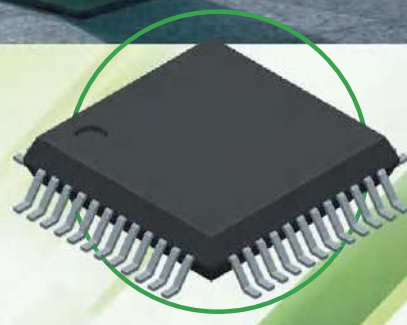
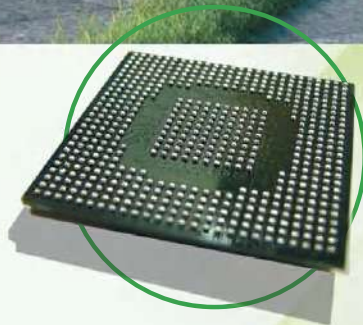
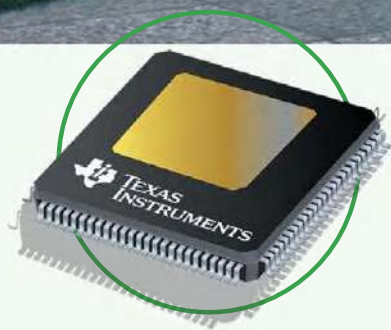


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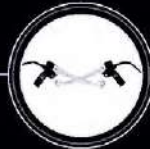
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SHILPA MALHOTRA
Executive Editor

Consequent to the primacy of the EVs, the automobile ecosystem, particularly the component sector, is also undergoing a transformation

EVs come to the fore

THE EV scenario is improving at a rapid pace – sales are growing, charging infra is getting strengthened and consumers are rushing to make a switchover from ICE-run vehicles to electric vehicles. The incentives being offered by the Centre and various state governments, ever-increasing fuel prices and heightened awareness in urban areas are the primary reasons for the rise in the sale of EVs; and that's a healthy sign. Consequent to the primacy of the EVs, the automobile ecosystem, particularly the component sector, is also undergoing a transformation. And it is heartening to note that not just readying to adapt itself to the new environment and handle accompanying challenges, the auto parts industry is looking forward to make the best of the new opportunities. All this forms the crux of our Cover Story for this month. It focuses on the initiatives being taken by the apex industry body ACMA and various business models being explored by component-makers to become future-ready. The story also cites the findings of some research reports which dispel the fears in some quarters and highlight the export potential that awaits the component industry in the transformed scenario.

Apart from that, the issue is predominantly devoted to e-mobility. Be it private-public initiatives to build charging infra, tech innovations or new launches, it covers them all. With a view to driving the growth of EVs, Hero MotoCorp has become the first automotive OEM to tie up with leading public sector undertaking BPCL to up charging infrastructure for two-wheeled EVs. Likewise, there is a report about Honda Motor's subsidiary, Honda Power Pack Energy India, collaborating with Hindustan Petroleum Corporation Limited to provide battery-sharing services at HPCL's retail outlets in major cities across India. Another such initiative which we report is from MG Motor India, which has come up with a new venture under which it will install 1,000 AC fast chargers at residential localities.

Among the major EV launches featured in this edition are the all-electric MINI 3-Door, which has been made available in India as a CBU unit and MG Motor's globally successful ZS EV, which claims to offer a 461-km certified range in a single charge. But the EV focus has not made us lose sight of the other important news developments, which too find due coverage in this edition.

Enjoy reading!



FUTURE-READY

Auto parts sector gears up for challenges and opportunities in EV ecosystem

ELECTRIC mobility is witnessing an exponential growth in the country, as was manifested, once again, in the retail sales numbers of the last month. While automakers are busy introducing new products in the market and the charging infrastructure is getting gradually strengthened, the Government initiatives are also contributing a lot in encouraging the consumers to make a switchover from internal combustion engine (ICE)-run vehicles to EVs.

As the automobile ecosystem undergoes a major transition, the component industry, regarded as the world's sourcing hub for auto parts, is also readying itself for the future. Apart from a horde of challenges which it is set to encounter, the sector is also looking forward to major opportunities lying ahead.


Most auto component makers, as also the apex industry body ACMA, have come up with a slew of initiatives to not only adapt to the new scenario, but also be future-ready.

According to management consulting firm McKinsey, India is going to witness electrification trend in this manner: about 20-50 per cent will be electric two-wheelers by the end of the next decade while 20-55 per cent of light commercial vehicle (LCV) and 10-20 per cent of passenger vehicles (PVs) will be electrified. The electrification will lead to a major change in components. "The architect of EV is very different. A lot of components will go away in the electric vehicle components motor starters," said Mr Aurobindo Sathpathy, Senior Partner, McKinsey & Company.

Another report by market research and consultancy firm JMK Research and Analytics elaborated that electrical and electronic components such as motors, batteries, and power electronics would still see a gradual yet robust uptake while the impact is expected to be neutral for other components such as suspension, braking, body chassis, BiW and interiors (non-electronics). The adverse impact, said the report, will be witnessed by the engine components (piston, engine valves, fuel injection systems, etc.) and drive transmission parts.

However, the JMK report went on to say that there is a vast untapped potential of the alternate new segment of EV batteries and powertrain technologies which would emerge. This would present an enormous growth opportunity for market players in the near future, said the report.

Bolstered by such sentiments, the auto component industry in the country is busy exploring new business models and adapt to the changing market environment. A strong testimony to the sector's confidence was witnessed even two years ago at a convention hosted by ACMA. "The traditional architect will be there for the next one decade. We are not seeing anything in that space..." said a top executive at the conference while another emphasised that there is a lot of potential to improve powertrains, be it fuel-efficiency or performance. "What is important is to create value for customers," he said. And that's the course the component sector has adopted.



Most auto component makers, as also the apex industry body ACMA, have come up with a slew of initiatives to not only adapt to the new scenario, but also be future-ready



Many segments of the ICE auto component industry can be carried forward to EVs with some modification while many other capabilities can be leveraged to enter EV specific segment with new products

According to media reports, some of the top players in the auto parts business, like Bharat Forge, Bosch, TVS and JMT Auto, have advanced into the electric mobility segment. They have started offering quality solutions in the design and development of motor, inverter, and battery management systems. The reports also say that the companies' orders for electric vehicle parts supply are also on the increase. Leading auto parts player Motherson Sumi Systems has an order worth €15.6 billion, of which about 25 per cent is contributed by EV programmes, say the reports.

Minda Corporation now has two separate divisions dedicated to EV in the form of EME division (Electronic Manufacturing Excellence) and Spark Minda Green Mobility Company. It focuses more on power electronics, according to the reports. Also, Sundram Fasteners has been supplying almost all parts, except batteries, to leading EV players. It is also looking at opportunities in battery or battery parts, the reports said further.

Besides these initiatives in the domestic front, export is one segment which the component industry is looking at as the EV penetration in Europe and many other export destinations is much higher than it is in India at present. A joint report by Yes Bank and the

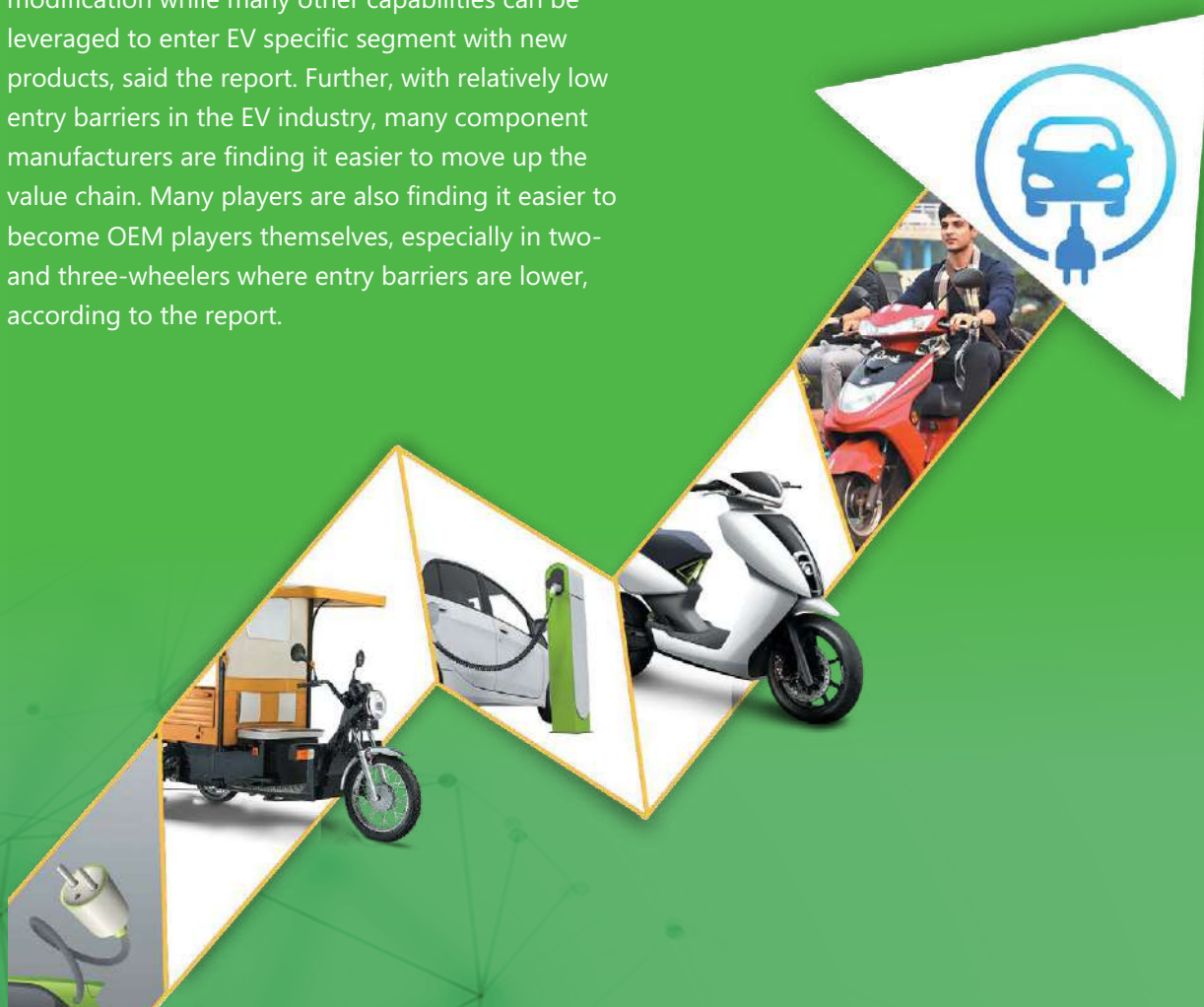
Automotive Component Manufacturers Association of India (ACMA), released in July last year, highlighted the enormous export potential for auto parts makers in the EV segment.

Titled 'EV Landscape: Opportunities for India's Auto Component Industry', the report said Indian auto component industry derives 29 pc of its revenues from the global market with Europe and North America accounting for 62 pc of exports from India. These markets would undergo significant development/modification with electrification, hence, it is imperative for the industry to be future-ready and take a closer look at the opportunities presented by electrification, said the report.

It also mentioned various approaches that can be explored. Many segments of the ICE auto component industry can be carried forward to EVs with some modification while many other capabilities can be leveraged to enter EV specific segment with new products, said the report. Further, with relatively low entry barriers in the EV industry, many component manufacturers are finding it easier to move up the value chain. Many players are also finding it easier to become OEM players themselves, especially in two- and three-wheelers where entry barriers are lower, according to the report.

In addition to all this, ACMA recently announced a crucial step towards making the component sector's EV transition smoother. The industry body tied up with MG Motor India with a vision to educate and foster skill development. It will conduct a study on MG Motor's ZS EV, syncing with the alliance's objective of supporting the development of the EV ecosystem. It will work in tandem with IIT Delhi campus of Sonapat to further its research on the deployment of electric vehicles in urban India.

Overall, while taking care of some legitimate concerns, the auto component industry is working on war-footing to not only adapt to the EV ecosystem that is taking shape the world over, but also become an intrinsic and robust part of it.



February sales a mixed bag

AS chip supplies improved, car production and wholesale dispatches also saw a turn for the better, but the overall performance of the PV segment was impacted in February due to decline in the sales of Maruti Suzuki and Hyundai Motor. Aided by new launches, Tata Motors and Mahindra & Mahindra, however, reported growth in year-on-year sales. The demand for two-wheelers remained stagnant although CVs seemed to be looking up.

Market leader Maruti Suzuki reported a decline of 7.4 per cent in domestic sales of passenger vehicles at 1,33,948 units in February, as compared to 1,44,761 units in February 2021. The company's total domestic sales (including passenger vehicles and light commercial vehicles) stood at 1,37,607 units, as against 1,47,483 units in February last year.

Hyundai Motor India said the company's domestic sales for February 2022 stood at 44,050 units. In comparison to February 2021, when the Korean brand sold 51,600 units, sales declined by 14.6 per cent. The overall sales, domestic and exports combined, stood at 53,159 units, a 14 per cent decline from the 61,800 units the brand dispatched in the same month last year.

Tata Motors' sales in the domestic and international market stood at 77,733 units as compared to 61,258 units during February 2021, a growth of 26.89 per cent. The total domestic sales of the homegrown brand grew by 27 per cent to 73,875 units as against 58,366 units in February 2021.

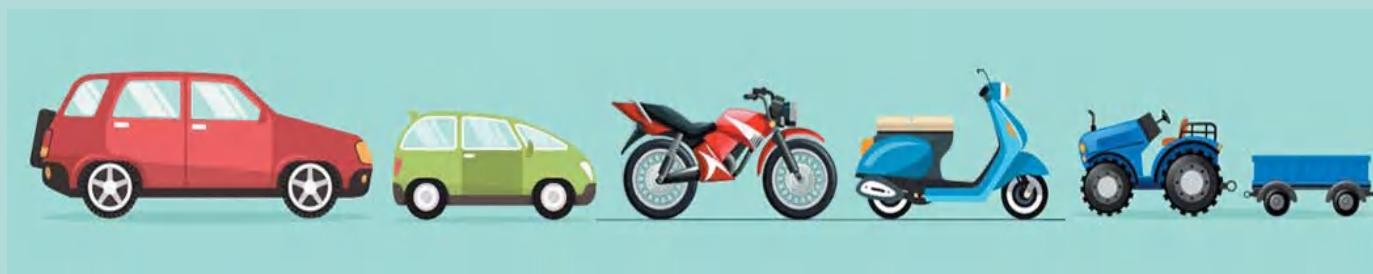
Mahindra & Mahindra registered an impressive 79 per cent growth with 27,551-unit sales in February 2022 as compared to 15,380 units in the same

month last year. The company exported 2,814 units in February while its commercial vehicle segment witnessed a growth of 119 per cent with 20,166-unit sales.

Kia India said that Seltos remained the top contributor to its overall sales with 6,575 units, while Sonet and Carnival contributed 6,154 and 283 units, respectively. The recently launched Carens dispatches stood at 5,109 units. Skoda Auto India reported over five-fold surge in sales to 4,503 units last month.

Even though the two-wheeler wholesales improved on a month-on-month basis, they remained in the red against the corresponding month last year. Hero MotoCorp motorcycle sales declined by 27 per cent to 3,38,454 units and scooter sales dipped by 52.5 pc to 19,800 units in February 2022. Honda Motorcycle & Scooter India (HMSI) saw a decline of about 1.25 lakh units. TVS Motor Company, however, said its motorcycle sales grew by 5 pc, from 1,37,259 units in February last year to 143,523 units this February. The scooter sales of the company were 86,616 units.

In commercial vehicles, segment leader Tata Motors reported sales of 10,233 units of M&HCV, 5,599 units of I&LCV, 1,759 units of passenger carriers and 16,303 units of SCV cargo and pickups. VE Commercial Vehicles, a joint venture between Volvo Group and Eicher Motors, said total domestic sales of Eicher-branded commercial vehicles (CV) stood at 5,093 units, as against 4,825 units in the year-ago month, a growth of 5.6 pc. Sales of Volvo branded CVs were at 111 units, as compared to 122 units in the same month last year, a dip of 9 per cent.



MG's globally successful ZS EV is here

It's bigger and safer with more powerful battery



MG Motor on March 7 launched its all-new globally successful ZS EV in India. The EV comes with 50.3-kWh battery with advanced technology, offering a 461 km certified range in a single charge, according to the company. .

The all-new ZS EV will be available in two variants (Excite & Exclusive), priced at Rs 21,99,800 and Rs 25,88,000, respectively.

A press release by the carmaker said the all-new ZS EV has been restyled with striking exterior design elements, comfortable and premium interior, first-in-segment features like Dual Pane Panoramic Skyroof, Digital Bluetooth Key, Rear Drive Assist, 360° Camera, i-SMART with 75+ Connected Car features, Hill Descent Control and much more. It also packs a globally certified battery that has passed eight special safety tests, including fire, collision, dust and , smoke, etc, said the release.

The all-new ZS EV adopts MG's signature global design cues and features a New Electric design grill

and 17" tomahawk hub design alloy wheels, offering superior aerodynamics while giving it a modern look, said the company release. The Full LED Hawkeye headlamp and new LED tail lamps give a fresh look and eye-catching design, making a powerful impression.

Its advanced features and styling offer a luxurious, comfortable and convenient in-cabin experience with luxury and refined elegance. The premium leather-layered dashboard, the centre armrest and a dual-pane panoramic sky roof can immediately grab eyeballs in the renewed and modernised interior.

The car comes with a full digital cluster with a 17.78cm (7") embedded LCD screen, a 10.1" HD touchscreen with Android Auto and Apple CarPlay, wireless phone charging, 5 USB Ports including 2 Type C charging ports, climate control through auto AC, and PM 2.5 Filter. It also includes an advanced i-SMART connectivity system with 75+ features to make the ride smart.

First all-electric MINI in the compact premium segment



Mr. Vikram Pawah,
President, BMW Group India,

THE first all-electric MINI 3-Door Cooper SE was launched in India on February 24. Available as a completely built-up unit, all available units were sold out during the pre-launch booking in Q4 2021, said a press release.

The MINI Electric is reinventing urban life. It is inspired by its roots, progressive yet iconic, a true trailblazer. The car is changing the face of mobility and continues MINI's tradition of making creative use of urban space with its eye on the future, said the release further.

Mr. Vikram Pawah, President, BMW Group India, said, "Ten years into the country, MINI India is proud to bring the first all-electric car in the compact premium segment." The MINI 3-Door Cooper SE, he said, "combines MINI's inventive spirit and iconic design with instant torque, zero emissions and a low centre of gravity that enhances its legendary go-kart feeling."

According to the release, the car's design blends modern aesthetic aerodynamic lines with new eye-catching signature details. Dynamic lines and a crisp, clean style combine with the wide track and short

overhangs to give the MINI 3-Door Cooper SE its taut athletic presence.

Distinctive headlights are accompanied by the new eye-catching side scuttles that house LED indicators and the Energetic Yellow 'S' logo. Mirror Caps in Energetic Yellow along with new design elements of the Piano Black exterior lend an even more individual appearance.

The interior comes with the exclusive MINI Electric Interior Surface and sports seats with Cloth/Leatherette Combination Upholstery in Black Pearl/Carbon Black. The new multifunction steering wheel in Nappa Leather integrates more functions yet reduces the number of control surfaces.

The MINI Electric drive takes the legendary go-kart feeling to an entirely new and fascinating dimension with zero emissions and instant torque. With 184 hp/135 kW and a maximum torque of 270 Nm, the electric MINI sprints from 0-100 km in 7.3 seconds.

It is powered with a battery capacity of 32.6 kWh and a driving range of up to 270 km. MINI 3-Door Cooper SE ensures fast and hassle-free charging, said the release

Hero MotoCorp, BPCL join hands to set up charging infra for 2Ws

HERO MotoCorp and Bharat Petroleum Corporation Limited (BPCL) have joined hands to set up charging infrastructure for two-wheeled electric vehicles (EVs) across the country.

Aligned with its Vision to 'Be the Future of Mobility' and with its aim to drive the growth of EVs, Hero MotoCorp has become the first automotive OEM to tie up with the leading public sector undertaking to set up charging infrastructure, said a press release issued by the world's largest manufacturer of motorcycles and scooters.

The two mega entities will first establish a substantial charging infrastructure at the existing nationwide energy station network and subsequently may broaden the collaboration to develop more synergies within the EV ecosystem.

In the first phase, charging stations will be set up across nine cities starting with Delhi and Bengaluru. The network will be then expanded across the country with the aim to establish a high density of charging stations. Each charging station will feature multiple charging points including DC and AC chargers and will be available for use to all two-wheeled EVs.

"Hero MotoCorp has always been at the forefront of propelling the industry and leading it into the future. Once again, as the automotive and mobility sectors are poised to evolve, we are taking strategic steps to lead this evolution," said Dr. Pawan Munjal, Chairman and CEO of Hero MotoCorp

He added: "The partnership with BPCL, which is already at the forefront of customer energy solutions, will be beneficial for both the EV segment and customers. This collaboration will also unlock opportunities for asset allocation and expansion in the future."



Mr Arun Kumar Singh, Chairman & Managing Director, BPCL, said, "India's personal mobility is primarily driven by two-wheelers which form the largest part of our valued customer base and the two-wheeler segment has been the early adopters of electric two-wheelers. Our alliance with Hero MotoCorp, global leader in the two-wheeler industry and with a fine penchant for innovation, is therefore an extremely strategic step towards ushering in an era of best-in-class EV charging solutions for our customers in our Energy Stations and an exciting future of innovative solutions in the EV sector."



Mr Arun Kumar Singh,
Chairman & Managing Director, BPCL,

Honda, HPCL partner for battery-swapping service



HONDA Power Pack Energy India, a new subsidiary of Honda Motor Co. for battery-sharing service, and Hindustan Petroleum Corporation Limited (HPCL) have collaborated in the field of e-mobility to provide battery sharing services in HPCL's retail outlets in major cities across the country.

This marks the global debut of Honda's battery-sharing service and HPCL has been chosen as preferred partner, said a press release.

In October last year, Honda Motor Co., Ltd. Japan, had announced its plan to begin battery-sharing service in India starting with electric three-wheelers through its newly established subsidiary, Honda Power Pack Energy India.

Honda's battery-sharing service will enable rickshaw drivers to stop by at the nearest battery swapping stations being set up across selected cities and swap discharged batteries with fully charged ones.

Honda plans to start its Battery as a Service (BaaS) business on commercial basis from Bengaluru in the first half of 2022. It will set up strong network of battery swap stations at strategic locations like HPCL's retail outlets, said the release.

The service will be launched in Bengaluru city with the intention to expand to other major cities in a

phased manner. Initially, the focus will be on the three-wheeler segment and would eventually expand to two-wheelers as well. For this purpose, Honda has been developing its ties with multiple OEMs in various applications.

Mr Kiyoshi Ito, President & CMD, Honda Power Pack Energy India, said he was looking forward to a long lasting partnership and friendship between Honda and HPCL to bring the reliable and customer centric battery-sharing service in India and to ensure a greener future.

Mr Rajnish Mehta, Executive Director, Corporate Strategy Planning & Business Development, HPCL, said HPCL was already committed to become a net-zero company by 2040 and the partnerships with global players like Honda will be instrumental in achieving this target.



MG Charge to install 1,000 chargers in residential areas



MG Motor India on March 3 launched MG Charge, a new venture under which it will install 1,000 AC fast chargers at residential localities across the country.

The smart chargers will be Type 2 chargers, supporting most of the leading current and future EVs. Further, the chargers will be SIM-enabled and

supported through a sharable charger management system, said a press release.

MG will collaborate with Electreefi, Exicom, Echargebays, Resident Welfare Associations, and other partners to enable this initiative.

Mr Rajeev Chaba, President and Managing Director, MG Motor India, said, "With the launch of MG Charge, we will bring increased convenience and address the charging concern of the customers, encouraging more to adopt the EV lifestyle. With this initiative, we will now have a six-way charging solution for our customers and provide increased assurance and confidence."

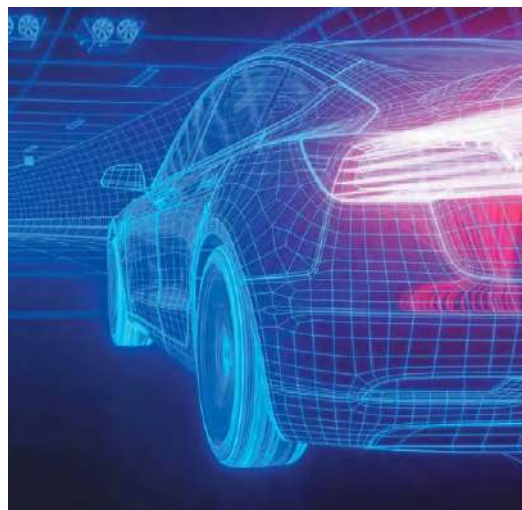
The connected AC charging stations will cater to the residents and visitors of these societies for their EV charging needs, operating 24x7. This will enable societies to become future-ready, go green, and encourage the transition to electric vehicles, added the release.

CloudSEK probes phishing scams targeting EV sector

CLOUDSEK, an AI-driven digital risk monitoring enterprise, on March 2 released a report that highlighted a large-scale phishing campaign targeting electric vehicle consumers and businesses.

According to the report based CloudSEK's in-depth investigation, the scams increased considerably after the production-linked incentive (PLI) scheme, for electric and hydrogen fuel cell vehicles, was approved by the Union cabinet in September last year.

The investigation has revealed that scammers are exploiting Google Ads to misdirect users to phishing sites that collect users' data and money. With each site defrauding users of Rs 200,000—400,000, in booking fees and down payments, the scam has so far cost the public over Rs 40—80 million, said a press release issued by CloudSEK.



EV companies, it said further, can mitigate the threats posed by these phishing scams by running awareness campaigns to educate users/customers about the ongoing scams. They can also report the campaigns to the Cyber Crime Cell.

BP launches EV fastcharging corridor at Chennai highway

BHARAT Petroleum Corporation launched EV fast-charging corridors on Chennai-Trichy-Madurai highway with the rollout of CCS-2 DC fast chargers at 10 of its fuel stations along the 900 Km route on both sides of the highway.

The company, said a press release, is accelerating its focus on new business segments for sustainable growth and converting 7,000 conventional retail outlets into energy stations providing multiple fuelling options, which will also include EV charging facility, in the medium to long term.

Speaking at the launch at its state-of-the-art fuel station at Meenambakkam in Chennai, Mr PS. Ravi, Executive Director In-charge (Retail), BPCL, said, "We are committed to accelerating the transition to cleaner energy and today's launch of 10 CCS-2 EV fast charging stations in our large format fuel stations on the Chennai-Trichy-Madurai national highway, each at a distance of approx 100 km, is a beginning in our quest to eliminate range anxiety amongst existing and future four-wheeler EV owners in the country."



Hopcharge launches doorstep service for fast charging EVs

HOPCHARGE, an on-demand, doorstep, fast EV charging service provider, has launched its service in Gurugram. The startup plans to deploy its services across all major metropolitans in the coming months, said a press release.

Founded in 2019, Hopcharge is a Gurugram-based startup that allows introducing a charging system consisting of connected and portable power banks with high power charging capabilities specifically designed for EVs. It offers a virtual energy cloud for EV owners which synchronises with the grid to balance the supply and demand of energy in a time and space distributed manner.

The users can avail of the service through an Android/iOS app supported by a technology-enabled back-end energy management system to execute the end-to-end process.

Mr Arjun Singh, Co-Founder and CEO at Hopcharge, said, "We have created Hopcharge as a plug-and-play fast-charging network that is available any day anytime anywhere in the city. Since it's a charging station coming to the EV users instead of the other way around, it frees up the EV-user while we charge the EV, plus it saves them the hassle of sanctioning load, installing, and maintaining it."





Yulu crosses three million battery-swap milestone

SHARED EV mobility company Yulu on March 7 announced that it has achieved more than three million battery swaps till date, thus becoming India's largest Battery-as-a-Service (BaaS) operator through its 'Max Network'.

Yulu invested early-on in creating technology and on-ground infrastructure needed to perform battery-swapping operations at scale, said a press release. With over 10,000 EVs on the road, its operations are powered by technology-powered Max Network.

The Max Network, according to the release, is a unique energy infrastructure with high-capacity back-end charging stations and a dense network of conveniently located, customer-facing swapping stations.



Mr Amit Gupta,
CEO & Co-founder, Yulu

Mr Amit Gupta, CEO & Co-founder, Yulu, said, "Completing three million swaps as India's largest Battery-as-a-Service (BaaS) is a great milestone, and in a way it's just the start. As the largest player in shared EV mobility, Yulu has always thought of mobility and energy together, and hence has focused on building both of these in tandem, right from the start. The Max Network is an AI-powered and IOT-enabled, intelligent network that allows us to run our operations in an automated and efficient manner."

Ather Energy partners with Bharat FIH

A THER Energy has announced partnership with Bharat FIH, a Foxconn Technology Group company, to develop and manufacture key components for its scooters.

The partnership aims to enhance the manufacturing ecosystem to meet the strong demand for their flagship products, the Ather 450X and the 450 Plus, said a press release.

Bharat FIH will offer a host of manufacturing services that include Printed Circuit Board (PCB) Assemblies for Battery Management Systems, Dashboard Assembly, Peripheral Controlling Units, and Drive Control Modules. These products will be manufactured on a turnkey model, including managing the supply chain logistics and raw material procurement for Ather Energy. Bharat FIH has begun the production of parts for Ather scooters at their facility, according to a press release.

Mr. Tarun Mehta, Co-founder & Chief Executive Officer, Ather Energy, said "We are working towards strengthening our supply chain to cater to the rising demand for our scooters. Towards this, we are delighted to partner with Bharat FIH to provide us with the capacity, supply chain capability, and process expertise to achieve our volumes and projections."

Mr. Josh Foulger, Managing Director, Bharat FIH Ltd, said, "We are excited and hold in high regards for our partnership with Ather Energy in supporting their electric vehicle journey in India. With electronics being a significant integral part of an intelligent electric vehicle, we look forward to extending our electronics manufacturing services and technical expertise for the entire range of Ather's electric scooter offering."



Mr. Tarun Mehta,
Co-founder & Chief Executive Officer,
Ather Energy



BYD celebrates 15 years in India

BYD India, a subsidiary of the Warren Buffett-backed new energy vehicle manufacturer BYD, is celebrating 15 years of successful business operations in India.

Bearing the strategic layout of BYD in India and South Asia, BYD India provides a strong guarantee for realising BYD's localisation strategy, said a press release.

The globally renowned maker of pure electric vehicles, BYD, is known for bringing to India some of the best EV technologies. It has also brought in EV adoption in areas such as Material Handling Equipment, public sector transport, and electric passenger vehicles for the B2B sector. The all-new e6 is India's first premium e-MPV and the only electric vehicle powered by the Blade Battery.

According to the release, the Blade Battery, launched by BYD in 2020, is known and appreciated worldwide.

This battery has set new benchmarks in terms of safety. It is the only battery that successfully passes the nail penetration test, the most rigorous way to test the thermal runaway of batteries.

Mr. Ketsu Zhang, Executive Director, BYD India Private Limited, said, "It is truly a matter of great pride for us at BYD to witness multiple milestones and be a part of the electric revolution. India has become a strategic hub for us to service the South Asian market. We are looking forward to bringing other good practices and innovations to India and having a fruitful partnership for many decades to come."



Mr. Ketsu Zhang,
Executive Director, BYD India
Private Limited



Blade Battery powers BYD e6 in India

BYD (Build Your Dreams) India, a subsidiary of the Warren Buffett-backed EV maker BYD, announced that its new premium e-MPV e6, launched recently for the B2B segment, is the country's first model to be powered by BYD Blade Battery.

The e-MPV is safe, spacious, reliable, cost-saving, environmentally friendly and equipped with both fast and slow charging function, making it a complete package for the B2B segment, said a press release.

The company announced that all new energy vehicles from BYD will come with the ultra-safe Blade Battery. In addition, it will also provide its Blade Battery to other leading OEMs globally.

Launched by BYD in 2020, Blade Battery is the only battery that successfully passes the nail-penetration test, the most rigorous way to test the thermal runaway of batteries. While undergoing nail penetration tests, Blade Battery emits neither smoke nor fire after being penetrated, and its surface temperature only reaches 30 to 60°C. Under the same conditions, a ternary lithium battery mostly exceeds 500°C and violently burns, said the release further.

Blade Battery passes other extreme test conditions as well, such as being crushed, bent, being heated in a furnace to 300°C and overcharged by 260 per cent. None of these resulted in a fire or explosion, claimed the company release. At the same time, it said, Blade Battery completed an extreme strength test that saw a 46-tonne truck driving right over it. Also, the space utilisation of the Blade Battery pack increases by over 50 pc, compared with that of conventional batteries.

Mr. Sanjay Gopalakrishnan, Head - Electric Passenger Vehicle - BYD India, said, "We give battery safety the highest priority when it comes to our EVs. It is a matter of great pride that this technology will now be a highlight in all BYD pure electric products in our country."



Mr. Sanjay Gopalakrishnan,
Head - Electric Passenger Vehicle - BYD India,



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ACMA Automechanika New Delhi

Shifts exhibition cycle, announces dates for 2024

KEEPING the interests of the industry at the forefront, Messe Frankfurt India together with Automotive Component Manufacturers of India (ACMA) have announced a shift in the exhibition cycle for their leading aftermarket exhibition ACMA Automechanika New Delhi.

The change signifies the move of the Indian edition from odd years to even years, with its first post-pandemic physical edition scheduled from February 1 to 3, 2024 at Pragati Maidan New Delhi.

Automotive component and aftermarket professionals from all over the world converge at Automechanika events worldwide to take advantage of endless business opportunities presented, make connections and build new relationships. Having established reputes as a trusted business and sourcing platform for the Indian aftermarket, ACMA Automechanika New Delhi has become one of the key strategic meeting points for the industry.

The first post-pandemic edition in New Delhi to be staged in February 2024 will mark a key shift in the development of the event, supporting component advancements for shifting mobility trends as well as mark the start of its new cycle in even-numbered years.

In alignment with the OICA calendar of global auto shows, the Auto Expo will be held every odd year from 2023 onwards. The Components Show held in tandem with the Motor Show will thus take place at the same time.

"The shift to an even year cycle will ensure the industry has a common networking point every year and secures business continuity," said Mr. Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd, explaining the necessary change of timescale for the Indian edition of the renowned platform.

Mr. Vinnie Mehta, Director General, Automotive Component Manufacturers Association (ACMA), said: "The automotive industry has manoeuvred with great resilience and fortitude the difficult times posed by the COVID pandemic. The aftermarket through agility, has continued to maintain its vibrancy despite the challenges. With the changes in calendar of global auto shows and readjustment of the exhibition cycle to even years, I am sure that ACMA Automechanika New Delhi will continue to be a successful event and its legacy carried on."



New BMW X4 launched in India

'Pioneering Sports Activity Coupe with a fresh character'



THE new BMW X4 has been launched in India. The company has refreshed the Sports Activity Coupe (SAC) with striking design elements, added equipment and attractive features to the vehicle. It will be available in diesel and petrol variants.

Mr. Vikram Pawah, President, BMW Group India said, "The BMW X4 popularised the distinctive Sports Activity Coupe concept in India. It instantly became the vehicle of choice for customers who have a unique style that stands out from rest of the crowd. At the same time, they desire the luxury and performance similar to a sports activity vehicle. And this is the USP of BMW X4! The way it fuses sheer driving pleasure with head-turning looks and sporty adventure is inimitable. Now the new BMW X4 is ready to continue this status in its segment with a refreshed exterior and an attractive profile with multiple technology features."

The new BMW X4 is available in an exclusive 'Black Shadow' edition in limited numbers. Designed with a focus on dynamics, it is tailored to suit the needs of motorsport enthusiasts, according to a company press release.

It said the distinctive sports activity coupe design of the new BMW X4 is a guaranteed head-turner. The significantly redesigned exterior reinforces the off-road look and sportiness. The new front is immediately noticeable with its striking BMW kidney grille, thin headlights and redesigned front apron.



Mr. Vikram Pawah,
President, BMW Group India

The distinctive BMW mesh kidney grille has all-black mesh-inserts and frame finished in 'M High Gloss Shadow line'. Adaptive LED Headlamps are now 10mm slimmer and flatter, creating a more focused face.

The side profile is tremendously athletic and sporty. A visual black frame is created around the coupe-style windows with M High Gloss Shadow line. It extends from window recess cover, along the guide rail, mid pillars, to the base of the side-view mirrors and finally the roof rail.

The rear is tidier with increased painted surface and bumper in M Aerodynamic package. The bumper is done up in dark shadow metallic color with new anvil-shaped inlays in high gloss black and vertically arranged reflectors. The enormous width of the car is emphasized through two-part wrap-around LED rear taillights, a large automatic tailgate and wide free-form tailpipe in black colour.

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The interior, according to the release, boasts an exceptional level of comfort and functionality in a new sporty ambience. Together with an elevated seat position and generous proportions, it ensures first-class comfort. A relaxed and harmonious lounge atmosphere is created thanks to a large electrically operated panorama sunroof.

The innovative petrol and diesel engines from the BMW EfficientDynamics family offer considerably more spirited power delivery as well as spontaneous responsiveness even at low engine speeds.

The 8-speed Steptronic Automatic Transmission performs smooth, almost imperceptible gear shifts. BMW xDrive, an intelligent all-wheel-drive system, monitors the driving situation constantly and is quick to respond.

The car features cutting-edge safety technologies. It provides optimal support in any situation with six airbags, Attention Assistance, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensor, ISOFIX child seat mounting and integrated emergency spare wheel.

The modern cockpit concept BMW Live Cockpit Professional includes 3D navigation, a 12.3-inch digital information display behind the steering wheel, a 12.3-inch control display and BMW head-up display.



SPREADING WINGS



iVOOMi to expand footprints

iVOOMi Energy, manufacture of electric vehicle batteries, plans to extend its retail footprint with a close-knit network of roughly 50 dealers in West and South India to over 150 across India by April this year.

According to a press release, the company has chosen to keep its production capabilities local, with the capability to deliver more than 500 electric scooters a day from its manufacturing facilities in Noida, Pune, and Ahmednagar.

Interestingly, iVOOMi manufactures electric vehicle batteries in India, which are one of the most expensive components of an electric vehicle. The strategy has resulted in a significant reduction in the end product's pricing.

"Thanks to the state government's optimistic and robust stance on EV adoption, Maharashtra has quickly become a hub for EV deployment, with substantial demand coming in from Tier-2 and Tier-3 cities," said Mr Sunil Bansal, Managing Director & Co-founder, iVOOMi Energy.



Okaya crosses milestone of 352 dealerships in eight months

OKAYA Electric Vehicles, the newest business venture of Okaya Power Group, has crossed a milestone of reaching 352 dealers network in the country. With a strong foothold in 23 states, two UTs and 323 cities, Okaya is the currently the fastest growing EV brand in India, said a press release.

The feat of 352 dealer appointment comes in a short span of eight months, since its inception in July 2021 with the first store opening in New Delhi.

On the opening of 350th store in Varanasi, Mr. Puran Singh Negi, AVP Sales & Marketing, said, "Okaya is making waves and breaking records – it's well on its track and commitment of reaching 1001 showrooms across India before the calendar year closes. Along with the wide reach and decades of proven service record, Okaya via its EV arm and vehicles, is gearing up to be India's leading EV brand in the coming years."



Quiklyz expands to five more cities

QUIKLYZ, the vehicle leasing and subscription platform of Mahindra & Mahindra Financial Services, on March 3 announced the expansion of its services to five more cities. With this, Quiklyz will be now available across 13 cities across the country, said a press release.

The cities in which Quiklyz has started the service include Ahmedabad, Kolkata, Manesar, Faridabad and Ghaziabad. The company is planning to expand its presence in 30 cities over the next three months, said the release.

In November last year, it had launched its services in eight metro cities, including Bengaluru, Chennai, Delhi, Gurugram, Hyderabad, Mumbai, Noida, and Pune.

Mr. Turra Mohammed, SVP & Business Head – Quiklyz, said, "With shift in consumer mindset and more openness towards flexible vehicle ownership models, we are very excited to rapidly take Quiklyz across many more cities."



Okinawa launches its third Galaxy Store in New Delhi

OKINAWA Autotech on February 23 announced the launch of its third Okinawa Galaxy Store, in New Delhi.

In December, the company had launched its first Galaxy Store in Dehradun followed by its second store in Jaipur in February. By launching another Galaxy store in the national Capital, the company is targeting to engage with its customers by offering them its largest range of electric two-wheelers, said a press release.

At the Okinawa Galaxy Store, customers can interact with the products and learn more about the brand. The futuristic tech experience centre is a vibrant, perceptible, and interactive environment where customers can experience the brand from its inception, according to the release.

Mr. Jeetender Sharma, MD and Founder of Okinawa Autotech, said: "Okinawa is gearing up to expand its footprint, and we're thrilled to be launching the Okinawa Galaxy in the Capital of India. With this experience centre, we want our customers to experience a real change."



Okinawa opens second manufacturing facility

OKINAWA Autotech has announced that its second manufacturing facility is now fully operational and will help the company meet with the rising demand for electric scooters.

Located in Rajasthan's Bhiwadi, the manufacturing facility is touted as a modern establishment which aims to further help Okinawa expand its aim of local production.

Okinawa has said the plant at Bhiwadi will employ over 250 people across various functional areas and help the company up its production capacity which currently stands at 1,80,000 units each year from the first facility located in Alwar. There is also an increased focus on expanding customer touchpoints in metro cities as well as Tier 2 and Tier 3 locations, it said.

"The market is evolving at a fast pace, and the ramped-up capacity will undoubtedly aid us in bolstering the mass transition to e-mobility with a diverse and innovative product portfolio," said Mr. Jeetender Sharma, MD and Founder of Okinawa Autotech.



Jeep Compass - Trailhawk

the off-road focused version



THE Jeep Brand has launched Jeep Compass - Trailhawk, an off-road focused version of Jeep Compass.

It has been fine-tuned to provide the best blend of on-road and off-road ride comfort and handling. The all-new Jeep Compass - Trailhawk has several points of differentiation and significant changes from the previous generation of the SUV, said a press release.

The bumpers on this variant are different from those on the standard Jeep Compass, enabling superior approach and departure angles, said the release. In addition to the usual Jeep Compass features, the Jeep Compass - Trailhawk has a 'Rock' mode (AWD).

The model's raised suspension allows it to wade in water up to 19 inches deep, making it ideal for off-

roading in comparison to the Jeep Compass. While the turning radius remains unchanged, the SUV boasts 225/65R17 all-season tyres that provide better grip on a variety of terrain, including sand, mud, snow, and even rocks, added the release.

The all-new Jeep Compass - Trailhawk sports LED projector headlamps, an auto-dimming rear view mirror, LED front cornering fog lamps, a new grey seven slot grille with black surround, rain sensing front wipers and alloy wheels.

A 360-degree parking camera, 12V power outlet, Uconnect™ with 25.6 cm (10.1) touchscreen display R1 high, integrated navigation and voice commands, nine amplified branded speakers with subwoofer are some of the elite cabin features of Jeep Compass - Trailhawk, according to the release.

Mahindra ventures into caravan segment

Signs MoU with Campervan Factory to launch luxury campers



MAHINDRA & Mahindra has signed an agreement with Campervan Factory, a research-based, IIT Madras-incubated caravan manufacturing company, to launch budget-friendly luxury campers in India.

These well-equipped campers based on the double-cab Bolero Camper Gold platform, will cater to the self-drive tourism segment that is gaining popularity in the country, said a press release. This is the first time that an Indian automotive OEM has ventured into the caravan segment in the country, it added.

As a part of this agreement, Mahindra will introduce innovative campervan designs and models in India that match international standards. These will be developed with assistance from IIT Madras Advanced Manufacturing Technology Development Centre (AMTDC), International Centre for Clean Water (ICCW) for water management and waste disposal solutions and Saint Gobain Research Centre for their expertise in glazed solutions.

Mr Harish Lalchandani, V-P, Marketing, Mahindra Automotive, said "Mahindra's entry into this segment

will be kitted with all modern conveniences for safe, comfortable and enjoyable travel – that too, at an affordable cost. Our alliance with Campervan fulfills the requirements of travel enthusiasts for whom the open road is the destination and those who want to enjoy the outdoors in complete freedom. Our Bolero Camper Gold - luxury camper trucks Factory to produce these high-quality yet rugged camper trucks will be a boon for India's travel and tourism industry to cater to a new class of adventure seekers and adds a new source and Rol to business operations."



Mr Harish Lalchandani,
V-P, Marketing, Mahindra Automotive,

Tata celebrates rollout of 3,00,000th Nexon



Mr. Mohan Savarkar,
Vice President, Product Line, Tata
Motors Passenger Vehicles Ltd (L)

Mr. Rajesh Khatri,
Vice President, Operations, Tata Motors
Passenger Vehicles Ltd.

TATA Motors on February 28 celebrated the rollout of 3,00,000th Nexon from its Ranjangaon facility in Pune.

Since the 200k-rollout in June last year, the company recorded 100k units of Nexon in less than eight months, said a press release.

While being recently featured in the Top 5 highest selling cars in India, Nexon has multiple awards to its credibility, making it the number one selling compact SUV in its segment, it added.

To mark the latest milestone, Tata Motors launched four new variants in the top trims of this successful compact SUV - the XZ+ (P) / XZA+ (P) and XZ+ (HS) /

XZA+ (HS) in both petrol and diesel with a new colour option in Royale Blue.

Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd., and Tata Passenger Electric Mobility Ltd, said, "It is indeed a moment of pride to witness the rollout of the 3,00,000th Tata Nexon – a landmark product in the turnaround of Tata Motors Passenger Vehicles. Being an integral part of the New Forever range, brand Nexon has successfully established its popularity in the compact SUV segment since its launch in 2017 and has become a part of many families."

Kia crosses five-lakh milestone



KIA India on February 22 announced the completion of five lakh dispatches from its Anantapur plant, including both domestic and export market.

With this, the company has also surpassed the four-lakh sales milestone in the country and has exported over one lakh cars to more than 91 countries, since it started shipping Seltos in September 2019.

Kia India also became the number one UV exporter in the country, with a market share of over 25 per cent

in 2021, said a press release by the company.

Mr Tae-Jin Park, Managing Director and CEO, Kia India, said: "Half-a-million is a big number and we are proud to have attained this milestone in less than 2.5 years." Now, with the Carens already launched, he said, "we are confident of achieving our next milestones at a much faster pace, creating new benchmarks that will chart the course of our growth journey in the country."



BMW's Chennai plant rolls out 1,00,000th Made-in-India car

SETTING a new milestone in its India presence, BMW Groups Plant Chennai has rolled out the 1,00,000th car locally produced in the country. A BMW Individual 740Li M Sport Edition has received this special badge.

Mr. Thomas Dose, Managing Director, BMW Group Plant Chennai, said, "It is a day of great joy and pride for us as the 1,00,000th 'Made-in-India' car drives out of our assembly lines. This accomplishment is a result of the team's hard work, efficiency and consistency which ensures that every BMW or MINI car locally produced here in Chennai is of the same international quality standards as any other BMW plant across the world."

BMW Group's plant in Chennai started operations on March 29, 2007 and is celebrating its 15th anniversary this year. The Group has continuously increased the number of its locally produced car models and currently, 13 models are locally produced.



Mr. Thomas Dose,
Managing Director, BMW Group Plant
Chennai,

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Hero appoints Reema Jain as Chief Information & Digital Officer

HERO MotoCorp has further strengthened its leadership team with the appointment of digitisation and technology expert Ms. Reema Jain.

Ms. Reema Jain, with nearly two decades of world-class technology and leadership experience, joined Hero MotoCorp on March 1 as the new Chief Information & Digital Officer.

A press release by the company said Ms. Jain will further strengthen the company's initiatives such as IT-related infrastructure, strategic planning, aligning digital strategies including the usage of new-age technologies.

She will directly report to Dr. Pawan Munjal, Chairman and CEO, Hero MotoCorp.

Ms. Jain is a well-known name in the technology industry and was recently named among top 100 global CDOs across industries. She most recently served as Chief Digital Officer at Vodafone India. Prior to that, she was associated with global corporations such as Unilever and GE in leadership roles.



Reema Jain



Mr. Pramuch Goel

Mahindra elevates Goel as VP

MAHINDRA Group has elevated Mr. Pramuch Goel as VP & Head – Group Communications with immediate effect.

Mr. Goel moves from his previous role of Strategic Communications Head for Auto and Farm Sectors. In his new role, he will report to Ms. Asha Kharga, Chief Customer and Brand Officer, Mahindra Group.

Mr. Goel takes over from Ms. Varsha Chainani, who has decided to pursue opportunities outside of the Mahindra Group, said a company press release.



Mr. Manjunath Athrey

Yulu appoints Athrey as the Head of Engineering

YULU on February 21 announced the appointment of Mr. Manjunath Athrey, an industry veteran, as the Head of Engineering.

In this new role, Mr. Athrey's primary responsibility will be to scale a world-class engineering team, drive technical innovation, and deliver high-quality products.

Mr. Athrey brings in over 25 years of experience spanning Enterprise Product Engineering and Consulting. His last stint was with Hewlett Packard Enterprises.

Welcoming him into the company, Mr. Naveen Dachuri, Co-founder & CTO, Yulu, said, "Yulu has always attracted talent looking to create a larger impact while taking on very exciting professional challenges. Manjunath connects strongly with our purpose and we are delighted to have him on board. Leveraging his deep expertise in technology, he will focus on transforming our technical capabilities, strengthening our engineering verticals, and growing our offerings multifold."

Volkswagen unveils *Virtus*

'To reinvigorate the midsize sedan segment'



VOLKSWAGEN on March 8 unveiled its new global sedan Virtus for the Indian market. Big by design, the new Volkswagen Virtus embodies a dynamic and emotional design language depicting a confident character, according to a company press release.

The latest entrant in the premium midsize sedan segment, Virtus is striking, exhilarating and German-engineered. It will reinvigorate the segment and reignite the love for sedans, said the release.

The Volkswagen Virtus is the second product under the India 2.0 project that is developed on the MQB A0 IN platform with up to 95 per cent localisation levels. The flexibility of the platform has enabled the New Virtus to be the longest car in the segment (4,561 mm) providing ample cabin and boot space (521 litres) to customers.

"The Volkswagen Virtus carries the global sedan lineage of the Volkswagen brand selling over 129 models across our 61 years of presence in the sedan segment world over. A truly global carline that will

redefine, re-energise and set new benchmarks in the premium midsize sedan segment in India. The Virtus, with its dynamic and emotional design language, spacious interiors, functionality and TSI technology, will win the hearts of our customers," said Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India.

Powered by TSI technology, the new Virtus will be available in the 1.5l TSI EVO engine with Active Cylinder Technology (ACT) and 1.0l TSI engine both equipped with idle Start/Stop and will be mated to a six-speed manual, six-speed automatic torque converter or seven-speed DSG transmission option. The TSI technology delivers a peak power of 110 kW (150 PS) and 250 Nm of torque on the 1.5l TSI EVO engine.

The new Virtus is equipped with a host of technology, entertainment and connectivity features. It has 40+ active and passive safety features.

Maruti Suzuki wins global award

MARUTI Suzuki India Limited has received the Gold recognition at the prestigious LACP 2020/21 Vision Awards for its Annual Integrated Report.

The 2020/21 Vision Awards Annual Report Competition is organized by the League of American Communications Professionals LLC (LACP), USA. The competition receives applications from about 1,000 global companies, across 24 countries. Sixty-three of top Fortune 100 and nine out of the top 10 Fortune 500 firms have participated in LACP competitions.

The LACP global awards in particular recognise outstanding focus on shareholders, their interests and their need to understand the strategic and tactical decisions their companies are making.

The Maruti Suzuki Annual Integrated Report achieved 100 per cent in six out of eight parameters, which were Letter to Shareholders, Message Clarity, Report Narrative, Report Financials, First Impression and Report Cover. This places Maruti Suzuki at the #1 slot among all automobile companies of the world, said a press release by the company.

Speaking on the achievement, Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited, said, "We take this



global recognition from LACP with gratitude and humility. Leading the automakers in the global list of Top 100 Annual Reports, alongside renowned companies across business domains and countries, is a matter of pride for the Indian business fraternity. We believe that open and transparent communication with stakeholders is the foundation of the trust we have been able to build over the years."

Mr. Rahul Bharti, Chief Investor Relations Officer, MSIL, said, "There has been a significant increase in investor curiosity in the field of ESG (Environment, Social, Governance) in the past few years. An Integrated Report shows an integrated approach between sustainable goals and business strategy. We think it is the greatness and the intrinsic sustainable culture of Maruti Suzuki that has won the award."



Mr. Rahul Bharti,
Chief Investor Relations Officer,
Maruti Suzuki India Ltd.

Smartone launches e-bike OneX

SMARTRON India on March 3 announced the launch of OneX, a second-generation e-bike built as a multi-modular, multi-purpose and multi-utility vehicle. The e-bike primarily targets rideshare and delivery markets.

According to a press release, the Tronx platform in conjunction with tbike app and tlock offers range of customised fleet and rider-management features and easy integration into existing IT systems of rideshare and delivery service providers facilitating remote vehicle monitoring and diagnostics and real-time business intelligence.



Mr. Mahesh Lingareddy, Founder, and Chairman, Smartron, said, "We are delighted to announce the launch of tbike OneX which is our second-generation multi-purpose e-bike." While tbike OneX is designed for rideshare market, he said, "we envision it being used for lifestyle, tourism, e-commerce, e-pharmacies and e-groceries etc."

Mr Anoop Nishanth, MD of Tronx Motors, the EV division of Smartron, said, "Designed and engineered in India and powered by Smartron tronX, tbike OneX is a future-ready bike that offers an easy ride experience combined with design sensibilities that adapts to varied cargo requirements."



Matter launches Drive1.0 EV motor

MATTER, a technology innovation startup, on March 10 announced the development of a new, high-speed mid-torque Drive1.0 motor.

It incorporates a series of innovations including Integrated Intelligent Thermal Management System. The innovation relooks at the approach of applying magnetism, materials, and cooling in delivering a robust and efficient drivetrain, said a press release.

Mr. Mohal Lalbhai, Founder & CEO, Matter, said, "The innovative Matter Drive 1.0 with the Integrated Intelligent Thermal Management System is one-of-its-kind in terms of technology and design. Our futuristic drivetrain is ready to power our upcoming performance EVs. With our ground-up approach, we are disrupting the way EVs are looked at in today's world."

The Matter Drive 1.0 is a Radial Flux Motor which incorporates a novel architecture of flux guide for optimum torque delivery, advanced material to achieve lightweight drive train and active liquid cooling.



Maruti genuine accessories can now be ordered online

MARUTI Suzuki genuine accessories can now be ordered online in 100+ cities across India through Maruti Suzuki Genuine Accessories (MSGA) website.

The initiative offers an end-to-end car accessories buying solution with the option of home installation.

Presently, a vast range of over 2,000 Maruti Suzuki genuine accessories are available online and it will be expanded progressively to include more products, said a press release by the carmaker.

Speaking on the launch, Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited, said, "Changing times and customer preferences have ushered radical changes in the way today's customers shop. Increasingly online buying is the preferred mode of purchase. Maruti Suzuki draws inspiration from these changing customer behaviours and therefore we have digitised 24 out of 26 touch-points of customers' car buying journey. The availability of Maruti Suzuki Genuine Accessories online is in line with our aim to offer a seamless 'Phygital' buying experience to customers."



TKM gets MNRE recognition

TOYOTA Kirloskar Motor (TKM) was recently felicitated with the Certificate of Recognition for submission of Energy Compact (EC) goals and continued commitment to enhance its energy-efficiency initiatives.

The recognition came from the Ministry of New & Renewable Energy (MNRE) in collaboration with the Council on Energy, Environment and Water, as a part of the ongoing celebration for Azadi Ka Amrit Mahotsav.



The certificate was presented to Mr. Raju B Ketkale, Executive Vice-President - Manufacturing and Mr. Vikram Gulati, Country Head & Executive Vice-President - Corporate Affairs & Governance at TKM by the Union Minister for Power and New & Renewable Energy, Mr RK Singh.

Expressing delight, Mr Ketkale said, "We are extremely honoured and pleased that our endeavors in reducing energy consumption towards CO2 reduction are well acknowledged."

Mahindra collaborates with Google Cloud for digital future



THE Mahindra Group and Google Cloud on March 3 announced a collaboration that will power the Group's digital transformation strategy and fuel its next phase of business growth.

According to a press release, Mahindra Group's Digital, Data and Cloud Center of Excellence, referred to as Mahindra Digital Engine (MDE), will use Google Cloud's secure and reliable infrastructure and advanced data analytics technology to drive innovation across the Group's multiple business units, including its core operations, its customer-facing channels, and its employee experience.

The partnership, said the release, will also embed an agile culture within MDE that will foster innovation, embrace change, and build capabilities by cultivating the right talent.

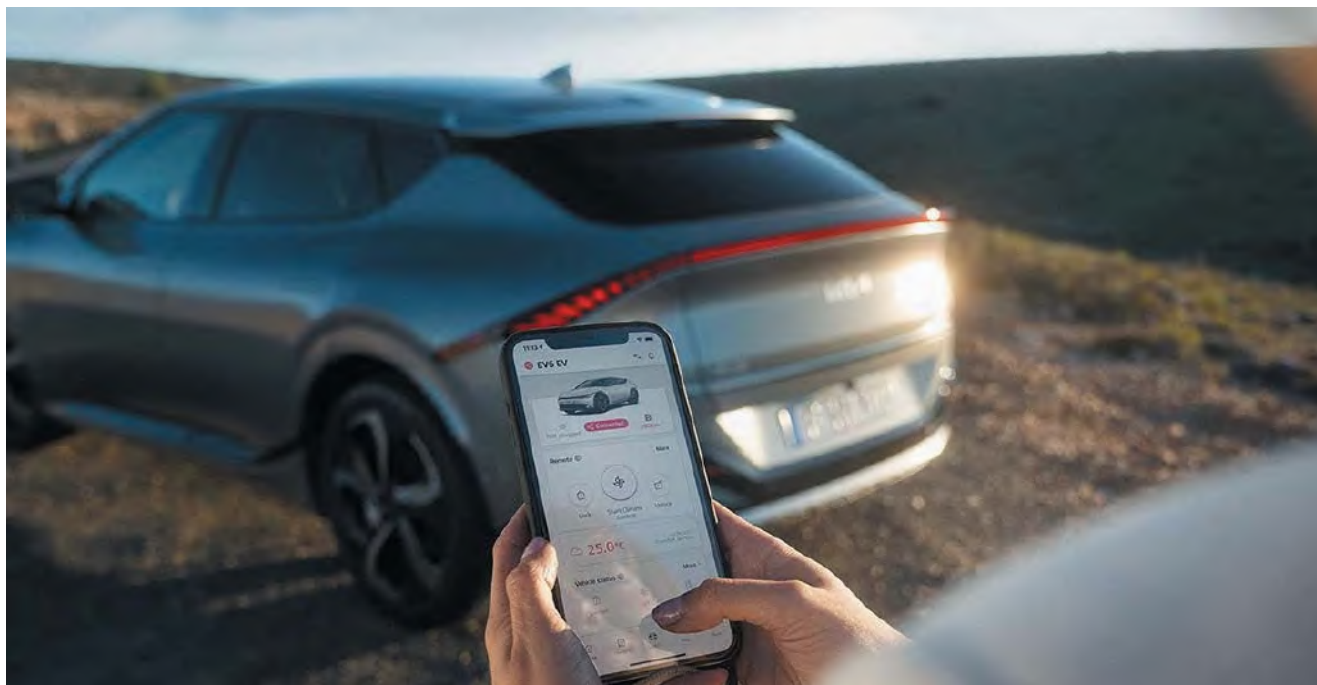
"A digital mindset is front and center in every aspect of the Mahindra Group. We are building for the future with advanced cloud-based technologies and data-driven strategies to speed decision making and maximize synergies across our business. By utilising Google Cloud's best-in-class infrastructure

and data capabilities, we can innovate faster for competitive differentiation, advance our enterprise sustainability goals, and strengthen our talent pool by attracting the best tech talent in the industry," said Mr Mohit Kapoor, Group Chief Technology Officer, The Mahindra Group.

Mr Bikram Bedi, Managing Director, Google Cloud India, said, "As Mahindra Group's trusted innovation partner, we are leveraging our expertise to help the Group bring its enterprise and consumer ecosystems closer together. Our multi-faceted, multi-year collaboration with Mahindra is a great example of the value we bring to customers and our unique ability to help them accelerate their digital transformation strategies, drive sustained business impact and unlock long-term competitive advantage."



Kia launches integrated app for its customers



KIA India has introduced an integrated customer communication application, called MyKia. Using the app, customers can take care of every aspect of their car ownership journey, said a press release.

Its sales features include requesting for a test drive, getting a quote, requesting a video consultation through Digi-Connect, booking a Kia car, etc.

Aftersales features include booking and tracking services, service cost calculator, Electronic Vehicle Health Check (EVHC) report, service expenditure summary and service feedback.

The company has also introduced 'MyKia rewards', a customer loyalty programme through which customers can receive rewards in the form of deals and discounts on various brands.

Mr. Hardeep Singh Brar, Vice-President and Head of Sales & Marketing, Kia India, said, "With initiatives like MyKia, we want to offer digital innovations in sales, service and beyond that will provide a differentiated and premium experience to customers throughout their car ownership journey."



Mr. Hardeep Singh Brar,
Vice-President and Head of Sales
& Marketing, Kia India



Bosch acquires stake in Autozilla solutions



BOSCH, a leading provider of technology and services in the mobility ecosystem, has acquired a minority stake of 26 per cent in Autozilla Solutions to participate in a digital B2B-marketplace for independent aftermarket (IAM) in the country.

The transaction will strengthen Bosch's market pull through its Bosch Car Service outlets and independent garages. The collaboration will improve the platform's acceptability in the market, expand its product portfolio and scale up operations pan-India, according to a press release.

Under this engagement, Bosch will integrate Autozilla's e-commerce platform with its digital platforms to improve the quality of catalogue search, streamline ordering of spare parts from workshops to distributors and address availability of spares with shorter lead times.

Euler Motors plans capacity expansion; to invest Rs 200 cr

EULER Motors has announced plans to increase its production capacity up to 3,000 vehicles units per month by mid-2022.

The company currently operates out of its integrated R&D and corporate office in Delhi which has a production capability of 4,000 vehicles per annum. It now plans to reach 35,000 units per annum by the end of FY23.

A press release from the company said, within four months of its launch, the HiLoad EV from the Euler Motors has seen strong demand from both institutional and retail customers. The enhanced production capacity will not only help speed up delivery against this current order book, but also meet the projected demand, it added.



The release further said that Euler Motors will invest Rs 200 crore over the next 12 months to develop advanced state-of-the-art shop floors in order to drive up production capacity in its two existing facilities across Delhi-NCR. The company will also set up an automated battery line for its patented liquid-cooled battery pack technology.

"Our investments in capacity expansion, are an effort towards fulfilling the growing demand and expand our market footprint across the country", said Mr Saurav Kumar, Founder and CEO, Euler Motors

Tadpole converts Mercedes C-Class from ICE to EV

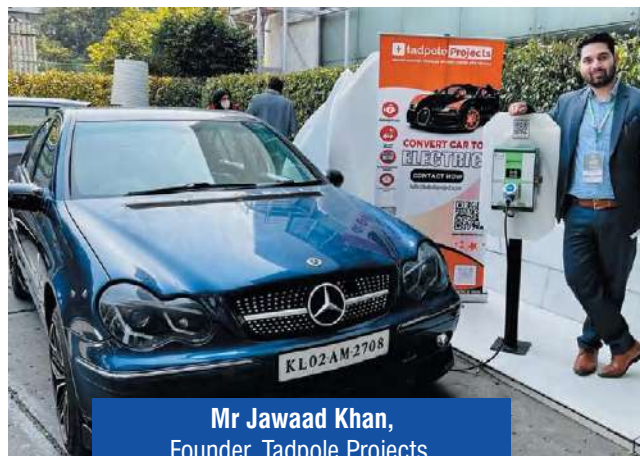
TADPOLE Projects, a pioneer in retrofitting ICE vehicles, has accomplished a stellar feat of converting a Mercedes Benz C-Class from ICE to EV.

The achievement, said a press release, is in sync with the brand's long-term vision that retrofitting is the key to the future of mobility.

The revamped EV was a petrol variant car manufactured in 2003 and now comes equipped with new-age mobility features such as GPS, Geo-fencing, and remote performance assessment. It also offers a warranty of 3 years on batteries and 2 years on the EV kit.

Although the car supports AC charging as of now, there is also a provision of DC charging if the requirement arises. It takes 5-6 hours to charge, depending on the power of the batteries.

The car can now run at a maximum speed of up to 90 kmph and cover a range of 150 km on one charge. The speed and range of the EV can be pushed further



Mr Jawaad Khan,
Founder, Tadpole Projects,

to beyond 150 kmph and 250 kms, respectively, as per the client's need, said the release.

Mr Jawaad Khan, Founder, Tadpole Projects, said, "The latest initiative underlines our commitment to accelerating the national vision of propelling electric mobility adoption in India."

Mahindra Electric partners with CSC to promote EV adoption

WITH a view to promoting the adoption of electric vehicles and to enhance sustainable connectivity in the country, Mahindra Electric Mobility Limited (MEML) has partnered with Common Service Centers (CSC).

Through this association, MEML will offer its range of electric vehicles, like Treo and Alfa, to aspiring customers in the rural markets, said a press release.

CSC is a Government organisation that helps provide employment in the rural regions of the country. It appoints village-level entrepreneurs (VLEs) to facilitate a smoother operation and they form the connection between customers and the OEMs. The VLEs also spread



awareness of Government initiatives in the villages.

Over a Facebook live session, MEML CEO Mr Suman Mishra and CSC SPV CEO Mr Sanjay Rakesh announced this collaboration. Mr Mishra said, "Such tie-ups can provide gainful employment opportunities for the educated youth in India to earn a proud

livelihood. The earning ability with Mahindra electric three-wheelers is quite high while the maintenance is the lowest when compared to conventional fuel vehicles and the benefit to environment is significant. This tie-up will help us to penetrate rural markets and propagate the use of electric vehicles, thereby helping India achieve its EV mission quicker."

Tadpole Projects wins award



TADPOLE Projects, a pioneer in retrofitting ICE vehicles, has won the Best E-Mobility Startup Award at the India First Tech Startup Conclave & Awards 2022.

Dr Kiran Bedi, former LG Puducherry, gave the award to Tadpole for being an innovator in the EV space. The win, said a press release, is attributed to the company's significant contribution to the building process as an innovator in the existing EV ecosystem and revolutionising how EVs are viewed.

On receiving this award, Mr. Jawaad Khan, Founder, Tadpole Projects, said, "We are delighted to receive this prestigious award. It underlines our vision to make India a leader in the EV ecosystem by introducing affordable clean energy conveyance solutions to the masses focusing on two crucial factors: waste management and power efficiency. The simple idea is to create EVs without adding new vehicles on the roads, and retrofitting here is the best alternative we can bet on."

Sona Comstar wins at VCCircle Awards 2022

SONA BLW Precision Forgings Ltd (Sona Comstar) has won the prestigious VCCircle Awards 2022 in the category, 'Industrial Company of the Year'.

Mr Vivek Vikram Singh, MD & Group CEO, received the award from jury member Mr Kunal Bahl, Co-Founder & CEO of Snapdeal, and Mr Shalil Gupta, Chief Business Officer of VCCircle, at a virtual ceremony on February 19.

According to a press release, Sona Comstar has been recognised for the value creation backed by its relentless focus on R&D and innovation. It said VCCircle Awards are one of India's most coveted and pre-eminent honours for disruptive and fast-growth businesses in the private equity and venture capital ecosystem.



Mr Vivek Vikram Singh,
MD & Group CEO



Mr Kunal Bahl,
Co-Founder & CEO of
Snapdeal



Mr Sunjay Kapur
Chairman SONA COMSTAR

Hyundai launches campaign to celebrate the spirit of sports

HYUNDAI Motor India on March 4 launched #TheDriveWithin campaign to celebrate the spirit of sports and showcase the inspiring real life stories of four Indian women cricketers Smriti Mandhana, Taniyaa Bhatia, Shafali Verma and Jemimah Rodrigues.

The company aims to celebrate the true expression of women power and inspire budding women athletes across India, said a press release. #TheDriveWithin campaign will capture real events and stories from the lives of these four women cricketers that have had a significant and strong contribution to Indian cricket.

TheDriveWithin campaign, is yet another initiative by Hyundai to inspire athletes with true stories of Indian Women Cricketers, showcasing their grit and determination to succeed."

The four individual films encapsulate one key moment in the lives of Smriti Mandhana, Taniyaa Bhatia, Shafali Verma and Jemimah Rodrigues. Each film individually showcases how a key person in the lives of these young and talented women cricketers has encouraged, challenged and supported them in their journey to harness #TheDriveWithin.



BBT conducts women supercars drive

LEADING pre-owned luxury car company Big Boy Toyz organised a women supercars drive on February 20 that witnessed a good response.

With 30 women participants, the drive was inaugurated with a flag-off at the BBT headquarters in Gurugram. The two-hour drive was followed by a champagne brunch, live music and relaxing session, said a press release.

BBT has created a Queens Drive Club for women that are interested and passionate about cars. Ritika Jain Ahuja, Founder of the Queens Drive Club and COO of BBT, said, "My main goal was to break the stereotype that women aren't good drivers."





TVS Motor launches *Raider* for Gen Z in Latin America

TVS Motor Company on March 2 launched Raider, a feature-rich offering in the 125cc segment, for aspirational young customers across countries in Latin America (LATAM).

The motorcycle comes with first-in-class features such as an LCD digital speedometer, 3V i-Touch Start, animalistic LED headlamp and first-in-segment under-seat storage. The new-generation bike has been launched for Gen Z customers in Colombia, Guatemala, Honduras and Nicaragua, said a press release by the company.

Speaking on the occasion, Mr. R Dilip, President – International Business, TVS Motor Company, said, "LATAM is an important market for TVS Motor Company. Our products have always been well appreciated in this region. We are delighted to launch the 125cc TVS Raider across key markets like Colombia, Guatemala, Honduras and Nicaragua to delight the new-age customers."

According to the release, TVS Raider embodies the TVS Motor Company design spirit of innovation with a unique and bold design theme. The motorcycle has a distinctive macho personality and a special logo to symbolise this theme. The strong and sculpted tank profile lends TVS Raider muscular, solid appeal.

At the same time, it is a sporty, compact and agile motorcycle for your everyday ride. Signature design elements of the TVS Raider are its distinctive and aggressive headlamp and tail-lamp that provide excellent visibility. The youthful colour schemes with specially designed textures and finishes are inseparable aspects of its sporty and energetic design.

TVS Raider is coupled to an advanced 124.8 cc air & oil-cooled 3V engine, and it churns a maximum power of 12.9 PS @ 8,000 rpm and torque of 11.5 Nm @ 6,500 rpm. The motorcycle boasts a best-in-class acceleration of 0-60 km/h in 5.7 seconds.

Apollo Alnac 4G tyres for new-age Maruti *Baleno*



APOLLO Alnac 4G tyres have been chosen as OE fitment for the next-generation Baleno from Maruti Suzuki.

The new-age Baleno would come fitted with Apollo Alnac 4Gs in two sizes, 195/55 R16 and 185/65 R15. The tyres have been customised to meet the low rolling resistance, increased durability and enhanced riding comfort requirements for Baleno, said a press release.

Alnac 4G tyres have unique mix of compound which ensures maximum traction and shorter braking distances on wet and dry surfaces. These tyres with a modern and sporty tread pattern, easily and precisely responds to any unexpected steering corrections, providing maximum driving safety, added the release.

Mr Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd, said "Our focused approach towards upgrading our product technology to meet evolving customer requirements has helped us win several customers. Alnac 4G, as a product brand, has multiple approvals from OEMs spanning premium hatchbacks, sedans and compact SUVs."



Mr Satish Sharma,
President, Asia Pacific, Middle East and
Africa (APMEA), Apollo Tyres Ltd



Apollo launches two new 'Go The Distance' pitches



APOLLO Tyres has announced the launch of two new 'Go The Distance' pitches in India, in Chennai and Pune. Showcasing its commitment to sustainability, the tyre-maker has used 100 per cent repurposed rubber from its own tyres, to create the playing surface for the artificial football pitches.

In addition to the reuse of discarded/end of life tyres to create these pitches, this will also encourage the next generation of talent to come to the fore, according to a press release.

Apollo Tyres has been working towards a sustainable model to create access to sports and fitness. Approximately one billion end-of-life tyres (ELT) are generated globally each year, and it is estimated that 4 billion of such tyres are currently in landfills, and stockpiles around the world. The Apollo Tyres pitches use rubber crumb from old tyres to create multi-sport playing eco-friendly spaces.

Mr. Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd, said, "Apollo Tyres as a company is committed to sustainability. These pitches created using repurposed rubber from our own tyres, are one of the many initiatives that we are taking towards our sustainability journey."

Solis Yanmar launches its YM3 Series tractors in India



INDIA'S leading tractor manufacturer International Tractors Limited has widened its footprint under the Solis Yanmar brand portfolio with the launch of its new YM3 tractor series.

Also known as Global 4W Drive experts, Solis Yanmar has introduced two new tractors - YM 342A and YM 348A that are fully tuned to deliver higher productivity and unmatched performance, said a press release.

Built with 110 year old diesel engine expertise of Yanmar, the new YM3 series is fully tailored as per Indian farmer requirements and robustly designed for Indian conditions, it said.

The YM3 tractor range, it further said, comprises fully sealed tractors with premium features like world-

class engine, fully synchromesh gear and push button operated PTO and carries optimum weight to address both farming as well as special application needs of farmers.

Sharing his vision during the launch, Mr. Raman Mittal, Joint Managing Director - ITL, said, "Introducing premium technologies that steer farmers towards a prosperous future remains sacrosanct for us at Solis Yanmar. After the tremendous response to our Solis range of tractors since its launch in 2019, we are now launching the Yanmar tractor range with the YM3 tractor 4WD series which is a clear reflection of advanced Japanese engineering."

GLOBAL EYE



Automechanika Innovation Awards in Sept this year

AUTOMECHANIKA Frankfurt will be honouring pioneering products and solutions with a new concept for the Automechanika Innovation Awards, in September this year.

Companies have been asked to enter their products in the competition until the end of April.

Be it electromobility, mobility services, autonomous driving or intelligent software for workshops and car dealerships, manufacturers and suppliers in the automotive aftermarket have a wealth of new products and innovations on tap for the upcoming Automechanika Frankfurt. Products that are particularly notable are honoured with the coveted Innovation Awards.

A new 'Innovation4Mobility' showcase will be making its debut alongside the Innovation Awards.



Autoliv to tie up with Polestar to develop climate-neutral car

AUTOLIV, Inc., the worldwide leader in automotive safety systems, on February 23 announced its intent to collaborate with Polestar in its industry-leading initiative Polestar 0. The goal is to develop a truly climate-neutral car by 2030, said a press release.

The 'Polestar 0' project unites companies across the automotive supply chain to leverage innovation and collaboration to address the climate crisis and change the view of how to manufacture cars in a sustainable way.

The collaboration is in line with Autoliv's commitment to be the first automotive safety supplier to become carbon neutral in its own operations by 2030 and aim for net-zero emissions across its supply chain by 2040, added the release.

Autoliv and Polestar intend to research and develop technology aiming at finding climate neutral solutions and innovations related to automotive safety such as pyrotechnics, textiles, and new generations of materials for airbags and seatbelts.

"We are happy and proud to join forces with Polestar. To reach our ambitious climate targets, we need to collaborate across the value chain. We are well-positioned to continue to support our partners and customers in achieving their sustainability goals," said Mr Mikael Bratt, President and CEO of Autoliv.

Autoliv

Hyundai unveils roadmap to accelerate electrification



HYUNDAI Motor Company on March 2 unveiled a strategic roadmap to accelerate its electrification ambition as it pursues sustainable progress for the company.

Mr Jaehoon Chang, President and CEO, and other executives presented the plans to shareholders and investors at the '2022 CEO Investor Day' virtual forum.

The company also unveiled targets for sales and financial performance to be achieved by 2030.

The roadmap for Hyundai's battery electric vehicle (BEV) is supported by: strengthening BEV line-ups, optimising manufacturing capacity, and securing hardware and software competitiveness. Under the plan, the company aims to boost annual global BEV sales to 1.87 million units and secure a 7 per cent level of global market share by 2030.

By 2030, Hyundai also targets to achieve an operating profit margin of 10 per cent or higher in EV businesses by enhancing competitiveness in hardware and software capabilities with an expanded line-up. On a consolidated basis, it aims to secure an operating profit margin of 10 percent.

Messe Frankfurt to focus on profitable revenue drivers



TOP management at Messe Frankfurt is hoping that the pandemic will end soon, allowing the company to return to its normal business activities and generate revenue, according to a press release.

The Messe Frankfurt Executive Board is determined to restore the company to growth as soon as possible, it said.

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explained: "To achieve this, we will be focusing entirely on profitable revenue drivers, which we will be able to operate and develop on our exhibition grounds without additional financial resources from our shareholders or other third parties."

To this end, the management team implemented a series of complementary measures that were prepared during the months of downtime and which relate to the portfolio of events and supplementary services.

Hypermotion is to be continued in a different form. The socially relevant issues relating to modern mobility concepts will be further developed as conference topics and will continue to make an important contribution to a social and specialist discourse in the future as well.

The Musikmesse Frankfurt trade fair will not be continued. This is because the structure of the market has changed so much that the event is no longer commercially viable, added the release.

Hyundai CCO named World Car Person of the Year 2022



THE jury panel of the World Car Awards has named Mr Luc Donckerwolke, Hyundai Motor Group's Executive Vice-President for Design and Chief Creative Officer (CCO), its 2022 World Car Person of the Year.

The jury cited Mr Donckerwolke's role overseeing innovative new models, including Hyundai IONIQ 5, Kia EV6 and Genesis GV60, as the principal reason for honouring him this year. They also heralded the resto-mod Pony and Grandeur models that paid homage to Korea's often overlooked automotive heritage.

"I am deeply honoured to receive the Person of the Year award and would like to thank all of the jury members and the valued team at Hyundai Motor Group without whom this would not have been possible," Mr Donckerwolke said.

Kia EV6 is European Car of the Year

THE all-new Kia EV6 has been named the 2022 Car of the Year in the prestigious European Car of the Year (COTY) awards.

The innovative all-electric crossover was voted the overall winner by a 61-strong jury consisting of highly respected motoring journalists from 23 European countries, said a press release.

Signifying its high-tech positioning, the EV6 was the first global model to incorporate Kia's new design philosophy 'Opposites United' which takes inspiration from the contrasts found in nature and humanity.

The Kia EV6 was initially listed for consideration for the top award alongside over 60 models that launched during 2021. In November, the COTY jury whittled this long list down to a seven-strong shortlist, six of which were electric vehicles (EVs).

Mr Jason Jeong, President at Kia Europe, commented: "It's a great honour to have won the 2022 European Car of the Year with the EV6, the first ever Kia to win this prestigious award. The EV6 is truly a landmark development that's been designed from the outset to make electric mobility fun, convenient and accessible."



Kia bags eight IIHS safety awards

THE Insurance Institute for Highway Safety (IIHS) recognised eight Kia vehicles – tied for second most in the industry – on its 2022 Top Safety Pick (TSP) and Top Safety Pick+ (TSP+) awards lists.

The Kia Telluride, Sorento, Seltos, Carnival built after March 2021 (with specific headlights), Sportage, and Soul (with optional front crash prevention and specific headlights) all received TSP awards. The Kia K5 and Stinger sedans qualified as TSP+ winners.

"As the Kia brand makes a momentous shift toward electrification with our next generation of vehicles, passenger safety remains a top priority," said Mr Sean Yoon, President and CEO of Kia America, Kia North America. "These eight Top Safety Pick and Top Safety Pick+ accolades from IIHS are the direct results of our commitment to delivering the highest standards for crash readiness, structural integrity and available safety systems for our customers," he said.



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