks, Mr Girish Wagh Chairman, SIAM Commercial Vehicle CEOs Council & Executive Director, Tata Motors, thanked the dignitaries for their insightful discussions around alternative fuel and the Government's push to circular economy.

"Vehicles today are increasingly becoming large smart devices with advanced technologies and better fuel efficiency."

Mr Vinod Aggarwal

CEO, VE Commercial Vehicles



He agreed that sustained supply of ethanol will make it a formidable alternative fuel, by converting it into hydrogen form. "Ethanol would play a significant role in India as the country has a large farming community and a sustained supply will be able to supplement fossil fuel," he concluded.



"Ethanol would play a significant role in India as the country has a large farming community and a sustained supply will be able to supplement fossil fuel."

Mr Girish Wagh

ED, Tata Motors



ACMA 61st Annual Session focuses on Resolve to survive, recover and explore new growth opportunities

Volatility a new normal, says the ACMA-PwC Study



THE Automotive Component Manufacturers Association of India (ACMA) on August 26 hosted its 61st Annual Session on the theme 'Living with Volatility - Survival, Revival & Growth'.

The session was centred on the automotive industry's resolve to survive, recover, and explore new growth opportunities amid the most challenging humanitarian and business crisis due to the pandemic.

It brought spotlight on the way the automotive value chain has collaborated to display remarkable resilience and ensure business continuity.

Organised on a virtual platform, the session witnessed participation of over 4,000 delegates from the Government, ministries, OEMs, industry bodies and think-tanks.

It was graced by **Dr. Mahendra Nath Pandey**, Union Minister for Heavy Industries, and **Mr. Amitabh Kant**, CEO, NITI Aayog, and other eminent dignitaries who shared their views on harnessing newer opportunities for the auto component sector to evolve in prevailing times.

In addition to the insightful sessions, ACMA in partnership with PwC, released a study on "Best practices in Living with Volatility: Survival, Revival and Growth" to understand how the automotive industry is learning to thrive under ever-changing business environment. The study stressed on the need to become more agile, flexible and customer-focused to succeed in the new normal. According to the study, the key element for the survival of the auto component industry is to become financially prudent and efficiently manage the risks. The revival, it said, needs investment towards digital transformation, leadership development, enhanced capabilities, agility in supply chain and stabilising manufacturing as per demand.

Dr. Mahendra Nath Pandey
Union Minister for Heavy Industries,

"A more concerted effort towards skilling and localisation can help the industry to navigate through the tough times and address many problems."



The growth in the industry is expected to come on the back the CASE disruption, new markets for exports and aftermarkets, focus on innovation and evaluating trade-offs to arrive at future product categories. Over the next decade, the industry is likely to maintain a healthy growth trajectory but may face high- volatility.

Addressing the session, Dr. Pandey said, "The last two years have been difficult for the industry due to the global pandemic and therefore we must take stock of the challenges and prepare for the future. A more concerted effort towards skilling and localisation can help the industry to navigate through the tough times and address many problems." The industry, he added, needs to transition to next generation of mobility to stay relevant and focus on localisation and technology development.

Mr. Deepak Jain

President, ACMA

"We are now witnessing a gradual resurgence of demand for vehicles, and I am hopeful that we will be able to ensure business continuity and return to pre-COVID levels of performance, sooner rather than later."



Mr. Kant said "We are coming out of the crisis of COVID-19 but will soon be confronted by the crisis of climate change. These challenges can be tackled by going digital, lean, and green. The transition of automobiles towards electric mobility is inevitable and the auto industry should strive to make India a global leader in electric mobility."

The right approach, according to him, would be to de-risk supply chains by boosting localisation and reducing import dependency. "For India to be a manufacturing nation, the auto and the auto component sector will have to play a defining role," said Mr Kant. Government initiatives of the Production Linked Incentive scheme and the Scrappage policy will help in this endeavor, he said. "Technology disruptions are creating opportunities that must be harnessed by the industry," concluded Mr Kant.

Commenting on the 61st Annual Session, **Mr. Deepak Jain**, President, ACMA, said, "The last two years have been extremely challenging for the industry with two lockdowns in the wake of the pandemic that threatened to derail our economy and industry."

The year 2020-21 witnessed the second successive year of contraction in vehicle sales in India and overall vehicle sales fell by over 13.6 pc. The component industry also witnessed de-growth of 3 pc. With the second wave of pandemic, the revival of our industry has again been put to test."

However, he said, despite several challenges the industry has displayed remarkable resilience with collaborative spirit. "We are now witnessing a gradual resurgence of demand for vehicles, and I am hopeful that we will be able to ensure business continuity and return to pre-COVID levels of performance, sooner rather than later," said Mr Jain.

Mr. Amitabh Kant

CEO, NITI Aayog

"The transition of automobiles towards electric mobility is inevitable and the auto industry should strive to make India a global leader in electric mobility."



The Special Plenary Session was addressed by Mr Ashwani Gupta COO, Nissan Motor Corporation and Mr RC Bhargava Chairman, Maruti Suzuki India.

The theme session on Living with Volatility - Survival, Revival & Growth witnessed presentation by Mr. Kavan Mukhtyar Partner and Leader – Automotive, PwC and a keynote by Dr. Pawan Goenka Chairman, SCALE Committee and Former MD & CEO Mahindra and Mahindra.

The Annual Session also had a panel discussion with eminent industry leaders Mr Vipin Sondhi Vice-President, SIAM and MD & CEO, Ashok Leyland, Mr Hemant Sikka, President, Farm & Equipment Sector, Mahindra & Mahindra, Mr Sunil Kakkar Chairperson, SIAM, along with many other dignitaries.

The session culminated with an address by Mr. Arun Goel, Secretary in the Ministry of Heavy Industries.



Sunjay J Kapur is ACMA President



Mr. Sunjay J Kapur,
Chairman, Sona Comstar,
President ACMA



Ms. Shradha Suri
CMD, Subros, Vice-President ACMA

The Automotive Component Manufacturers Association of India (ACMA) on August 27 announced the appointment of Mr. Sunjay J Kapur, Chairman, Sona Comstar, as President and Ms. Shradha Suri Marwah, CMD, Subros, as the Vice-President of ACMA for the 2021-22 session.

Announcing the appointments, Mr Vinnie Mehta, Director General, ACMA, said, Mr. Kapur, being an industry expert and one of the leading auto components manufacturers, comes with a deep understanding of the auto industry particularly components segment. We are sure that his rich experience and expertise in the field will help us in taking the industry's agenda forward.

Accepting the responsibility, Mr. Kapur, said, "The times ahead are challenging yet exciting as the industry is witnessing a transition to next generation of mobility. It is indeed an imperative for ACMA to drive change through entire component manufacturing ecosystem and help members to stay relevant with increased focus on localisation and indigenous technology development."



Mr Vinnie Mehta,
Director General, ACMA,

ACMA Executive Committee 2021-22

The following is the full list of the ACMA Executive Committee for the year 2021-2022:

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Pvt. Ltd., Jamshedpur

WESTERN REGION

Mr. Arvind Goel,
MD & CEO,
Tata AutoCompSystems Ltd, Pune

August sales see Y-o-Y growth

Electronic component shortage impacts volumes

CAR sales witnessed an increase of 11 per cent Y-o-Y in the month of August though there was a decline of 11 per cent M-o-M over sales in July 2021

The healthy sales numbers are being attributed to a host of factors, including the upcoming festive season, improved market conditions, variety of new launches and rising demand from the rural sector.

Maruti Suzuki India Limited reported total sales, including domestic, exports, and sales to other OEMs, of 1,30,699 units during August compared to 1,24,624 units in the corresponding month last year, marking an increase of five per cent year-on-year.

The country's largest carmaker stated that its sales volume last month was affected due to electronic components shortage. In a statement, MSIL said that vehicle production could face an adverse impact in September in Haryana and its contract manufacturing company, Suzuki Motor Gujarat Private Limited, in Gujarat. It estimates that the total vehicle production volume across both locations could be around 40 per cent of the normal production.

The number-two player, Hyundai Motors India, witnessed a 2.3 per cent Y-o-Y growth at 46,866 units, up from 45,809 units sold in August 2020. The company's M-o-M sales, however, dipped 2.4 per cent over 48,042 units sold in July 2021.

Tata Motors' sales, which had stood at 18,583 units in August last year, increased to 28,017 units in the past month. The company's bestsellers included *Nexon*, *Altroz* and *Tiago*. On M-o-M basis, the company suffered de-growth of 7.2 per cent over 30,184 units sold in July 2021. Media reports said that Tata Motors plans to cut down production in September in view of shortage in the availability of semi-conductors.



Kia India clocked 16,750 unit sales for August, a 54.3 per cent Y-o-Y increase over 10,853 units sold in August 2020. On M-o-M basis also, the company reported a growth of 11.5 per cent. *Seltos* was the company's highest-selling model with 8,619 units sold followed by *Sonet* and *Carnival* with sales of 7,752 and 379 units respectively.

Mahindra & Mahindra reported growth of 17.7 per cent on Y-o-Y basis to 15,786 units while its M-o-M sales dipped 24.1 per cent. The company also saw a rise in its market share from 5.7 per cent to 6.1 per cent Y-o-Y.

Honda sales increased significantly by 48.6 per cent Y-o-Y to 11,177 units sold in August 2021 up from 7,509 units sold in August 2020. M-o-M sales increase stood at 84.6 per cent over 6,005 units sold in July 2020. The top performers for the Japanese brand were the new *Amaze* and *City* sedan along with *Jazz* and *WRV*.

MG Motor and Nissan posted Y-o-Y growth while their sales dipped on M-o-M basis. Volkswagen and Jeep India sales also increased Y-o-Y while Ford's dipped 68.1 per cent Y-o-Y to 1,508 units in August.

FADA hosts third Auto Retail Conclave

'Thriving Through Disruption'



THE Federation of Automobile Dealers Associations (FADA) hosted the third edition of its Auto Retail Conclave on August 24 with the theme, 'Thriving Through Disruption'.

Participants at the conclave included Indian and global auto-making companies, industry stalwarts and FADA members from across the nation.

The Union Minister of Heavy Industries, Dr Mahendra Nath Pandey, inaugurated the conclave as the Chief Guest along with Mr. Amitabh Kant, CEO, NITI Aayog, as Guest of Honour. Also present on the occasion were Mr. Kenichi Ayukawa, President, SIAM, and Mr. Sunjay Kapur, incoming-President ACMA.

Speaking on the occasion, Dr. Pandey acknowledged the significant contribution made by the dealers' community to the auto industry and the economy and said it should play a vital role in making India a manufacturing hub under the visionary leadership of Prime Minister Mr. Narendra Modi.

He urged the industry to continue making efforts to

make India an atmanirbhar manufacturing hub not only for India but globally and to contribute to the success of the Government's Automotive Mission Plan 2026.

FADA President, Mr. Vinkesh Gulati, said, "The COVID-19 pandemic has had a marked impact on automobile dealers. Many dealerships are family-owned small, mid-sized businesses and partnership firms. The resilient industry has survived the pandemic by managing finances prudently and restructuring the overall dealer business."

However, he said the pandemic and the exit of several prominent auto OEMs has hurt the dealers extensively. "While the Government has done a lot to promote the viability of the sector, we request it to consider protecting the auto dealers' rights who have been impacted by the unexpected exit of MNCs with whom they had signed up as long-term partners. Giving industry status will create a sense of equilibrium in this industry", he said.

Tata Motor's new SUV is *Punch* set to be launched this festive season



FOLLOWING a grand unveil at the Auto Expo 2020 as the *H2X Concept*, Tata Motors is gearing up to launch the newest addition to its SUV lineup. The company has christened its new SUV as *Punch* and it is set for national launch this festive season, said a press release.

Built on ALFA-ARC (Agile Light Flexible Advanced Architecture) and developed under Impact 2.0 design language, the SUV was officially unveiled on August 23.

Designed for the next generation users, Tata *Punch* is a no-compromise SUV, offering an exciting mix of tough utility with sporting dynamics and epitomises what a characterful SUV should be, said the release. It is bold, young, modern yet robust, compact yet practical, tough yet playful and exudes true expression of confidence and individuality, it said further.

The new SUV, said the release, packs in a punch by providing ample cabin space, great drivability, segment leading safety and power packed performance of a true SUV. Combined with its versatility to go anywhere, the high seating position and a dynamic SUV design makes it a desirable choice for all SUV lovers, added the release.

Unveiling the SUV, Mr. Shailesh Chandra - President, Passenger Vehicle Business Unit, Tata Motors, said: "Tata *Punch*, as the name suggest is an energetic vehicle with a capability to go anywhere. Light on its feet and strong in its caliber, this is a vehicle which truly punches above its weight. With the perfect combination of stunning design, technology and driving dynamics, the *Punch* will come equipped with superlative features and an architecture that has proven its versatility in all forms."

Tata's second EV offering for personal segment: *Tigor EV*

TATA Motors on August 31 launched its second EV offering for the personal segment - the all-new *Tigor EV*. The company had unveiled the EV avatar of *Tigor* in the signature Teal Blue colour, on August 18.

Tigor EV makes its debut following the stupendous success of *Tata Nexon EV*, which today commands nearly 70-pc share in the market, according to a company press release.

Following the footstep of its ICE sibling, *Tigor EV* has also been lauded by GNCAP with a 4 star rating for adult and child occupant protection. The new EV features Tata Motors' proprietary high voltage EV architecture, Ziptron, and is built on the three strong pillars of Technology, Comfort, and Safety, said the release.

Mr. Shailesh Chandra, President, PVBU, Tata Motors, said, "The *Tigor EV* is a perfect option for all aspiring sedan buyers who are looking to own a vehicle that is technologically advanced, comfortable and high on safety standards, while also being an environmental-friendly commute, making it an irresistible choice for the buyers."



Mr. Shailesh Chandra, President, PVBU, Tata Motors at the launch of *Tigor EV*

Providing an optimal range, the new *Tigor EV* has an extended ARAI-certified range of 306 km making it more desirable for personal commute. Armed with stunning design, class leading safety coupled with comfort and thrilling performance, *Tigor EV* delivers a peak power output of 55 kW and a peak torque of 170 Nm and is powered by a 26-kWh liquid-cooled, high energy density battery pack and an IP 67 rated battery pack and motor to make it weather and worry-proof.

The release said *Tigor EV* is being offered in three variants: *XE*, *XM*, *XZ+* which come with an eight-year and 1,60,000 km battery and motor warranty.

The car is compatible with globally acceptable CCS2 charging protocol and can be fast-charged as well as slow-charged from any 15 A plug point.

Tata Motors drives in *Tiago NRG*



Mr. Rajan Amba, V-P, Sales,
Marketing & Customer Care,
PVBU, Tata Motors

TATA Motors on August 4 launched the all-new *Tiago NRG*, adding yet another exciting product to its wide range of portfolio.

According to a press release, the *Tiago NRG* is not only enhanced aesthetically with an SUV-inspired design giving it a muscular look but is also tuned further with a higher ground clearance to give a tough road performance for the go-getters.

With 4-star safety rating by GNCAP, the vehicle has been launched in four attractive colours – Foresta Green, Fire Red, Snow White and Cloudy Grey.

Commenting on *NRG*'s distinctive design and capabilities, Mr. Rajan Amba, Vice-President, Sales, Marketing & Customer Care, PVBU, Tata Motors, said, "We are excited to bring to you this awesome version of our much-loved hatchback, the Tata *Tiago*. Truly energetic just like its name, the *NRG* fits well with the growing trend of bringing to market more SUV-like vehicles."

Tata *Harrier* and *Safari* come in *XTA* + variants



TATA Motors on August 10 launched the *XTA* + variants of its flagship SUVs *Harrier* and *Safari*.

The new variants will come with six-speed automatic transmission and a panoramic sunroof, said a press release.

Mr. Vivek Srivatsa, Head - Marketing, Passenger Vehicle Business Unit, Tata Motors, said, "We are ecstatic at the response received by the *Harrier* and the *Safari*. The sheer love of our customers has helped us attain the pole position in the high SUV segment. Keeping our customer's requirement as the top most priority and in line with our New Forever philosophy of continuously updating our portfolio with new products and features, we are delighted to introduce the latest variants."

Powered by the Kryotec 2.0 diesel engine, the new *XTA*+ variants come equipped with a host of other features.

Mahindra launches *XUV700*

Marks the 'beginning of a new era'

MAHINDRA & Mahindra on August 14 took the wraps off its all-new *XUV700*. Fittingly launched just hours ahead of the country's 75th Independence Day, the *XUV700* represents India's rise as a confident, bold, global powerhouse that is set to take a leadership role on the world stage, said a press release.

The *XUV700* comes with unmissable crafted looks, pleasing interiors and exceptional ride comfort, it said further. Bookings for the vehicle will begin before the festive season.



Dr. Anish Shah, MD & CEO and Mr Rajesh Jejurikar,
Executive Director, Auto & Farm Sectors, M&M Ltd

The *XUV700* will come in variants that include diesel and gasoline, manual and automatic options and with 5 and 7-Seater capacity. It will also be available in an optional All-Wheel-Drive (AWD) spec, added the release.

Dr. Anish Shah, MD & CEO, M&M Ltd, said, "It is sheer passion that drives our people to create advanced, adventure-ready vehicles, with an unmissable presence. We are ready to lead the core SUV segment with nine new exciting SUVs planned for launch by 2026. And our most ambitious addition, the *XUV700*, is throbbing and pulsating with technology, power and intelligence to let people explore the impossible."

Mr Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd, said, "Every once in a while, an automobile comes to change the future course of its manufacturer and in the process, it transforms the segment itself. The *XUV700* marks the beginning of a whole new Mahindra and a new era and for the SUV segment in India. We have raised the bar on best-in-class features, technology and design. Our customers are in for a longstanding treat with the innovative new *XUV700*."



Alexa AI-integrated

MAHINDRA *XUV700* has become the country's first vehicle to offer integrated Alexa AI.

By simply asking Alexa, *XUV700* customers can control vehicle functions including windows and cabin temperature, play music, listen to audiobooks, get directions, check traffic, manage their smart home, find parking, and more, said a press release.

"Today marks an important milestone as we expand access to Alexa AI in vehicles in India, and we're thrilled that it's in collaboration with an automaker as innovative and iconic as Mahindra" said Mr Christian Mentz, Head of Alexa Automotive International.

Mr Veejay Nakra, CEO, Automotive Division, M&M Ltd, said, "We are confident that this seamless integration will further enhance the ownership experience of our connected and tech-savvy customers of today."



Mahindra unveils new visual identity

Crafted exclusively for SUV portfolio

MAHINDRA & Mahindra on August 9 unveiled its new visual identity, including a brand-new logo that will differentiate its SUV portfolio.

The new visual identity is in tune with the company's focus to be makers of sophisticated and authentic SUVs, said a press release. It will be communicated through a digital and television campaign.

Acclaimed actor Naseeruddin Shah and celebrated music composers Ehsaan-Loy have breathed life into this campaign, by lending their powerful voice and soul-stirring music to the brand film, said the release.

The complete brand identity was designed by the Mahindra Design Team and embodies the willingness to change to suit a new world order, it added.

Mr Rajesh Jejurikar, Executive Director, Auto & Farm Sector, M&M Ltd., said, "An important facet of leading change is articulating the transformation of our brand. Our new visual identity is a manifestation of what we stand for as we build a truly differentiated and authentic SUV brand for personal exploration and adventure. This new visual identity is designed to evoke the powerful emotion of freedom."

Inspired by the brand statement 'Explore the Impossible', the new logo reflects the ambition and the ability to take new challenges, head on. The new visual identity will be seen throughout the SUV product portfolio, across 1300 customer and service touch-points and 823 cities by 2022. The 'Road Ahead' logo will be retained for the Commercial Vehicle products and the Farm Equipment Sector.

Highlighting the roadmap for the visual identity implementation, Mr.Veejay Nakra, CEO, Automotive Division, M&M Ltd, said: "It's not only a new logo but a representation of the rejuvenated spirit at Mahindra. What better platform than the new XUV700 to showcase it to the world. The visual overhaul of our identity will be carried in a phased manner across our SUV nameplates and across virtual and physical touch-points where our customers interact with us."

Mr Pratap Bose, EVP and Chief Design Officer, M&M Ltd, said, "The idea behind visual identity change is to express that liberating feeling, that you can go where you want, when you want – in complete style, control and security, taking your world with you. It brings a fresh dynamism as an exciting new era unfolds. The 2M's within the logo symbolize an expansive and exciting future which is based on a solid heritage."



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Mr Rajesh Jejurikar,
Executive Director, Auto & Farm Sector, M&M Ltd



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



Mr Pratap Bose,
EVP and Chief Design Officer, M&M Ltd

Honda launches new *Amaze*

For 'one-class-above-sedan experience'

HONDA Cars India on August 18 launched new *Amaze* with enhanced looks, premium exteriors styling and plush interiors.

The 'Shaandar' new *Amaze* embodies the spirit of living life with pride and represents a whole new attitude and fresh confidence, said a press release issued by the carmaker.

The premium family sedan is available in manual as well as CVT transmission in both petrol and diesel engines. A new colour, Meteoroid Grey Metallic, has been added in the range.



Mr Rajesh Goel, Senior V-P, Director, Sales & Marketing and Mr Gaku Nakanishi, President & CEO Honda Cars India Ltd

Mr Gaku Nakanishi, President & CEO, Honda Cars India Ltd, said, "The new *Amaze* with its enhanced looks and styling is aimed to delight our customers offering them a one-class-above-sedan experience."

The new *Amaze's* exterior changes include sleek solid wing face front grille with fine chrome moulding lines, modern and stylish advanced LED projector headlamps with integrated signature LED DRLs, advanced LED front fog lamps with sleek chrome garnish and a redesigned front bumper lower grille for wider appearance.

The new and distinct premium C-Shaped LED rear combination lamps with unique signature red luminescence and redesigned rear bumper with premium chrome garnish and reflectors give a stunning appearance to the rear of the new *Amaze*, said the release.



Mr Gaurav Gupta, Chief Commercial Officer, MG Motor India

On second anniversary, MG Hector gets *Shine*

TO mark the second anniversary of *Hector*, MG Motor India on August 12 added another variant to its line-up, MG *Hector Shine*.

Available in Petrol MT, Diesel MT, and Petrol CVT, the *Hector Shine* starts at ₹14.51 lakh (ex-showroom, New Delhi).

The new trim, said a press release, has an all-new electric sunroof, 17-inch alloy wheels and a 26.4cm HD touchscreen AVN System with Apple CarPlay and Android Auto. Additionally, Shine CVT is equipped

with an electric parking brake, push-button start/stop and smart entry, chrome door handles and telescopic steering.

Commenting on the new trim, Mr Gaurav Gupta, Chief Commercial Officer, MG Motor India, said, "*Hector's* second anniversary in India is a perfect occasion to further strengthen its portfolio. The addition of the *Shine* variant braces Hector family range which now comprises five variants and gives customers the power of choice."

MG launches seven-seat version of *Gloster Savvy*



Mr Gaurav Gupta, Chief Commercial Officer, MG Motor India at the launch of MG Gloster Savvy 7-Seater



MG Motor India on August 9 launched a new seven-seat version of *Gloster Savvy*. An addition to the range of India's first autonomous premium SUV, the new version will provide customers with the power to choose from a broader range of MG's top-end SUVs, said a press release by the carmaker.

Priced at ₹37.28 lakh (ex-showroom, New Delhi), the new *Gloster Savvy* comes in a seven-seat (2+3+2) configuration. It features multiple driving modes enabled with the Advanced Driver Assistance System (ADAS) and a BorgWarner Transfer case aiding its off-roading abilities.

It also has i-SMART technology, 64-colour ambient lighting, three-zone climate control, a panoramic sunroof, driver seat massager, and several other exclusive features, the release said further.

Under the hood, the new *Gloster Savvy*, like its six-seat counterpart, features a 2.0 Twin Turbo Diesel Engine generating 200 PS power and 480 Nm of peak torque. The premium SUV also comes with MY MG Shield ownership package, added the release.

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GLE 63 S 4MATIC+ Coupé

Mercedes' most powerful GLE in India



LUXURY carmaker Mercedes-Benz continued its product offensive in the Indian market with the launch of *AMG GLE 63 S 4MATIC+ Coupé*.

A stylish and electrified coupé with exceptional agility and driving dynamics, the all-wheel drive *AMG GLE 63 S 4MATIC+ Coupé* moulds numerous vehicle personalities into one model, making it an equally practical everyday drive vehicle, said a press release.

This is the 12th AMG model available for AMG enthusiasts in the country.

Mr Martin Schwenk, MD & CEO, Mercedes-Benz India, commented: “AMG portfolio remains the fastest growing segment for us and the launch of the *AMG GLE 63 S 4MATIC+ Coupé* reinforces our strong presence in the luxury performance segment.”

According to the press release, the *AMG GLE 63 S 4MATIC+ Coupé*'s twin-turbo 4.0-liter V8 produces 612 horsepower at 6500 rpm, and 850 Nm of torque at 2500-4500 rpm. The SUV Coupé is extremely agile as it sprints from 0-100 in 3.8 seconds, it said.

The *AMG GLE 63 S 4MATIC+ Coupé*'s 4.0-liter engine is also the first-ever AMG V8 to feature the 48-volt EQ Boost hybrid system. The 4.0-litre V8 biturbo engine is fitted with an integrated EQ Boost starter-alternator.

The design, according to the release, has some radical peculiarities – the front apron, in a dynamic jet-wing design, is painted the same colour as the vehicle and features black air intakes. Imposing power domes in the bonnet and the front splitter, decked out in silver chrome, emphasise the sharper coupé design. The model is shod with 22-inch light-alloy wheels with AMG lettering as standard.

Alongside traction and lateral dynamics, the all-wheel drive also improves the longitudinal dynamics for even more powerful acceleration, added the release.



Mr Martin Schwenk, MD & CEO,
Mercedes-Benz India

Volvo launches India's first 13.5m 4x2 coach



VOLVO Buses India, a part of VE Commercial Vehicles (VECV), has become the first manufacturer to launch a 13.5-metre 4x2 coach in the country.

According to a press release, the rear-engine bus has been developed on the modular *Volvo 9400* platform that also includes the 12-metre 4x2 and 14.5-metre 6x2 configurations.

It said the coach maintains industry-leading safety, fuel economy, performance, and passenger comfort that bus operators and passengers have come to expect in Volvo buses, said the release.

The coach offers up to 10 per cent extra seating and over 20 pc additional sleeper berth capacity with almost 25 pc increase in passenger luggage space, added the release.

Mr Vinod Aggarwal, MD & CEO, VECV, said, "The goal of forming our bus division, by integrating Volvo Buses India into VECV is to transform public transport. I am happy to highlight this development as the first fruit from our synergised way of working".

Volvo acquires heavy-duty truck-maker JMC in China

VOLVO Trucks has acquired JMC Heavy Duty Vehicle Co, a subsidiary of Jiangling Motors Co, which includes a manufacturing site in Taiyuan in Shanxi province of China.

The objective is to start production of the new heavy-duty Volvo *FH*, Volvo *FM* and Volvo *FMX* trucks in Taiyuan for customers in China from the end of 2022, said a press release.

It further said the operations in Taiyuan will include stamping, welding, manufacturing of cabs, painting and the final assembly of Volvo trucks. After investment, within a few years, the plant will have the capacity to produce 15,000 Volvo trucks per year with the potential to increase the capacity further, added the release.

Volvo Trucks has been active in the Chinese market

since 1934. During the last couple of years, the strong growth of logistics services, has led to a surge in the sales of Volvo trucks in the country, according to the release.

"We are committed to shaping the future of sustainable transport solutions. With our long-standing presence in China, we are growing our sales, and we are expanding our strong network of sales and service points together with our private dealer partners. Over the last couple of years, we have seen a fast development of the logistics markets and an increasing demand for our premium trucks and services. To meet the demand from Chinese transport operators, the time is right for us to establish a regional value chain with our own heavy-duty truck manufacturing in China," said Mr Roger Alm, President Volvo Trucks.



Mahindra Milestone 75 used car stores across country in a single day

MAHINDRA First Choice Wheels Ltd (MFCWL), the country's leading multi-brand pre-owned cars retailer, launched 75 new state-of-the-art franchise stores across India in a single day.

The stores have been added across 19 states – Kerala, Karnataka, Jammu & Kashmir, Delhi, Uttar Pradesh, Chattisgarh, Uttarakhand, Rajasthan, Haryana, Punjab, Madhya Pradesh, Maharashtra, Bihar, Gujarat, West Bengal, Jharkhand, Assam, Tamil Nadu and Andhra Pradesh.

With the addition of these stores MFCWL has now a strong network of 1100+ stores pan India.



Mr Ashutosh Pandey, CEO & MD,
Mahindra First Choice Wheels Ltd

"It is our mission to make car ownership easy and accessible to customers across the country. The launch of 75 stores is an important event for us, especially since it signals the huge interest in used cars amongst customers despite the pandemic," said Mr Ashutosh Pandey, CEO & MD, Mahindra First Choice Wheels Ltd.

KTM celebrates India decade with rewards



PREMIUM motorcycle brand KTM is celebrating 10 years of its successful operations in India.

To commemorate the occasion, KTM has announced multiple benefits for all new KTM and *Husqvarna* bookings. Some of the rewards on offer are: free three years extended warranty in addition to the standard two years, free one-year roadside assistance and 50 per cent discount on KTM Pro-Experiences.

According to a press release, over the past decade KTM has consistently built aspiration among the performance-seeking young biking enthusiasts with motorcycles that are at the heart of it – "Ready to Race". This philosophy has enabled KTM to build and grow the premium motorcycling segment by staying ahead of the curve in terms of performance, technology, design, features, and experience, it added.

The KTM range in India has expanded from two products back in 2012 to 11 products now.

VW Taigun's production begins, pre-bookings open

VOLKSWAGEN Passenger Cars India has announced the start of production and pre-bookings open for its upcoming SUVW *Taigun*.

Built on the MQB A0 IN platform, the first *Taigun* was rolled out from the company's Chakan plant in Pune. With deliveries beginning in September, customers can pre-book *Taigun* across Volkswagen online and offline retail platforms.

The first product from Volkswagen under the India 2.0 project, *Taigun* will retain the brand's DNA of superior build quality, safety and a fun-to-drive experience, said a press release.

The bold, dynamic and German engineered SUVW

exudes character and confidence. It boasts of a charismatic design language, with striking exteriors, premium interiors, digital cockpit and modern and convenient infotainment systems. *Taigun* is spacious and keeps the occupants and those outside the vehicle safe and secure, said the release.

Mr. Gurpratap Boparai, Managing Director, Skoda Auto Volkswagen India, said, "Today, we embark on a journey that marks a significant milestone for Volkswagen, with the start of production of the *Taigun*. A thoroughbred Volkswagen, the *Taigun* retains the German engineering prowess, while achieving a localization level of up to 95 per cent."



Mr. Gurpratap Boparai, MD, SAVWIPL and Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India



Hero achieves Guinness title for largest motorcycle logo

HERO MotoCorp has been recognised by the Guinness World Records for creating the 'largest motorcycle logo' with its motorcycle *Splendor+*.

The record was unveiled on the completion of 10 glorious years of Hero MotoCorp's solo journey on August 9, 2021.

To achieve this world record, 1,845 Hero *Splendor+* motorcycles were uniformly placed to form the Hero logo at the company's manufacturing facility in Chittoor, Andhra Pradesh. The area spread over 1000ft x 800ft was used as the canvas to create the record, said a press release. Commenting on the occasion, Mr. Malo Le Masson, Head of Global Product Planning and Strategy,

Hero MotoCorp, said, "At the beginning of this year, Hero MotoCorp celebrated the landmark of 100 million cumulative sales since inception- a record in the heart of all the Heroes. This milestone comes in 2021 which is also the 10th anniversary year of the Hero brand logo, unveiled on 9th of August 2011 at the O2 Arena in London. So as part of our unique celebrations for the special day, we have achieved a Guinness World Records of the 'largest motorcycle logo' to demonstrate our brand stature. This is another global record set by brand Hero, and we shall not stop there. Stay tuned for more from Hero MotoCorp!"

Bajaj Dominar 250 in dual tone



BAJAJ Auto has launched a dual tone edition of *Dominar 250*. The touring bike will now come in new, exciting, and dynamic colour options of Racing Red + Matt Silver, Citrus Rush + Matt Silver and Sparkling Black + Matt Silver, said a press release.

Dominar 250 continues to come packed with an entire arsenal of features that makes it the best touring bike in its category, added the release.

Hero MotoCorp marks **10th Anniversary** with record single-day sale

HERO MotoCorp sold a record number of more than one lakh units of motorcycles and scooters in retail sales in a single day on August 9, coinciding with the 10th anniversary of the company.

This retail sale, that included the sales in domestic and global markets, is a record number of actual sales to customers in a non-festive period, said a press release.

The record number was achieved due to the retail demand for Hero MotoCorp range of products across segments – entry, deluxe and premium, including scooters, said the release.

Mr Naveen Chauhan, Head of Sales & After-Sales, Hero MotoCorp, said, "This kind of retail sales on a single day in a non-festive period is unprecedented. The completion of 10 years of our journey on August 9 is a significant milestone at Hero MotoCorp. Our customers have reiterated their faith and trust on us by celebrating the 'Hero Day' of August 9, purchasing our range of products in massive numbers, enabling us to set this record of retail sales on a single day."

After the separation from its erstwhile joint venture partner, Hero MotoCorp unveiled its new brand identity at the iconic O2 Arena in London on August 9, 2011.



Ducati launches *XDiavel Black Star* and *XDiavel Dark*



LUXURY motorcycle brand Ducati on August 12 launched its *XDiavel* range of motorcycles with two new BS6 models: *XDiavel Dark* and *XDiavel Black Star*.

XDiavel Dark is priced at ₹18 lakh while *XDiavel Black Star* will cost ₹22.60 lakh, said a press release.

According to the release, *XDiavel Black Star* shows enthusiasts the sporty side of the Ducati cruiser, with a livery and equipment inspired by the world of sports cars. The dedicated livery alternates grey and matt black with inevitable touches of red. The colour cuts are clear and intersect, echoing the X concept that characterizes the family. *Black Star* also gets a bright red coloured paint on its engine cover that evokes its sporty nature.

Both the new versions have the twin-cylinder Ducati Testastretta DVT 1262 BS-6 compliant engine. *XDiavel* is also equipped with the latest generation electronics package.

Mr. Bipul Chandra, Managing Director of Ducati India, said, "The *XDiavel* range was the result of our efforts to bring two universes together. We wanted to build a bike that offered the comfort of the cruiser and the performance of a sport-focused bike. *XDiavel* has wowed and attracted massive following all over the world and offers a wholesome riding experience in an incredibly attractive looking package. The *XDiavel* is the perfect supplement to the existing *Diavel* range yet offers a lot more 'devil' both, inside and out."



Mr. Bipul Chandra, MD, Ducati India

Omega unveils first electric 2W scooters

Zoro and *Fiare*

OMEGA Seiki Mobility on August 5 unveiled its first electric two-wheeler scooters, *Zoro* and *Fiare*. The deliveries of the new EVs will commence by the festive season, said a press release.

Zoro and *Fiare* will offer speed of 45 kmph and have a range of over 85 km in a single charge. The vehicles will be available in seven colours, the release said further.

Unveiling the electric two-wheelers, Mr. Uday Narang, Founder, Omega Seiki Mobility, said "We are excited about bringing our electric two-wheelers to further accelerate development of sustainable solutions. Climate change is a serious challenge and Omega Seiki Mobility is committed to providing solutions and the company is doing its bit in moving the world to sustainable mobility through our products."

Talking about plans for B2B, Mr. Narang added "We are creating special application and features in our electric scooters for the B2B sector. We are actively exploring partnerships with key players especially in the food delivery, pharmaceutical sector and other sectors"



Mr. Uday Narang, Founder, Omega Seiki Mobility posing with electric two-wheeler, FIARE

Mr. Deb Mukherji, Managing Director, Omega Seiki Mobility, said "One in every two-wheeler sold in India is a scooter. I believe that this number will grow exponentially especially when the Government is providing subsidies to the segment."

In line with its strategy to expand its retail footprint across key towns and cities, Omega also launched its first flagship showroom in Pune. The new EVs were showcased at the Pune showroom.

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Mr Roy Kurian, COO, E-Mobility Business, Ampere Vehicles

Ampere achieves 1-lakh milestone

AMPERE Vehicles has reached a milestone of 1,00,000 EV customers base in over 400 towns across the country, according to a press release issued by the company.

It said the 1-lakh milestone comprises both brands, Ampere and ELE. Ampere has seen widespread usage across daily commuters, office goers, delivery partners, students, homemakers and fleet operators, added the release.

Speaking on the achievement, Mr Roy Kurian, COO, E-Mobility Business, Ampere Vehicles, said, "We would like to thank all our stakeholders for being part of this enriching and exciting journey of electrifying India and providing smooth and affordable last-mile connectivity."

Ampere takes strategic stake in MLR Auto

AMPERE Vehicles, the e-mobility arm of Greaves Cotton Limited, expanded its play in the last-mile mobility ecosystem with the announcement of a strategic stake in e-3W manufacturer MLR Auto.

Investment in MLR Auto reflects Ampere's agility and commitment in responding to emerging needs of its 3W customers, said a press release.

Mr. BVR Subbu, Chairman of Ampere Electric, said, "Our market research and analysis suggests that in the top ten urban 3W markets, passenger vehicles will shift rapidly to EVs and by 2024, 100 pc of the segment will be electric." At Ampere, he said, "we are getting ready to participate in this high-growth segment with a range of affordable and reliable products."



Mr. Nagesh A Basavanhalli, MD and Group CEO of Greaves Cotton and Director of Ampere Electric, said, "With this strategic stake in MLR Auto, Ampere Electric gets ready to operate as full range last-mile electric vehicle company with mass mobility solutions in both E-2W & E-3W segment."

Speaking on joining hands with Ampere, Mr. Lokeswara Rao Mullapudi, Director, MLR Auto, stated, "We are excited to be part of the Ampere family as we both share a common vision to work towards sustainable and affordable mobility solutions."

Ather offers charging connector to other OEMs for adoption



A THER Energy on August 10 announced that it will offer its proprietary charging connector to other OEMs to adopt for their two-wheelers, paving the way for an interoperable two-wheeler fast-charging platform for the country.

Mr Tarun Mehta, Co-founder & CEO, Ather Energy



This, said a press release, would not only reduce range anxiety by allowing all scooters to access Ather Energy's 200+ fast chargers, but also allow more OEMs to build products on a common standard.

The connector has a combo AC and DC charging with the same connector. Its size has been designed to be suitable for integration into two-wheelers and three-wheelers with the ability of CAN 2.0 communication with control and proximity pilot. Finally, it is designed for production at low costs, said the release.

Komaki comes up with EV for elderly, specially-abled



KOMAKI recently released an EV model, XGT X5, to help the elderly and the specially-abled commute comfortably and worry-free.

The manufacturer has enhanced safety features on this model with mechanical parking which prevents this smart two-wheeler from becoming involved in an accident, said a press release.

Over 1,000 units of the XGT X5 have already been sold, it said. The XGT X5 comes in two colours - red and grey. Having a range of 80-90 km on a single charge, the model is compatible with both – VRLA gel and lithium-ion batteries.



SIAM webinar on Vehicle Scrappage Policy

Industry stalwarts mull over framework, best practices

IN order to deliberate on auto industry's goals towards ELV recycling, circular economy and sustainable mobility, the Society of Indian Automobile Manufacturers (SIAM) on August 18 organised a virtual webinar on Vehicle Scrappage Policy 2021: Its Features and Implementation Planning.

The webinar saw industry stalwarts and experts discussing the policy framework, best practices in material recycling, extended producers responsibility and models related to environmentally sound management of ELV recycling including establishing the roles and responsibilities of stakeholders to devise the roadmap of transitioning to a circular economy.

In his welcome address, Mr Prashant K Banerjee, Executive Director, SIAM, said, "The Vehicle Scrappage Policy launched by the Hon'ble Prime Minister is a welcome proposal for all the stakeholders for the modernisation of fleet. We are pleased that the scrappage policy will define India's resource efficiency and adoption

of circular economy and also help achieve energy security, road safety, pollution mitigation, and facilitate secondary material usage in the system."

Mr Shrikant Deshmukh, Chairman, SIAM Recycling & Materials Group and GM, Mercedes Benz India, gave a comparative perspective of ELV recycling practices, OEM responsibilities, and related challenges as per EU directives for ELV and Japan's ELV recycling model.

Elaborating upon the tremendous opportunity of ELV in India, Mr Deshmukh advocated for the extended producer responsibility model and emphasised upon the



Mr Prashant K Banerjee,
Executive Director, SIAM

importance of shared responsibility of all stakeholders including manufacturers, importers, last owners, treatment operators and the Government.

One of the key architects of the policy, Mr Amit Varadan, Joint Secretary, Ministry of Road Transport & Highways, and the Chief Guest at the lecture, said, "There are over 1 crore old vehicles, which lack alleged fitness certificate and can be scrapped. It will greatly improve road, vehicular and passenger safety and boost auto sector sales by 30 per cent. It has the potential to generate 35,000 jobs and substantially improve fuel efficiency, while reducing maintenance cost for customers and manufacturing cost for auto sector."

The vehicle scrappage process, he said, begins with the testing of fitness of the vehicles. From April 1, 2023, the heavy commercial vehicles will be mandated to undergo test at authorised fitness testing center and the rest of the commercial vehicles will be mandated to undergo test from August 1, 2023. "We are proposing that 70-100 fitness testing centers would be set-up all over the country," he said.

Mr Paresh Goel, Director, Ministry of Road Transport & Highway, remarked the Vehicle Scrappage Policy is like the health policy for all the 25 crore plus vehicles in the country. He shared the rules for recognition, regulation and control of automated testing stations, covering the owners' eligibility, authorisation processes, infrastructure and manpower requirements, testing procedure, and audit process of the centres.

Mr M S Anand Kumar, Co-Chairman, SIAM Recycling & Material Group and GM, TVS Motor, said the scrapping policy has the potential to increase the yield from ELVs, resulting in resource conversation and lower landfills.

Mr Masaru Akaishi, MD, Maruti Suzuki Toyotsu India, elaborated upon the proper dismantling process and discussed the challenges of ELV generation, collection, dismantling and material sales. He pointed out that regulations should make all players follow proper systems. He also emphasised upon the role of incentives and disincentives to encourage the ELV user to dispose old car and take it to authorized dismantler.

The replacement of old commercial vehicles will result in reduced fuel bills and will help in reducing pollution, said Mr Som Kapoor, Partner (Automotive Sector), Ernst & Young.

Mr Meenakshi Sundaram, CTO, Amalgamations Component Group, said, "Adopting circular economy by recycling and re-using of automotive parts will lead to the creation of an estimated 8 to 10 billion USD economy."

Mr Anand Kumar, Additional Director, CPCB, shared with the industry various responsibilities of producers under Battery (M&H) Rules, 2001, as amended in 2010.

Mr Sanjay Mehta, President, MRAI, said, "We require informal sector's help on day-to-day running of business as they have got better sources to procure the material. We need to give them support in terms of equipment, facilities and incentives and the Government has to support in this matter."



SIAM seeks clarification on scope of Equalization Levy

THE Society of Indian Automobile Manufacturers (SIAM) has stressed the need to clarify the scope of the 2 per cent Equalization Levy.

Equalization Levy, it said, is intended to impose a tax on payments made to foreign beneficiaries for digital services provided. However, the amendments proposed under the Finance Bill 2021 may inadvertently introduce interpretation issues to cover many overseas manufacturing companies having subsidiary manufacturing entities in India, particularly in the automotive sector, under foreign collaborations or licencing arrangements.

The current definitions of 'e-commerce operator', 'online sale of goods' and "online provision of services" in the Finance Act, used for the purpose of Equalization Levy, have created a grey area, specifically for cases where there is partial online communication of placing purchase orders, through digital platforms, followed by the physical delivery of goods and payments made via authorised banking channels, according to SIAM.

Seeking clarity on the applicability of Equalization Levy, Mr Rajesh Menon, Director General, SIAM said: "Digitalisation is used in the auto sector as a matter of administrative convenience and for increasing efficiencies – not for taking a final commercial decision on sale and purchase. Actual commercial decisions are offline and done within the overall master agreement in the form of a licence agreement or JV agreement, etc. Therefore, internal Digital System for supply-chain management should not fall within the provisions of Equalization Levy."

SIAM



Mr Rajesh Menon,
Director General, SIAM



E-buses to witness healthy traction



WITH significant operational savings, especially on fuel costs vis-à-vis conventional diesel buses, ICRA expects the demand for e-buses to pick up over the near to medium term and account for 8-10 per cent of new bus sales by FY2025. Government subsidies and evolving technologies reduce capital costs further, it said.

The Gross-Cost Contract (GCC) model, or opex model of operations, has emerged as the preferred route for e-bus adoption in the country. However, the model is still in nascent stage and it remains to be seen how various risks related to project execution, bus performance, receivables etc. play out over the medium to long term, said an ICRA report.

Although the on-ground deployment under the FAME scheme has been somewhat delayed on account of the pandemic-induced challenges, the extension of the scheme by two years to April 2024 would support adoption in the segment over the medium term, said the report.

Globally, it said, the e-bus market is dominated by China, which accounts for 98 pc of the global e-bus fleet, and 95 pc of the global stock of dedicated bus chargers.

According to Mr. Srikumar Krishnamurthy, Vice-President & Co-Group Head, ICRA Ratings, "Bus costs are the single largest cost element in electric bus projects, accounting for 75-80 pc of project costs. With the capital subsidy of ₹35-55 lakh per bus under the FAME-II scheme, the capital subsidy element can fund a large part of the project costs, up to even 40 pc, which augurs well for the viability of these projects. Additionally, coupled with the significant savings on fuel costs (3-5x cheaper vis-à-vis conventional buses), these subsidies help to bring the total cost of ownership of e-buses on par with the CNG buses, and more importantly 20-30 pc lower than diesel buses."

ICRA REPORTS

Auto component industry posts smart recovery in June quarter

THE domestic auto component industry witnessed smart recovery during the quarter ended June 2021 driven by strong exports and revival of domestic demand in June 2021, according to ICRA.

The rating agency's sample of 50 auto component suppliers witnessed a strong revenue growth of 140 per cent Y-o-Y, albeit on a low base of Q1 FY2021.

Despite the COVID 2.0 restrictions, the overall decline in Q1 FY2022 was restricted to 19 per cent on Q-o-Q basis, in contrast to ICRA's earlier estimate of Q-o-Q decline of 30-35 per cent. The revenue decline

for aftermarket-dependent components like tyres and batteries was capped at 13 pc, as against a steeper 19 pc decline for the broader sample.

Most domestic automobile sub-segments, especially passenger-vehicle (PV) and tractors continue to witness strong demand and are almost at pre-COVID levels. The M&HCV segment, which was impacted during Q1 FY2022, is also now showing signs of recovery. ICRA expects the PV, 2W and CV segments to report healthy double-digit growth in FY2022.





Mr. Ashish Modani,
Sector Head and V-P,
Corporate Ratings, ICRA

Commenting on the near to medium-term trends, Mr. Ashish Modani, Sector Head and Vice President - Corporate Ratings, ICRA, said, "We expect the industry to witness 20-23 pc revenue growth during FY2022, supported by recovery in the domestic automobile industry and robust exports. The pass-through of increase in commodity prices will also add to the revenue growth. The industry gross margins improved sequentially in Q1 FY2022, but remain lower than the historical trend. The shortage of semi-conductor and increase in commodity prices remain key challenges for the industry in the near-term."

One of the concerns for the industry is the prices of key commodities which continue to remain at elevated level, despite some moderation in recent months. Auto component suppliers usually pass on the impact of commodity price increases to OEMs with a lag of 1-2 quarters. The recent trend also suggests that auto component suppliers have gradually passed on the hike in commodity prices to their customers, as reflected in the sequential improvement in gross margin.

The shortage of semi-conductors remains another key concern for the industry. The automotive industry accounts for 11 pc of global semi-conductor demand. Stronger-than-expected recovery along with supply disruption at some semiconductor manufacturing facilities has aggravated chip shortage issues globally.

On the financial performance, while most auto component suppliers witnessed sequential decline in operating margin due to impact of COVID 2.0 on overall revenues, over 85 per cent entities in ICRA's sample witnessed Q-o-Q reduction in RM cost proportion during Q1 FY2022 which partially supported profit margins.

Select auto component suppliers registered Q-o-Q improvement in revenue, supported by healthy exports and improved demand in the key end user industries.

40 JBM e-buses flagged-off in Ahmedabad on I-day



FORTY JBM *Eco-Life* electric buses were flagged off from Indrapuri Urban Health Centre in Ahmedabad by the city's Chief Mayor, Mr Kirit Parmar, on the occasion of the 75th Independence Day.

These buses will operate under the existing BRTS scheme by Ahmedabad Janmarg Ltd (AJL), said a press release.

This is the second batch of buses that have been inducted in addition to the previous 50 buses that were

rolled out in May 2021, it said further.

Eco-Life electric bus, a zero-emission Vehicle, manufactured by JBM Auto Ltd, saves around 1,000 equivalent tonnes of carbon dioxide and 3,50,000 litres of diesel over 10 years of operation. Powered by fast-charging lithium-ion batteries, the bus can run up to 250 km per day with opportunity charging, depending on the city's traffic conditions, added the release.

Euler gets 2,500-EV order from e-commerce firms



EULER Motors has received an order for 2,500 EVs from BigBasket, Flipkart, Udaan, along with other e-commerce, hyper-local and B2B delivery players.

The companies will deploy these EVs for intra-city deliveries across Delhi-NCR, Bengaluru, Hyderabad and Chennai. Deliveries of these vehicles are scheduled to take place in the next six to eight months, said a press release.

The Delhi-based OEM is set to launch its first three-wheeler *L5* cargo vehicle around soon. Currently, it is plying 300+ vehicles as part of a pre-launch pilot with ecommerce and FMCG companies in Delhi-NCR.

MONTRA, the bike brand of TI Cycles of India, has launched its first electric bike specially designed to make the short distance commute comfortable and convenient.

The e-bicycle has been priced at ₹27,279 making it an affordable and effective solution for daily travel, said a press release.

Montra e-bicycle, said the release, is built on a lightweight alloy frame which is easy to manoeuvre. With a dual mode, it allows users to toggle between manual and electric mode as per their convenience. The provision of electric braking system ensures effective and smooth braking as it cuts off the motor power upon application of brakes, it said further.

TI launches Montra e-bicycles for short-distance commute



JLR showroom in Chennai

JAGUAR Land Rover India on August 12 announced the opening of a new retailer showroom in Chennai by VST Grandeur.

The state-of-the-art facility, located at the prime location of Anna Salai on Mount Road, offers excellent customer convenience, said a press release. It is spread over two levels, covering an area of 1 350 square meters with 11 cars on display.



Skoda new dealerships in Gurugram, Faridabad



SKODA Auto India has opened new dealerships in Gurugram and Faridabad taking the total number of touch-points in the Central NCR region to 12. It plans to increase its network by an additional six touch-points in the region this year, said a press release.

According to a press release, the state-of-the-art dealerships sport the new corporate identity and design as a part of Skoda Auto's global redesigning process.

The new dealerships, Excel Cars and Masy Car, are strategically located at key areas in Faridabad and Gurugram respectively, and offer utmost advantage and convenience across the regions, said the release.

EXPANDING its footprint in the eastern region, Daimler India Commercial Vehicles (DICV), in association with PPS Trucking, inaugurated the BharatBenz truck and bus workshop at Sambalpur in Odisha.

Speaking on the inauguration, Mr. Rajaram Krishnamurthy, Vice- President of Marketing, Sales and Customer Service at DICV, said: "Odisha is an important market for DICV with its many mineral rich factories in the state. BharatBenz products have displayed strong growth and acceptance from customers in this region. We will continue to invest in strengthening our presence and deliver customer-centric product solutions that drive growth for our customers."

BharatBenz workshop comes up in Sambalpur



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