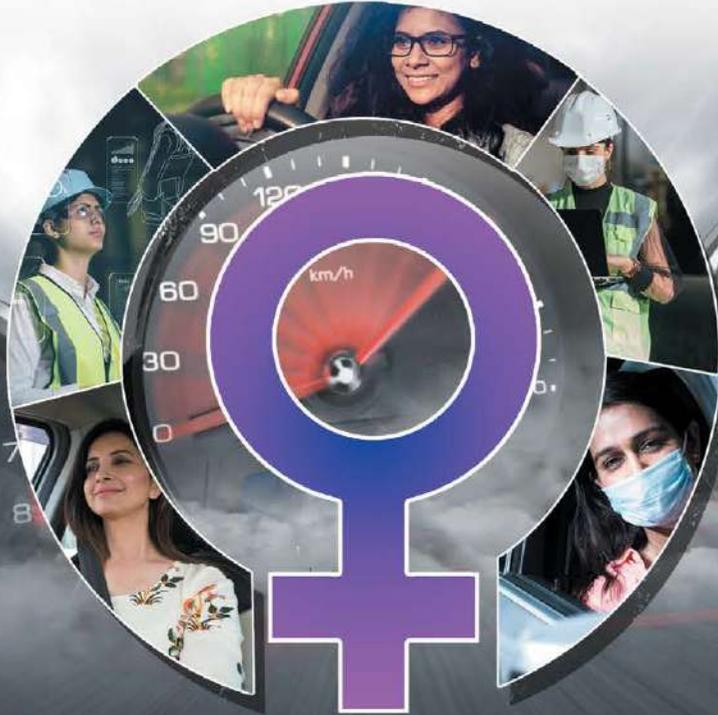


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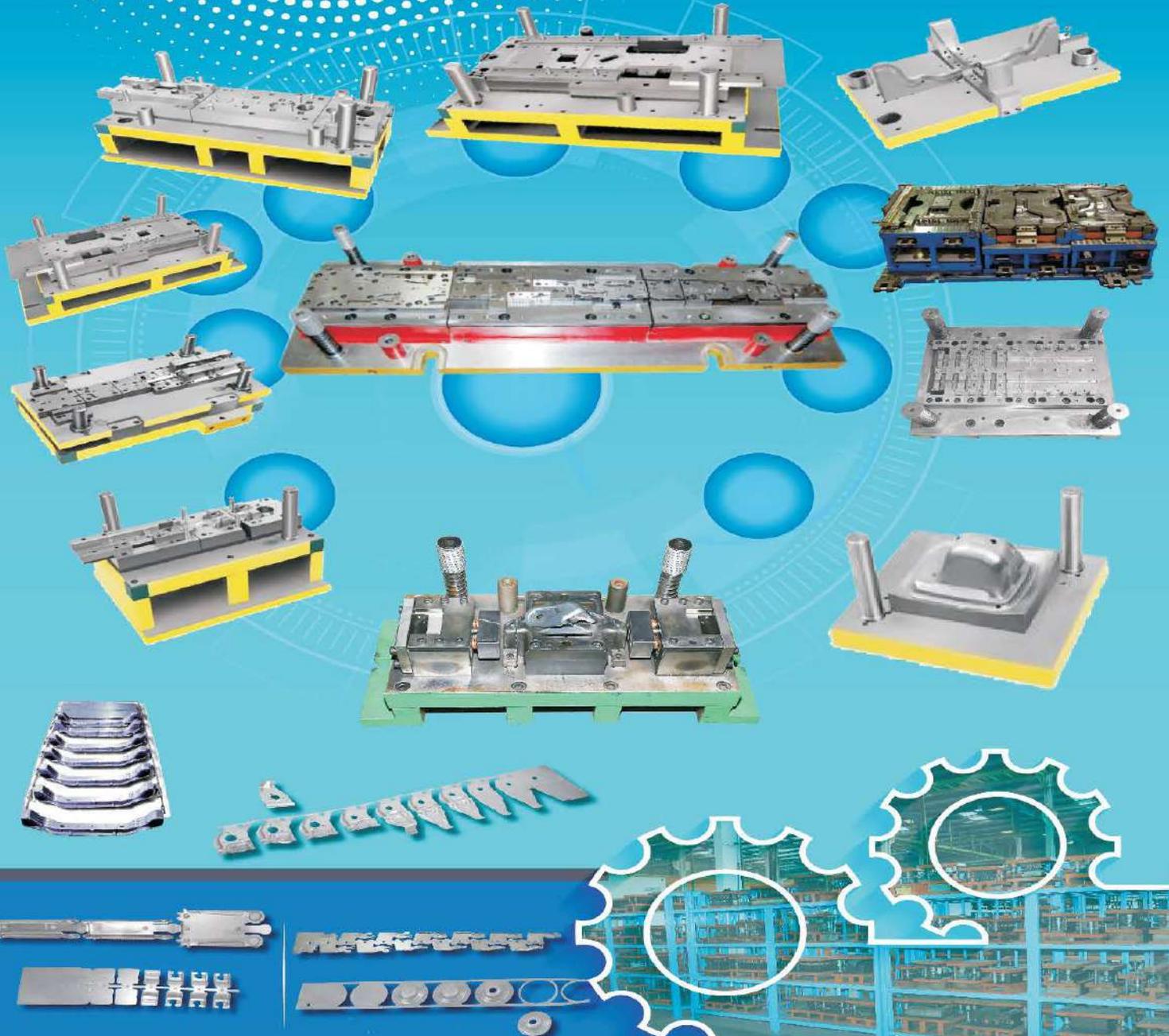
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Aston Martin



Kia Seltos

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# Editor's Viewpoint



**LATE JOGINDER P. MALHOTRA**  
Founder



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



**SHILPA MALHOTRA**  
Executive Editor

**It is believed that women bring typical traits to the table that complement mechanics through innovation, integration and wiser decision-making.**

## A Positive Change

**J**ULY comes with a few major events to address such as women empowerment in the automotive sector and the mark of the rise in EV era. Women are no longer a rarity in the automotive and ancillaries manufacturing industry, be it the shop floor or that corner office. Gradually different renowned companies are trying to fix the gender gap in this sector. There's no doubting the evolving mindset on the congruity of women amid machinery. And that's what we have attempted to do in the Cover Story of Autoguide this month. As manufacturers wake up to the advantages of diversity in promoting creative output, Indian women are making more of an impact. Many more women are now gravitating towards engineering, leading to that many more being trained to be on the shop floor and understand machines. Automakers are pushing for diversification. They have launched specific programmes to tap talented women from other segments and they are making a conscious attempt to mitigate the gender gap to improve the ratio of women employees. To attract talented women, they are offering equal pay opportunities. As the automotive industry is moving towards electric vehicles and connected cars, opportunities for women are growing by the day. With the increased participation of women, automakers aim to achieve a higher growth rate and reduce the gender imbalance. While the companies are stepping up their games by hiring talented and hardworking women, the EV sector is at a full boom. Electric vehicle (EV) numbers are only going to grow, and the demand for batteries along with them. Our report takes note of all the major launches and tie-ups happening this month.

Apart from these, the issue encapsulates all the major news relating to various segments of the domestic and global automobile industry.

*Enjoy reading!*

# Letting 'HER' Take the Front Seat



In today's world women are stepping in every industry including the industries that were labelled for 'men only,' automotive industry being no exception. There used to be a strong belief that only men could perform demanding operations in the heavy machinery industries. This view has slowly changed over the years. Women in the automotive industry, however, comprise only a quarter of the auto manufacturing workforce. These changes are most certainly a welcome change, and there is still a huge space for women to excel in the automotive industry however, there is no doubt the automotive industry is lagging behind other sectors as it seeks to redress its gender imbalance. Women have made inroads in marketing and sales, but they are less visible in engineering and manufacturing roles. It is the right time for women to accept key roles, lead, and create impact on communities. As today's women are more aggressive, risk taker and opportunity seeker, there is a huge scope of women employment in Automobile Industry. Various Original Equipment Manufacturers (OEMs) have come out with programs to diminish the gender parity. Along with Human Resource & data management department, shop floor has been highlighted as key areas for women employment. Friederike Kienitz, Senior Vice President for Sustainability, Corporate Affairs, Legal, External Affairs and Communications, AMIEO at Nissan Motor Corporation, said: "Women have a key role to play in the automotive industry and their fresh perspectives are important drivers for innovation which benefit our most important stakeholders: our customers."



Anjali Anand Singh,  
Chairperson,  
Anand Automotive Systems

Perspective of few women leading the automotive scenario in India on this issue - Anjali Anand Singh, Chairperson, Anand Automotive Systems: 'The ecosystem is supported by mentoring and coaching facilities and integrating with their sense of purpose. I am hopeful of seeing more women supervisors at the first level of management in our factories, besides at the entry-level.'

However, this month many companies stepped up its game by focusing on this issue and making a move to welcome more skilled women in the industry. Women are storming the male bastion in automotive manufacturing harder as firms like Tata Motors, MG Motor, Hero MotoCorp and Bajaj Auto accelerate the drive for gender diversity at shop floors. Tata Motors, which currently has over 3,000 women operating on its shop floors across its six plants in India in different roles for production of a range of vehicles from small passenger cars to heavy commercial vehicles, plans to add even more women in its factory workforce. Similarly, MG Motor India plans to achieve a gender-balanced workforce wherein women would account for 50 per cent of its overall workforce, including in factories, by December 2023. Currently, women comprise 34 per cent of the company's factory workforce of 2,000 at Halol plant, in Gujarat. Hero MotoCorp has over 1,500 women employees with a diversity ratio of 9.3 per cent at the end of 2021-22 and it aims to substantially increase it in the near future. Another Indian automotive firm, Bajaj Auto which has an all-women line of manufacturing high-end bikes like Dominar 400 and Pulsar RS 200 at its Chakan plant, in Pune has seen women employee strength grow more than four times from 148 in FY14 to 667 in FY22.

ETO Motors, India's No. 1 EMaaS (Electric Mobility as a Service) Company with its unique 360-degrees Electric Mobility business model, has planned to deploy electric autos as last-mile connectivity to commuters driven by women at the Metro Stations in Delhi from August 2022 onwards. The Company thrives on the 3E Principles of Environment, Employment & Empowerment where women power takes the driver's seat, offering a service focusing on the deployment of clean mobility services that are sustainable. This concept is testament to ETO's support to women empowerment, gender parity and vibrant communities.

This initiative of ETO Motors aims to create sustainable income and enhancement opportunities for 300 women earners in the focus geography. The women will be provided with skill enhancement training, continued guidance and help to run e-autos, thereby improving their employability or helping them become micro-entrepreneurs.

"While companies have put in place a comprehensive framework to encourage women to hold key positions, the figures show that there is a wide gap between the idealized criteria and reality," Tata Motors President & Chief Human Resources Officer, Ravindra Kumar told.



Arathi Krishna, Joint managing director, Sundram Fasteners

**Arathi Krishna, Joint managing director, Sundram Fasteners also commented on the issue saying, 'This year, Sundram Fasteners is going all out with a women recruitment drive among the freshers, to show how manufacturing is an exciting option for women.'**

India Director-HR Yeshwinder Patial said that amongst MG's workforce, women are active change-makers and can be seen leading several departments. However, despite featuring one of the highest gender diversity ratios in the automobile industry, it is their continuous endeavor to achieve the perfect 50:50 ratio. As for Hero MotoCorp, a company spokesperson said through its initiative 'Project Tejaswini', the company has "increased the number of women employees on its shop floor, changed mindsets, and made the manufacturing workplace more holistic - in line with its larger vision." Also, the spokesperson added, "To meet its diversity goals, the company has adopted an integrated approach through targeted recruitment initiatives, education and training, career development, and mentoring programs to increase and retain workforce heterogeneity within the organization."

**MG Motor India announced the launch of the 4th season of its 'MG Changemakers' initiative organized in collaboration with 101 India, a youth-focused storytelling platform. 101 India has always strived to highlight stories about subculture, culture, and counterculture, which defy the traditional norms of society. This initiative is in line with MG and 101 India's aim to honor and recognize Indian women willing to change society with their sheer intent and passion. Six inspiring women across India to be honored for their extraordinary efforts in environmental conservation.**

These are few great initiatives taken by these companies; however, it is important to take time to assess the changes in the sector and work with areas that need more improvement. This will help address the global efforts to reduce the gender gap and create a more empowered women workforce.



Anna Gallagher, Jaguar Brand Director said, 'There are far more senior women than a decade ago, but we are still under-represented. I continue to experience archetypal thinking, that to be successful you must be pushy and aggressive, to over-exaggerate that you aren't a 'pushover'. This simply isn't true. Female and male colleagues have proven that you can make great advances. We need to concentrate on erasing this stereotype.'



Sulajja Firodia Motwani, Vice-chairman, Kinetic Engineering & founder-CEO, Kinetic Green

**Sulajja Firodia Motwani, Vice-chairman, Kinetic Engineering & founder-CEO, Kinetic Green encouraging more recruitment in the manufacturing sector exclaimed, 'India still seems to be experimenting with women when it comes to manufacturing.'**

# July Auto Sales a Mixed Bag

THE first month of the second half of this year reflected a mixed bag of sales. On a year-on-year basis, domestic sales for all the segments during July 2022 remained in the green, barring the tractors. On a month-on-month basis, passenger vehicles were on an upswing, two-wheeler sales improved but some CV makers reported a drop.

 MARUTI SUZUKI	 HONDA	 HYUNDAI	 TATA
 KIA	 ŠKODA	 BAJAJ	 ROYAL ENFIELD
 TVS	 Mahindra	 NISSAN	 TOYOTA

## PASSENGER VEHICLES:

Improvement in the availability of semiconductor chips along with the excitement of new launches helped the passenger vehicle (PV) OEMs to streamline their production schedules during July 2022. However, automakers still hold pending orders for popular models. During July 2022, car market leader Maruti Suzuki reported year-on-year growth in domestic sales for its mini (Alto, S-Presso) and compact (Baleno, Celerio, Dzire, Ignis, Swift, Tour S, WagonR) car categories. However, sales of its mid-size Ciaz and utility vehicles (Brezza, Ertiga, S-Cross, XL6) were down, as compared to July 2021. Hyundai continued to sustain its second spot in the Indian PV industry albeit with a lead of just about 3,000 units. EV maker Tata Motors maintained its sequential growth trajectory clocking sales of 47,505 units in July 2022. This includes 43,483 units of ICE vehicles along with 4,022 units of electric cars. With this, the maker of Nexon crossed the 4,000 sales mark for its passenger electric vehicles in India. Kia India, which has solidified its position in the Top 5 PV makers in India, sold 8,451 units of Seltos, 7,215 units of Sonet, 5,978 units of Carens and 288 units of Carnival in July this year.

Toyota Kirloskar marked a 50% growth during the month. "This is the highest ever wholesales clocked by the manufacturer in a single month ever since its inception in India," said the company in a statement. On a month-on-month basis, Toyota registered a growth of 19% over its wholesales of 16,500 units sold in June 2022. Skoda Auto which is betting big on its India 2.0 strategy said that the company shall very soon record 2022 as the "Biggest Year yet for us in our two-decade legacy in India." Honda Cars India Ltd. (HCIL), leading manufacturer of premium cars in India, registered monthly domestic sales of 6,784 units with a growth of 12% in July'22 over last year. The export numbers for HCIL stood at 2,104 units in July'22. The company had registered 6,055 units in domestic sales and exported 918 units in July'21. Nissan Motor India announced domestic wholesale of 3667 units and export wholesales of 4670 units, cumulative wholesales of 8337 units for the month of July 2022. The cumulative wholesale YTD growth stood at 14% on domestic wholesale and exports.

## TWO WHEELERS:

Domestic demand recovery is showing green shoots while export demand is experiencing some headwinds. With festival season in sight, OEMs would be focusing on building channel inventory in the coming months. The country's largest two-wheeler maker Hero MotoCorp sold a total of 4,21,288 motorcycles and 24,292 scooters in July 2022, marking a decline over July 2021 when it sold 4,24,126 motorcycles and 30,272 scooters during the month. On a month-on-month basis, domestic sales of two-wheeler makers improved. TVS Motor Company registered a growth of 13 percent in July 2022 with sales of 314,639 units as against 278,855 units in the month of July 2021. Total two-wheelers registered a growth of 14 percent in July 2022 with sales increasing from 262,728 units in July 2021 to 299,658 units in July 2022. Domestic two-wheeler registered growth of 15 percent with sales increasing from 175,169 units in July 2021 to 201,942 units in July 2022. Motorcycle registered a growth of 8 percent with sales increasing from 138,772 units in July 2021 to 150,340 units in July 2022. Scooter registered a growth of 49 percent with sales increasing from 73,811 units in July 2021 to 110,196 units in July 2022.

## COMMERCIAL VEHICLES AND THREE WHEELERS:

In the commercial vehicle segment, market leader Tata Motors gets a major portion of its volumes from the SCV cargo and pickup category where it reported sales of 15,022 units in July 2022. Tata's M&HCV sales stood at 8,522 units, followed by I&LCV sales at 4,475 units and passenger carrier sales at 3,454 units. On a sequential basis, sales of Tata Motors, Ashok Leyland and VECV reported a decline while domestic sales of Mahindra and Bajaj Auto increased. In June 2022, Tata's sales stood at 34,409 units, Ashok Leyland at 13,469 units and VECV at 5,584 units. Mahindra reported 24,439-unit sales and Bajaj Auto was at 13,268 units. Mahindra's major sales portion comes from LCVs (2T-3.5T) which clocked sales of 16,445 units in July this year. Its three-wheelers reported sales of 4,351 units and LCVs less than 2T at 3,693 units. The company also sold 808 units of LCVs over 3.5 T and M&HCVs. VE Commercial Vehicles (VECV), a joint venture of the Volvo Group and Eicher Motors, said sales of Eicher brand of trucks and buses in the domestic market stood at 5,360 units in July 2022, up 50.9% against 3,553 units in July 2021. Sales of Volvo trucks and buses stood at 121 units in the month under review as against 78 units. Three-wheeler of TVS Motor company registered sales of 14,981 units in July 2022 as against sales of 16,127 units in July 2021.

## TRACTORS:

According to Motilal Oswal, retail sales remained subdued in the tractor segment. With the monsoons covering most part of the country, barring a few states, tractor sales are likely to improve. Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra said, "July is traditionally a lean month as the land preparation phase, wherein a tractor finds the highest utility, gets over and farmers start sowing their crops. Monsoon, which is a key determinant of Agri growth, has stayed on the course so far."



# A Historic Sale within 2 hours of Launch, Volvo XC40 Recharge

**A**N unreal and overwhelming response was received within 2 hours of opening the bookings of Volvo Car India's all-electric offering the XC40 Recharge. The car got booked for the whole year 2022 within two hours of the company opening bookings on their official website. The company plans to deliver 150 XC40 Recharge cars by end of December 2022 after starting the deliveries in October.

In India's luxury electric car segment this is the first time that such bookings have been achieved in such a short span of 2 hours. The XC40 Recharge can be booked only online on Volvo cars official website supported by the business partner network handling post purchase facilitations and deliveries across India. The company shall continue to take customer orders for further deliveries. The XC40 Recharge is India's first locally assembled luxury EV and it will be rolled out from the company's Hoskote plant near Bengaluru, Karnataka.

Volvo XC40 Recharge was launched over the futuristic 'VolvoVerse' on July 26th with an attractive hassle-free ownership package of Rs 55.90 lakhs (ex-showroom Price) including 3 years comprehensive car warranty, 3 years Volvo service package, 3 year RSA, 8 years battery warranty, digital service subscription of 4 years and an 11 Kw wall box charger. The customers of XC40 Recharge would also get the exclusive membership to the company's ultimate luxury program called 'Tre Kronor Experience'.

"The overwhelming response on bookings in just two hours reflects the consumer confidence in Volvo Cars. Our strategy of showcasing the car across our business partner locations and giving the prospective customers in these cities the opportunity to drive the XC40 Recharge has helped them in deciding. The XC40 Recharge can only be booked online on Volvo Cars official website and the pan India customer drive experience resulted in a quick hassle-free ordering process" said Mr Jyoti Malhotra, Managing Director, Volvo Car India



**Mr Jyoti Malhotra,**  
Managing Director, Volvo Car India



# MG Motor Launches India's First Internet Car, HECTOR

MG Motor India has unveiled the first teaser of the Next-Gen Hector, aimed to enrich the customer experience by enabling indulgence. The interior of Next-Gen Hector is conceptualized as a 'Symphony of Luxury', offering a cinematic and immersive experience complemented by the **India's largest 14" HD Portrait Infotainment System**.

Launched as India's first Internet Car, HECTOR stands for everything Strong, Bold yet trustworthy, and Dependable. Building on its unparalleled legacy, the next-gen Hector is designed to enhance the in-car experience and capture the imagination of new-age customers.

MG Motor India's state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,25,000 vehicles and employs nearly 2,500 workers. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.



# Tata Motors bags prestigious order of 1500 electric buses from DTC



**T**ATA Motors, India's largest commercial vehicle manufacturer announced that it has bagged a prestigious order of 1500 electric buses from Delhi Transport Corporation (DTC) under the larger tender by Convergence Energy Services Limited. Tata Motors will supply, operate and maintain air-conditioned, low-floor, 12-metre fully built electric buses for 12 years, as per the contract. Tata Starbus electric buses offer state-of-the-art technology for sustainable, eco-friendly and economical public transportation and are equipped with modern features to enable safe, smooth and comfortable travel for passengers.

Tata Motors has been at the forefront of bringing environment-friendly mobility to India. Its state-of-the-art research and development facilities have steadily worked to engineer innovative solutions powered by alternate fuel technology, including battery-electric, hybrid, CNG, LNG and hydrogen fuel cell technology. Till date, Tata Motors has supplied more than 650 electric buses across multiple cities in India, which have cumulatively clocked more than 39 million

Mr. Neeraj Semwal, IAS, MD – Delhi Transport Corporation, said, "We are delighted to confirm the order of 1500 electric buses to Tata Motors. The induction of the environment-friendly buses will help largely in reducing air pollution and benefit millions of Delhi citizens. DTC remains committed to introducing new technologies for benefit of passengers and society, at large."

Mr. Rohit Srivastava, Vice President, Product Line – Buses, Tata Motors, said, "We're delighted to have won the largest order for electric buses by DTC. The delivery of these buses will further fortify our partnership with DTC and help in environment-friendly mass mobility for the city of Delhi. We are committed towards modernising public transportation in India and keep sustainability at the core in the designing of futuristic vehicles."

#### Key Highlights:

- Largest order to date for electric buses by Delhi Transport Corporation
- Tata Motors will supply, operate and maintain 1500 air-conditioned, low-floor 12-metre electric buses
- Tata Starbus electric buses offer state-of-the-art technology and features designed for comfortable travel for passengers



# Standing by its Global Vision

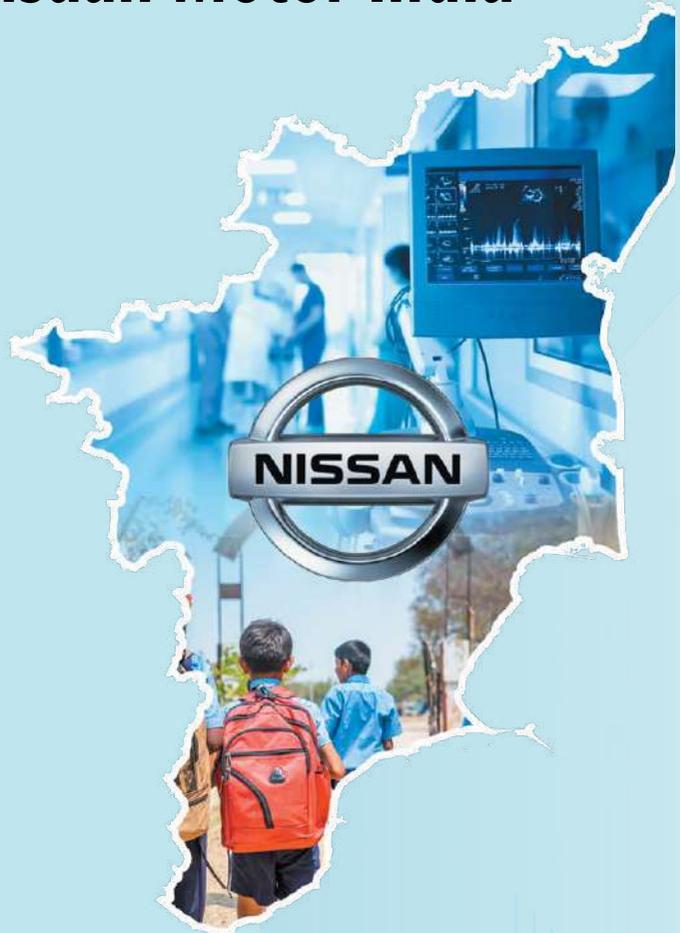
## 'People First' – Nissaa Motor India

**N**ISSAAN Motor India stood by its goal to nurture and transform society and community by investing Rs 2 crores to revitalise health infrastructure at Chengalpattu Medical College & Hospital in Tamil Nadu.

The effort in partnership with NGO Hand in Hand India (HiH India), includes the renovation of the hospital's Medical Out-Patient Department (MOPD), and the upcoming construction of a new waiting hall for patient caretakers within the hospital premises. .

The MOPD was inaugurated by Hon'ble Thiru. Thamo Anbarasan, Minister for Mini Small and Micro Enterprises (MSME), Government of Tamil Nadu. The inauguration was attended by key officials, including Ragul Nath, IAS, District Collector, Chengalpattu; Varalakshmi Madhusudhanan, MLA, Chengalpattu, Sandip Mookerjee, Head, Partnerships & Alliances, HiH India; Radha Krishna, Chief Operating Officer, HiH India and Lokesh Kumar Ganapathy, Vice President Partnerships & Alliances, HiH India. Nissan Motor India representatives also graced the occasion.

The MOPD building, which was constructed in 2006, was in a dilapidated condition, making it unsafe for patients, caretakers, and staff. Working together, Nissan India, in partnership with HiH India, renovated the building in three-and-a-half months. The MOPD was renovated at a cost of Rs. 43 lakhs and will cater to 1000 patients per day. Renovations comprised of weathering roof tiles, plastering of walls making it leak proof, renovation of toilets, OPD patients waiting shed, the complete painting, electrical rewriting and plumbing of the building, and ramp renovation, among other upgrades. The improved facilities will enhance the comfort of patients who visit the hospital's Cardiology and General Medicine OPD. The construction of the new waiting hall will commence shortly and is budgeted at Rs. 1.35 crores



Rakesh Srivastava

Commenting on the initiative, Rakesh Srivastava, Managing Director, Nissan Motor India, said, "Guided by our global vision of 'People First', the new and renovated infrastructure at the hospital will serve a large number of Tamil Nadu residents and is a significant step forward in strengthening healthcare access and making it more inclusive and efficient."

# 5 lakh Sales Milestone Kia India

**K**IA India, one of the fastest growing car makers in the country, sets another benchmark, surpassing the 5,00,000 domestic sales milestone in just under 3 operational years, making it the quickest carmaker in India to achieve the feat. Carens boosts 1 Lakh sales in just 4.5 Months with 30,953 units sold since its launch. With its outstanding performance in the Indian market, Kia India currently contributes 6% to Kia's global sales where Seltos continues to be the most popular Kia in India contributing 59% to the company's overall tally followed by the Sonet with more than 32%. Including exports, Kia India's cumulative dispatches soar to 6,34,224 units from its Anantapur manufacturing facility.

Climbing the chart rapidly, Carens has contributed close to 6.5% to the company's domestic sales in just 5 months of its launch. Coming to the segment Kia operates in, The Seltos maintains its stronghold in the Mid-SUV segment, contributing more than 40% to the sales of vehicles in its category. While the Sonet continues its healthy run in the compact SUV segment with a 15% share, The Carens is climbing the chart with more than 18% contribution to its segment. Notably, in CY 22, the Carens has become the second most selling vehicle in its category. The Carnival, too, maintains its robust sales trend, selling almost 400 vehicles on average every month.



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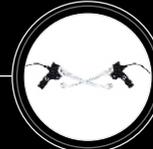
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# Tomorrow is the New Today in Automotive Sector



Mr. Ravi Mehra  
Deputy Managing Director

**S**USTAINABILITY has become a very pertinent topic over past few decades and we are witnessing many impacts of the Global warming already. Moving into future, there will be far serious consequences, if not much is done to address this problem quickly. All developed and developing nations have committed to this cause and are taking significant decisive steps.

Automobiles is one of the major sources of carbon emission the world over. Hence it is very important that this industry and all associated with it in backward and forward supply chain play due role in this globally relevant and very important cause.

Current trends in the global automotive industry are reflecting a dynamic approach towards incubating and adopting disruptive technologies to make a shift from conventional IC engines to alternative clean and green fuel engines based on CNG, hydrogen cells, etc. and Electric vehicles (EVs). Both OEMs as well as Component makers are making substantial investments to make this shift.

The automotive landscape is rapidly changing and both auto OEMs as well as Auto component makers realise that sustainability is going to be main driver for future growth.

Companies are looking at their strategies not only for survival but also for leveraging huge opportunity to change their game and de-risk the future and be future ready by making substantial investment in R & D, new product development and facilities besides transforming their organisation culture and talent management practices.

Incentives from the Government like PLI scheme, etc are boosting the investment into Electric Vehicles and Components.

However, beyond the level of products and components, there is a completely changed perspective on sustainability and companies are embracing Environment, Sustainability and Governance (ESG) agenda by taking aggressive targets for reduction in carbon emission in their production processes like never before.

Some OEMs are going beyond their organisations to drive ESG agenda amongst its supply base to adopt sustainability practices and in the future, they may mandate buying components only from suppliers who have carbon emission levels below certain levels. Some Component suppliers are also driving this change in their entire eco system of supply chain including Tier-2 suppliers and service providers.

Even though the entire eco system is looking to be a bit complex at the moment, Auto and Auto component industry is taking definitive steps to create cleaner and greener planet by adopting Triple Bottomline Approach. In the changing landscape of pressing environmental issues such as carbon dioxide emissions and fossil fuel dependence, the automotive industry is on a turning point and sustainability will drive the future of Automobile.

- Authored by Mr. Ravi Mehra, Deputy Managing Director & CEO-Electronics & Control Systems Domain & CEO-Safety & Comfort Systems Domain, UNO MINDA Ltd.

# SIAM hosts the 6th Annual CSR Conclave

THE Society of Indian Automobile Manufacturers (SIAM), the apex automotive industry body organized its 6th Annual CSR Conclave, themed on "CSR Rewired: Post Covid 19 Scenario". The conclave highlighted varied perspectives on Health & Sanitation, Skills development, Road Safety, and Environmental rejuvenation. For this year, there is an emphasis on sharing of best practices & learnings from the various CSR interventions by the Indian Automobile Industry in the context of the Covid-19 pandemic. The conclave witnessed the participation of key industry leaders speaking on the inclusive development of the society, while protecting the ecology.

In the keynote address, Dr. R A Mashelkar, an Eminent Scientist, presented his perspective on CSR 2.0 and talked about four new pillars of CSR in the present world. He also highlighted the Power of CSR and Gandhian engineering.

The virtual conclave was divided into three sessions. 1st session was themed on "New Approach to CSR and Learnings". With presentations from Honda Cars India, Ashok Leyland, MG Motors India, Toyota Kirloskar Motor, Hyundai Motor India and TATA Motors.

The 2nd Session started with a panel discussion on "Skills Development through CSR Initiatives" eminent panelists like Mr. Rama Shankar Pandey, Managing Director, Hella India Lighting, Mr. Niraj Hans, Chief Operating Officer (Automotives), Sandhar Technologies, and Mr. Apurv Choubey, Chief Human Resource Officer, Bridgestone India. The session was moderated by Mr. Arindam Lahiri, CEO, Automotive Skills Development Council.

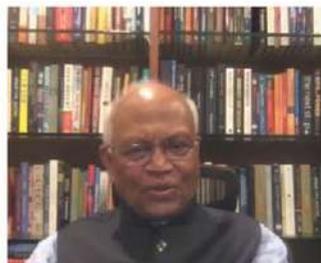
Taking a session on Mental Wellbeing, Sister B K Shivani, Brahma Kumaris World Spiritual Organization, emphasized on inner peace and also imparting clarity in moving toward a peaceful and healthy mind. Sister also talked about the need to eat right and have a healthy lifestyle post the pandemic which makes us strong from the inside. The event was concluded with the interesting presentation of SIAM CSR Awards 2022.

Initiating the inaugural session, Mr. Sushant Naik, Chairman, SIAM CSR Group, Global Head- Government Affairs, Tata Motors, said, "We hope this conclave makes an impactful difference in the lives of our countrymen. We as an industry are committed to giving back to society and carrying forward the government's efforts of 'Amrit Kaal'. We are certain that the active support of our progressive Government shall take our country to new heights. Also, discussing mental well-being is a need of the hour considering the post covid world that we are living in."

Assuring the Government of India's willing and active partnership with the Auto Industry towards strengthening the CSR initiatives, Dr. Mahendra Nath Pandey, Hon'ble Minister of Heavy Industries, Government of India, said that the Indian Automobile Industry has been a major contributor to the economy and the society as it holds a major share in the GDP. He also added that he is looking forward in the PLI scheme the government is providing economic support of about Rs. 25,000 crores to the industry.



Dr. Mahendra Nath Pandey



Dr. R A Mashelkar



Mr. Sushant Naik



Sister Shivani

# Volvo Car India Launches it's Pure Electric XC40 Recharge

**V**OLVO Car India on July 26 launched its much-awaited pure electric XC40 Recharge on metaverse which the company named as 'VolvoVerse'. Volvo XC40 Recharge will be the first locally assembled luxury electric vehicle in India. The company has announced the launch of hassle-free ownership package for the XC40 Recharge in India.

Volvo XC40 Recharge comes with an attractive hassle-free ownership package of Rs 55.90 lakhs (ex-showroom Price) including 3 years comprehensive car warranty, 3 years Volvo service package, 3 year RSA, 8 years battery warranty, digital service subscription of 4 years and an 11 Kw wall box charger.

Volvo Car India announced along with its Volvo XC40 Recharge launch that it will only be sold online directly by the company. Customers placed their orders and made payments online directly on Volvo Car India website from July 27, 2022, 11 am onwards. Volvo Car India business partners who are present across India continued to support customers towards sales delivery by providing on ground support.

With this initiative the company made the entire purchase experience hassle-free for its customers with one uniform ex-showroom pricing offered directly by the company in a simplified and transparent manner.

Along with the launch Volvo Car India also announced the introduction of an exclusive program for XC40 Recharge customers called as 'Tre Kronor Experience'. Tre-Kronor denotes the three crowns of Swedish luxury and the provide will offer a host of unique luxury and personalized experiences.



**The launch became was very successful as an unreal and overwhelming response was received within 2 hours of opening the bookings of Volvo Car India's all-electric offering the XC40 Recharge. The car got booked for the whole year 2022 within two hours of the company opening bookings on their official website. The company plans to deliver 150 XC40 Recharge cars by end of December 2022 after starting the deliveries in October.**

# 75% rise in EV sales by 2050

## CEEW Study

**E**LECTRIC passenger vehicles could comprise 30% and 75% of the new vehicle sales in India by 2030 and 2050, respectively, according to an independent study released today by the Council on Energy, Environment and Water (CEEW). In fact, half of the new two-wheelers and over a quarter of new three- and four-wheelers sold in 2030 could be electric. The Centre and state governments need to invest significantly more in charging infrastructure and support local supply chain development in order to support this rapid growth in electric vehicle sales.

CEEW's 'India Transport Energy Outlook' study further highlighted that in the next three decades ownership of four-wheelers could grow by nine times. The ownership of two-wheelers though would saturate with rising income levels. The overwhelming shift to four-wheelers, aided by rising income levels, would significantly impact the transport sector's energy demand and emissions. At present, India's transport sector accounts for around 21% of the total energy consumed and produces fewer emissions compared to developed countries. The CEEW study also highlighted that there will be a decline in the share of public transport due to surge in ownership of private vehicles and rapid growth in air travel would pose significant challenges to India's efforts to decarbonise the transport sector.

As per the study, India's freight service demand is also expected to jump five times to 10,000 billion tonne kilometers by 2050 from nearly 2,000 billion tonne kilometers in 2020. Therefore, green hydrogen and natural gas would have to play a crucial role in reducing emissions from the freight transport sector.

Himani Jain, Senior Programme Lead, CEEW, said, "India is poised to witness rapid urbanisation in the coming decades and demand for houses in the cities is likely to grow substantially by 2050. With increased pressure on land as a resource, restricting ownership and use of personal vehicles would be necessary. To avoid a surge in energy demand and space from the transport sector, policymakers should encourage adoption of public transport, especially in major cities with high penetration of personal vehicles. Further, investments in the EV ecosystem would help convince customers to replace their traditional vehicles with EVs."



Himani Jain, Senior Programme Lead, CEEW

# Mahindra launches the New Jeeto Plus CNG "CharSau"

**M**AHINDRA & Mahindra Ltd. (M&M), India's leading Small Commercial Vehicle (SCV) manufacturer, announced the launch of the 'New Jeeto Plus CNG CharSau', an addition to its existing Jeeto Plus range that promises to set new standards in fuel efficiency and mileage. The New Jeeto Plus CNG "CharSau" is best suited for both inter and intra-city applications with its segment leading range, best in class mileage, easy maneuverability as well as class leading payload capacity, leading to higher profits.

The New Jeeto Plus CNG CharSau boasts of unmatched range of up to 400km# with best-in-class mileage of 35.1 km/kg#. When combined with its industry-leading load carrying capacity of 650kg, the New Jeeto Plus CNG CharSau is ideally positioned to boost profitability and deliver improved prosperity to the customers.

Competitively priced at ₹5.26 Lakhs (ex-showroom, Pune), the New Jeeto Plus CNG CharSau has been developed to cater to the evolving last-mile connectivity and logistics needs of transporters. It comes equipped with a range of stand-out features that makes it a perfect fit for the business requirements of small and medium-scale businessmen and traders across India who offer last-mile transportation solutions.

The New Jeeto Plus CNG CharSau boasts of a powerful engine that delivers class-leading power of 15 kW and torque of 44 Nm at 1600 – 2200 rpm. This ensures superior pick-up, acceleration and gradeability, allowing the New Jeeto Plus CNG CharSau to carry heavy loads even up the steepest of slopes. Further coupled with lowest maintenance cost and the ability to carry varied load options effectively, the New Jeeto Plus CNG CharSau will deliver up to 30%\* higher profit than the market offerings.

To be rolled out from Mahindra's state-of-the-art Zaheerabad plant, the New Jeeto Plus CNG CharSau comes with a segment leading warranty of 3 years/72,000km. It will be available in 3 attractive colours: Diamond White, Ultramarine Blue and Sunrise Red. The vehicle is supported by Mahindra's extensive service network, which is one of the largest in the country.



# Mahindra Scorpio-N sets a new record

**M**AHINDRA & Mahindra Ltd., pioneers of the SUV segment in India, recorded 1,00,000 bookings for the All-New Scorpio-N within 30 minutes of the booking commencement at 11:00 am on 30th July 2022, translating into an ex-showroom value of ~₹18,000 crores / ~USD 2.3 billion. Customers' enthusiasm for the All-New Scorpio-N has been extraordinary – the Scorpio-N recorded 25,000 bookings within one minute of booking commencement.

The deliveries of the All-New Scorpio-N will begin September 26, 2022, onwards. Over 20,000 units of the All-New Scorpio-N are planned for delivery by December 2022 wherein Z8L variant will be prioritized. Mahindra will inform the customers about their delivery date by the end of August 2022.

The booking website handled the huge rush of orders well, but there was a brief glitch with the payment gateway provider. Mahindra would like to assure the customers that their time stamp prior to payment is duly recorded on the booking platform, so each customer will have their rightful place in the order sequence and accordingly the first 25,000 will be considered for introductory prices based on this sequence.

The All-New Scorpio-N has been designed, engineered, and built to disrupt the SUV segment and redefine the existing product category hierarchies across multiple SUV segments creating resonance with the urban customers looking forward to owning an authentic SUV.



# 25,000 BOOKINGS

# Nissan India Marks One Million Vehicles Export

**N**ISSAN Motor India has achieved a key milestone of exporting one million Nissan vehicles. Inspired by its philosophy of 'Make in India, Make for the World', Nissan has exported vehicles to 108 countries from its Renault-Nissan Automotive India Ltd. plant in Chennai since exports commenced in September 2010.

On July 28, Frank Torres, President, Nissan India, members of Nissan's management team alongside Shri Sanjay Kumar - General manager CS & BD, Shri M Gunasekaran - General manager Finance & operations, Captain G M Balan - General Manager Marine Services flagged off the one-millionth vehicle – a Nissan Magnite - for export from Kamarajar port.

Nissan India has exported vehicles from Chennai's Kamarajar Port Ltd (formerly Ennore Port Ltd.) to various regions including Middle Eastern countries; Europe; Latin America; New Zealand; Australia; South-East Asia; SAARC countries; and Sub Sahara and Africa. In recent years, Nissan India has transitioned its primary export market from Europe to the Middle East countries like Saudi Arabia; the United Arab Emirates; Oman; Qatar; Bahrain; and Kuwait. Key models exported from India include the successful, Big, Bold and Beautiful Nissan Magnite.

In recent months, the plant has accelerated operations to respond to surging demand for the Nissan Magnite in the Indian and overseas markets.



# A Fresh New Start for ASTON MARTIN



**A**STON Martin's iconic wings are taking flight into an intense new era, with the British ultra-luxury marque launching a bold new creative brand strategy and global marketing campaign to further accelerate its growth amongst new audiences. Celebrating the company's position as makers of the most exquisitely addictive performance cars and centred on the brand idea Intensity. Driven. the creative identity builds on Aston Martin's strong, established reputation for combining luxurious craftsmanship and sophisticated design with high-octane emotion and intense driving pleasure, as defined by breath-taking new models such as DBX707, V12 Vantage and the uncompromising Aston Martin Valkyrie.

The strategic repositioning is the largest investment in Aston Martin's brand for more than a decade and strengthens its position at the pinnacle of the performance ultra-luxury segment. It builds on Aston Martin's growing appeal to a wider, affluent global audience strategically targeted by the brand, whilst underpinning its core values.

In addition to the new visual and verbal expression, the radical redesign includes a contemporary update to the iconic wings, created by the manufacturer's world-renowned design function in collaboration with acclaimed British art director and graphic designer Peter Saville.

In physical form, the new wings design is hand-crafted by artisans in Birmingham's jewellery quarter and will be applied for the first time on Aston Martin's next generation of sports cars, which will further enhance Aston Martin's focus on ultra-luxury, performance and driving intensity.

It is the first major update to the marque since 2003 and only the eighth time in Aston Martin's 109-year history that it has been significantly adjusted. To mark the launch, Aston Martin has released behind-the-scenes photography of the unique jewellery process at Vaughtons studio in Birmingham, the 203-year-old silversmiths firm famed for crafting the Football Association Cup and medals for the 1908 London Olympics.

Marek Reichman, Executive Vice President and Chief Creative Officer of Aston Martin said: "Because we are designing to make people fall in love, to connect with the hearts and minds of our customers, every object we design at Aston Martin has deep meaning and intention and is created with honesty and emotion. As we approach an exciting moment of product evolution, the design of the new wings was no different. Every millimetre of each line - of each shape within the new wings, are drawn forward from the depths of our 109-year Aston Martin creative wellspring."

# Greenshoots in Indian EV Industry

**T**HE Government of India intends to have EV sales penetration of 30 per cent for private cars, 70 per cent for commercial vehicles and 80 per cent for two and three-wheelers by 2030 as there is an immediate need to decarbonize the transport sector. This is in line with the Prime Minister's announcement at the COP-26, that India will achieve net zero carbon emissions by 2070.

Many brands and start-ups are venturing into the market with EVs to change the automobile industry scenario in India. Here are a list of top 7 EV Brands that are transforming the landscape of Automobile Industry in India :

## ELECTRONEV

It is based out of the Bay Area in the USA and Hyderabad, India was founded in 2018 with a single-minded vision: Bringing the power of EV platforms to Light, Medium, and Heavy Duty Commercial Vehicles. Their mission is to raise 'N' to the power of 'EV'. ElectronEV plans to introduce its proprietary EV technology through its electric vehicles and end-to-end mobility solutions for markets like India, South East Asia, Australia, and Europe. Also, the founders envision a net-zero carbon infrastructure from well to wheels. They believe that battery-electric powertrains will be the most efficient to manufacture and own in the long run.



## VOLTA TRUCKS

It was founded in 2017 to accelerate the transition to full electric trucks. Sweden-based all-electric commercial vehicle start-up, in September 2020 introduced its Volta Zero – acclaimed to be the world's first purpose-built full-electric 16-tonne commercial vehicle.

Volta began the development of the production vehicle in January 2021, and by December 2021, the first road-ready Design Verification prototype was completed. Before the start of series production in late 2022, production verification vehicles will be built for customer evaluation in the middle of 2022 at the Volta Trucks contract manufacturing site in Steyr, Austria.



## INFRAPRIME LOGISTICS TECHNOLOGIES

It started in 2017, the company is developing electric heavy duty commercial goods carriers which have wide ranging applications in mines, ports, infrastructure development, construction, and inter-warehouse goods transportation. Infraprime have pioneered several industry first initiatives including just-in-time delivery of construction material, deployment of electric trucks, roll-out of driver app with widespread adoption, while minimizing incidences of miscommunication and delay.



## TADPOLE PROJECTS

It is a startup electric-mobility company incubated at Technology Innovation Hub (TIH) for Cobotics, of IIT Delhi - the only home grown company retrofitting ICE to EVs. Launched in August 2020, Tadpole Projects is the pioneer in retrofitting ICE cars and aims to address issues around fossil-fuel-based vehicles, scrapping policy, and expensive vehicles by retrofitting, thus making renewable mobility accessible to everyone. Headquartered in Delhi, Tadpole Projects performs R&D and advanced testing of vehicles incubated under IIT-Delhi.



## REE AUTOMOTIVE

It is an electric platform leader reinventing e-mobility. Unrestricted by legacy thinking, REE has developed the next-generation EV platform, which is entirely flat, scalable and modular, providing customers full design freedom to create the broadest range of EV and autonomous vehicles for current and future applications. Its services include last-mile delivery, MaaS, light to medium-duty EV logistics and robo taxis.



## HOP ELECTRIC MOBILITY

India's fastest-growing electric vehicle manufacturer, is a successful mandate holder of the Government of India's ambitious Production Linked Incentive (PLI) scheme for Auto. Working on the B2C and B2B market with three E's - electric, energy, environment; HOP provides a line-up of electric two-wheelers (e-scooters - HOP LEO & HOP LYF, and soon to be launched high-speed electric-motorcycle HOP OXO).



## EVAGE

This is India's leading all-electric, purpose-built commercial vehicle OEM that, by combining the creativity of aeronautical engineering with the expertise of automotive design, has transformed the transportation sector. The company has developed ground-breaking products like the single modular skateboard capable of building multiple vehicle types, a lightweight yet tough exoskeleton covered with an innovative space-grade composite material, and ultra-stable and fast-charging batteries with advanced chemistry. All of them are produced in their incredibly effective Modular Micro Manufacturing factory setup. Their "Exoskeleton Structure" acts as a practical standard architecture for trucks, vans, SUVs, and delivery cars.



# Sonalika ITL encourages rural talent

**S**ONALIKA ITL will complement its talent pool by hiring 3,000+ dynamic young graduates from state level ITI and technical institutes for its channel partner level.

Sonalika ITL is gearing up to infuse fresh talent into its workforce and hire over 3,000 talented young minds from state level ITI and other similar institutes, thereby encourage rural and semi urban youth join its Pan India dealer network teams. The hiring spree will strengthen its existing dealer workforce for increasing its village coverage. India's No1 tractor export brand Sonalika ITL is the youngest tractor manufacturer in India and fully believes in the dynamism the youth offer for a business entity in attaining the impossible. Interested ITIs can also get in touch with company at [hiring@sonalika.com](mailto:hiring@sonalika.com).

Sonalika ITL is among the top three leading tractor manufacturer in the country and has been consistently clocking over 1 lakh tractor sales for last 5 years (FY'18 to FY'22). It recently clocked a superior milestone of clocking highest ever Q1 sales of 39,274 tractors in FY'23. The company as of today exports to over 130 countries and is proudly associated with 13 lakh+ farmers globally. The fresh recruits will strengthen Sonalika's Pan India workforce teams as the company aims to support farmers while driving farm mechanisation growth



## Volvo Buses India launches Volvo 9600 platform



**M**ARKING a significant milestone in its over two-decade old India journey, Volvo Buses India, a division of VE Commercial Vehicles Limited, launched the next-gen Volvo 9600 platform on August 3rd. The first offerings on this platform are factory-built sleeper and seater coaches in 15m 6x2; and 13.5m 4x2 configurations.

Setting a benchmark in luxury and comfort, the Volvo 9600 has been derived from award-winning European design. The distinctive tall boy design marries fine aesthetics with generous space. The 15m seater coach has a passenger capacity of 55, whereas the sleeper coach has 40 berths. The seater and sleeper applications incorporate 15.1 cu.m and 9.2 cu.m of luggage space respectively. The 13.5m coach seats up to 47 passengers, while the sleeper variant hosts 36 berths. The corresponding luggage space for the seater and sleeper variants are 13.6 cu.m and 8.1 cu.m respectively.

Like its predecessors, the coaches on the Volvo 9600 platform will be manufactured at the state-of-the-art Hosakote plant, that has a track record of producing fully built Volvo premium buses since 2008.

# Marking the New Era of DELTA India

**D**ELTA, a global leader in power and thermal management solutions, announced the cumulative delivery of over 6,000 electric vehicle (EV) chargers to customers in India, a substantial milestone to foster the country's e-mobility transition. The close cooperation between Delta and major stakeholders in the EV charging infrastructure sector, which includes major charge point operators, such as TATA Power, Bangalore Electricity Supply Company Ltd. (BESCOM), Bharat Petroleum Corporation Ltd. (BPCL) and Energy Efficiency Services Ltd (EESL), as well as various OEMs, has made this breakthrough possible. Delta's unparalleled track record in integrating energy-saving solutions across India and the superior capabilities and variety of its EV charger portfolio has been integral in its success in becoming a preferred EV charging solution partner in the country. With over 50 years of expertise in high-efficiency power technologies, Delta has been delivering energy-efficient EV charging solutions worldwide for over a decade.

Benjamin Lin, Delta Electronics India's President & GM, remarked, "Our deepest gratitude goes to our local partners and government entities as we collaborate relentlessly to build e-mobility, a major pillar of India's sustainable future. Guided by its corporate mission, 'To provide innovative, clean, and energy-efficient solutions for a better tomorrow', Delta strives to develop the foundations of sustainable cities, such as eco-friendly and healthy buildings, green energy infrastructure, smart factories, eco-friendly ICT infrastructure, as well as e-mobility. We intend to increase the localized content of our product and solution offering to 80% within a few years."

Delta offers a one-stop solution in enabling EV charging infrastructure, from site survey to design the specifications, installation and aftersales service. Furthermore, Delta is also one of the first providers of fully integrated EV charging solutions in India with solar PV inverters, energy storage systems and energy management software to a Bangalore utility company. In alignment with the "Make in India" national development initiative, Delta is enhancing its R&D and manufacturing capabilities in India, with more than 50% content of its product offering in the country, now manufactured locally.

For the Indian market, Delta India currently offers a complete range of EV chargers for 4-wheelers and e-Bus applications. Our wall-mount DC Wallbox EV Charger is a unique product for fast charging and with a small footprint, thus, ideal for commercial applications, such as public parking lots, office buildings, fleets, hotels and shopping malls. Delta also has both single gun and dual charging gun configurations, compatible with all available electric 4-wheelers in today's market.





## 9 Day Journey to the Heaven on Earth Tata Motors' SOUL Community

**T**ATA Motors SOUL (SUV Owners United League) community recently got together to embark on their first drive for this year - a 9-day Iconic Himalayan Drive to Spiti Valley. This exceptional drive was organized between 25th June and 3rd July and was attended by Tata Motors' SUV owners from across the country. The drive was flagged off from RSA Dynamic Motors, Chandigarh, in the presence of senior company officials. Culminating at Chandigarh, the SOUL convoy drove across multiple terrains, covering a total of 1200+kms. These iconic drives organized by the SOUL community gives SUV owners across India an opportunity to witness some of the most breath-taking landscapes of India and enjoy various privileges.

The participants were enthralled to witness key attractions such as Rohtang Pass, Chandatal Lake, Kunzum Pass – located at 14,931 fts, Komic – the highest motorable village, Tabo Monastery – the oldest operating monastery in India, Chitkul – India's last village on the Indo-Chinese border and Thanedhar - Fruit Orchard of India, among others.

Speaking on the occasion, Mr. Rajan Amba, Vice President, Sales, Marketing and Customer Care, Tata Motors Passenger Vehicles Ltd. said, "SOUL has been an epitome of adventure and an exhilarating driving experience for our SUV owners' family. I am confident that this extraordinary drive will boost the affinity of our customers towards their vehicles and reinforce the "Go-Anywhere" DNA of our true SUVs."



Mr. Rajan Amba  
Vice President, Sales, Marketing and  
Customer Care, Tata Motors Passenger Vehicles



# PEOPLE



Mr. Harendra Saksena

## Harendra Saksena appointed as the New CPO at Ather Energy

**H**ARENDRASaksena is appointed by Ather Energy for the position of CPO i.e, Chief Procurement Officer. He comes in with a rich experience of over 20 years and will strengthen and lead Ather Energy's supplier management function. With his diverse and extensive background in managing various supplier environments, his appointment is very crucial to building strong supplier relationships.

Harendra joins Ather Energy from Johnson Electric Hong Kong, where he spent the last 20 years assuming various responsibilities across procurement, commodity strategy, supplier quality & development, compliance, industrialization, people and product development, indirect procurement, and material planning. His extensive experience will bring in better quality, operational efficiency to Ather's manufacturing and supply operations.

## Ather Energy Appoints Sanjeev Kumar Singh as New SVP Manufacturing

**A**THER Energy has appointed Sanjeev Kumar Singh as the Senior Vice President (SVP) - Manufacturing to transform its fast-growing manufacturing and supply chain as part of its industrial strategy. He will be crucial in scaling up Ather's manufacturing to 400,000 units and beyond from the existing capacity of 120,000 units. Sanjeev Singh comes with an immense knowledge and expertise of 18 years which will help him lead the manufacturing vertical and oversee all current and future production facilities. Sanjeev joins Ather Energy from Bosch Ltd having led various functions leading large teams, handling continuous and discrete manufacturing, relocation of products and processes from Europe, and successful new product SOPs. He is going to play a very crucial role in strengthening and transforming the end-to-end supply chain, purchase & procurement, manufacturing and our overall industrial strategy for Ather.



Mr. Sanjeev Kumar Singh

## Amit Jain bags a key role in Volvo Cars APeC Region

**V**OLVO Car India announced that its Director Marketing and PR Mr. Amit Jain will be taking up a regional profile within Volvo Cars. In his new role as Head of Media, Amit would be responsible for handling all digital media advertising across Asia Pacific region except China. Amit will assume the new role and relocate to the company's regional marketing offices in Malaysia from August 15 onwards. However, he will continue to support the Volvo Car India marketing & PR operations till the end of 2022.

Amit, a marketing professional with around twenty years of experience, joined Volvo Car India in 2017. He has been instrumental in various brand initiatives and some of the most successful launches for the company in India.



Amit Jain

# Bridgestone Supports Global Road Safety

**B**RIDGESTONE Corporation announced that it will start to donate U.S.\$1.0 million (approximately ₹129 million) to the United Nations Road Safety Fund (UNRSF) over the four-year period spanning from 2022 to 2025. Being a tire company, the Bridgestone Group understands that road safety is essential to mobility systems and resilient communities.

Global road safety awareness is important as each year, more than 1.35 million people around the world lose their lives to traffic accidents, which have identified as a major cause of death of young people, and more than 90% of these accidents take place in low- to middle- income countries. The Bridgestone Group conducts business in more than 150 countries and territories worldwide. While delivering products and services that underpin safety and security, the Group also contributes to road safety in its daily business activities through tire safety inspections. Furthermore, the Group conducts initiatives such as road safety trainings for raising awareness among employees, while providing education about road safety in local communities for present and future generations

As a global leader in the tire and rubber industry, the partnership through donations to the UNRSF is aimed at further enhancing Bridgestone's road safety activities where it operates while will also target continuous contributions to global road safety, which include the development of road infrastructure, promotion of multimodal transportation, and use of land centered on low- to middle-income countries. Leveraging the global presence that constitutes one of its strengths, the Bridgestone Group is committed to building trusting relationships with local communities alongside living up to the expectations of the global community through activities with a unified approach together with various partnerships.

Shu Ishibashi, Global CEO and Representative Executive Officer, Bridgestone Corporation said that Bridgestone believes that it is the company's role and responsibility to support safe mobility and lifestyles from the ground up and contribute to realizing a sustainable society. He also added that through this partnership, the Bridgestone Group aims to improve the safety and lives of present and future generations.

"We are pleased to count on the support of an innovation company, such as Bridgestone, who joins our road safety partnership working towards halving traffic fatalities and injuries affecting communities worldwide.", said Mr. Jean Todt, UN Secretary-General's Special Envoy for Road Safety.



# Tata Motors Join Hands with Indian Bank to Offer Attractive Car Loans This Festive Season

With the festive season around the corner, Tata Motors, India's leading automotive brand entered to a partnership with Indian Bank to facilitate easy financing for its passenger vehicles customers. This strategic partnership aims to provide customized and attractive car loans from across 5700+ branches of Indian Bank across the country.

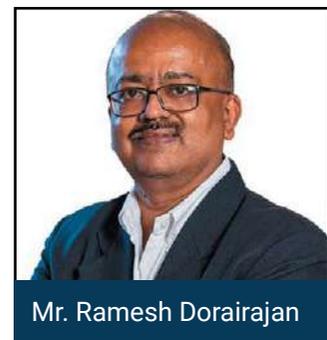
The easy financing will be available at attractive interest rates starting as low as 7.80%. The scheme will provide up to 90% financing on road funding, with repayment terms of up to 7 years. Customers can foreclose or provide partial payments at no additional fees. Tata Motors' customers can also register for the finance options through Tata Motors' dealers across the country.



## Key Highlights:

- Maximum finance of up to 90% on-road funding, with rate of interest starting from as low as 7.80%
- Repayment tenure of up to 7 years
- Nil foreclosure and part payment charges

Mr. Ramesh Dorairajan, Senior General Manager – Network Management & EV Sales, Tata Motors Passenger Vehicles Ltd, said, "We, at Tata Motors, are delighted to partner with Indian Bank to make passenger vehicles more accessible to individuals and families. We have always aimed at making our personal mobility solutions more affordable and accessible for our customers, contributing to the joy of the overall ownership experience. Our partnership aims to provide a hassle-free experience to our customers and thereby add to the fervor of the upcoming festive season."



Mr. Ramesh Dorairajan



Mr. Imran Amin Siddiqui

Mr. Imran Amin Siddiqui, Executive Director, Indian Bank, "We are delighted with our partnership with Tata Motors Passenger Vehicles Limited, India's leading passenger vehicle manufacturer, to provide attractive and easy car finance options for their customers. Indian Bank has a wide presence all over the country and we are confident of offering best-in-class services, including our digital-lending process to Tata Motors customers for meeting their aspiration of owning a car. We are committed to making the car financing experience more convenient for customers, and a variety of options in terms of rate of interest will be made available to simplify the financing process."

# Mission Moon: Hyundai Motor and Kia Join Hands with 6 Korean Research Institutes

**H**YUNDAI Motor and Kia, who have pioneered endless possibilities for mobility expansion through innovative technologies such as robotics and Advanced Air Mobility (AAM), are now expanding their vision beyond the bounds of Earth and into space.

Hyundai and Kia announced on July 27 that they signed joint research agreements with six Korean research institutes and formed a consultative body to develop mobility solutions to explore the surface of the moon. The announcement follows Korea's successful launch of a domestically produced rocket in June.

The signing ceremony held in Korea was attended by Chung Kook Park, President and Head of R&D Division of Hyundai Motor and Kia as well as top officials from the six research institutes: Korea Atomic Energy Research Institute (KAERI); Korea Aerospace Research Institute (KARI); Korea Astronomy and Space Science Institute (KASI); Korea Automotive Technology Institute (KATECH); Korea Institute of Civil Engineering and Building Technology (KICT); and Electronics and Telecommunications Research Institute (ETRI).

With collaboration expected to start as early as August, the consultative body will define the concept of lunar exploration mobility and major core technologies while developing and reviewing specific strategies and implementation measures to operate on the moon. Hyundai Motor and Kia will support the consultative body with their smart mobility technologies. Under the multilateral research agreement, the participants from the private and government sectors will integrate their knowledge and capabilities to significantly advance their existing technologies and engineer new solutions for moon exploration mobility. Expertise will be brought to bear across numerous areas, including exploration equipment, software for mobility operation and remote communication functionality.

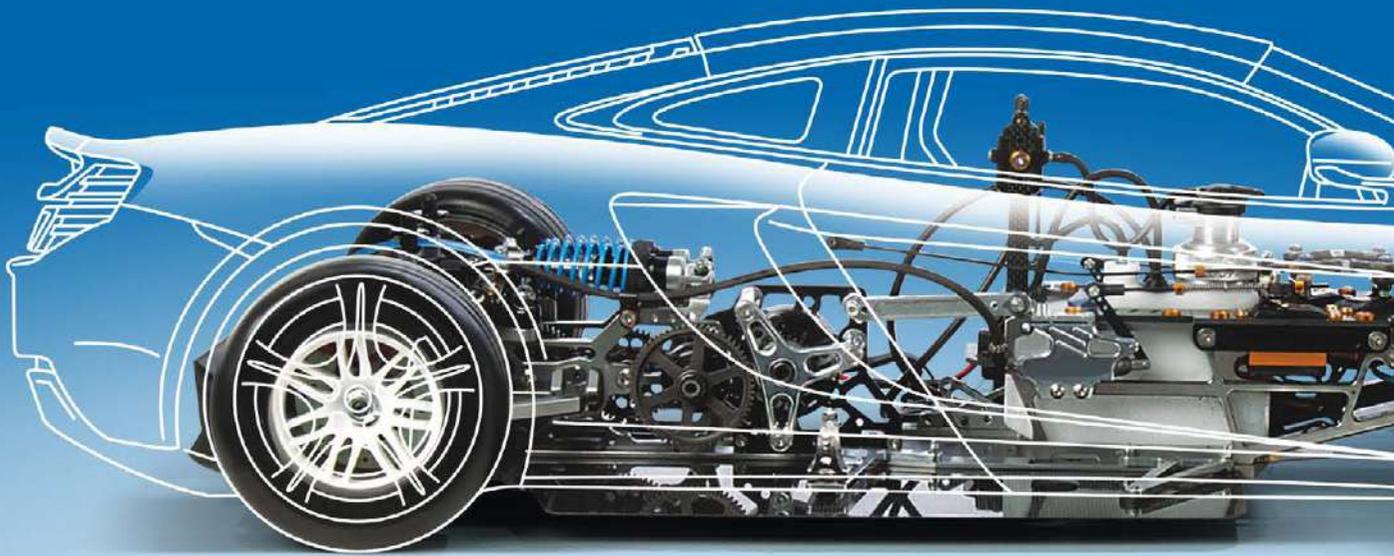
Hyundai and Kia have formed an internal consultative body with key personnel for the development and operation of lunar surface mobility. Resources will be brought to bear from Hyundai and Kia's Robotics Lab in charge of robot development. Hyundai and Kia will also collaborate on software and hardware design and interpretation, space environment response technology, and special equipment for conducting lunar exploration missions.

The multilateral agreement to develop mobility for exploring the moon's surface represents a seminal moment in the history of Hyundai Motor and Kia that expands their vision for future mobility, including Robotics and AAM, to areas beyond the Earth. Hyundai and Kia also expect to secure proprietary technologies for future mobility businesses in the process of the new lunar exploration mobility robotics development



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# EV Sales to cross 9 million units by 2027

## IVCA-EY-IndusLaw

The Indian Private Equity and Venture Capital Association (IVCA) hosted an event and launched a report on “Electrifying Indian Mobility” in Mumbai, in partnership with EY and IndusLaw. This event primarily focused on the rise of Electric Vehicles (EVs), and how investors and founders are viewing the trend unfolding in India. In this event there was the launch of the report “Electrifying Indian Mobility” prepared by IVCA in collaboration with EY and IndusLaw.

Talking about the trends and outlook of the EV sector in India, Rajat Tandon, President, IVCA stated that, “USD 1.7Bn was invested in the EV industry in 2021 by the PE/VC investors. This amount has reached ~USD 666Mn in 2022 so far. While the Indian start-up ecosystem is focused on technological adaptation and environment, social aspects have also topped their themes for innovation. This is likely to give further boost and momentum to the growth in ESG and Climate specific funds. Fast adoption of EV across all the segments is truly the path to the green frontier. The IVCA-EY-IndusLaw report reveals some such interesting facts and data as it elaborates various challenges and opportunities that prevail in the sector. I would like to thank EY and IndusLaw team for collaborating with IVCA in putting together this report and for their detailed work.”

The report by IVCA also highlights the global best practices for EVs, the current Indian policy environment, and PE/VC investments in this sector so far, investment opportunities in India for both investors and entrepreneurs. The EV industry is likely to create more than 10Mn direct jobs and 50Mn indirect jobs by 2030. In every aspect, the sector offers tremendous opportunities. Many new and first-time investors are joining the bandwagon gradually. However, experts feel that there is a need for the government and larger investor community to come together and work towards more sustainable solutions.



# Toyota Kirloskar Motor : 'Green Wave Through Afforestation'

IN its journey of developing a strong sustainable culture in the company, Toyota Kirloskar Motor continues to make strides in creating a green campus through afforestation drive held at its plant in Bidadi (Karnataka). With the involvement of over 250 participation including students, NGO's, Government officials from the Education Department and Directorate of Women & Child Development Department, and Anganawadi teachers, the project covered more than 2 acres with the planting of over 750 fruit saplings to further stabilizing the biodiversity in the region.

This afforestation drive was graced by Mr. Ganganna Swamy, Deputy Director of Public Instructions, and Mr. A.R Shivakumar, Retd. IISC Scientist (popularly known as Bengaluru's Rain Man), is one of the major contributors to developing Rainwater Harvesting programmes both in urban and rural homes of Karnataka. From TKM, Mr. Raju B Ketkale, Executive Vice President, Mr. R Vinaya Kumar, Vice President and Mr. G Shankara, Vice President – HR, were present at the occasion.

Thriving on the principle of living in harmony with nature, TKM over the years has extended unwavering support to the environment beyond just its sustainable product line-up. The announcement of Toyota's six aspirational global environmental challenges, in 2015, continues to strengthen the company's relentless efforts towards achieving 'Carbon Neutrality by 2050' & 'Net Zero Carbon in Manufacturing Operations by 2035'. The afforestation drive which is inspired by the sixth challenge of 'Establishing a Future Society in Harmony with Nature', aims to conserve biodiversity, create awareness, and promote environmental education through collaboration with our internal and external stakeholders. Thus, in its journey of creating environment friendly premises, TKM to date has planted more than 3,23,000 saplings with 650 native species.



Mr. Ganganna Swamy  
Mr. Raju B Ketkale

Mr. A.R Shivakumar  
Mr. G Shankara

TKM considers that it is critical to implement nature conservation activities beyond the Toyota Group and its business partners among communities, with the world, to the future generation towards creating a sustainable future. Therefore, the company has focused on creating interventions that bring about behavioral change by motivating various stakeholders to incorporate eco-friendly habits into their day-to-day lives. The idea is to help individuals understand how adopting a simple change in one's life can make a huge positive impact on the environment.

# New Launch of EV specific tyres for PV and 2-wheelers: Apollo Tyres

LEADING tyre manufacturer, Apollo Tyres on August 1st introduced specific tyres for electric vehicles (EVs) for both, passenger vehicles and two-wheelers. Apollo Amperion range of tyres for the PV segment, whereas Apollo WAV range for the two-wheelers, were launched for the Indian market.

Apollo Amperion, with its best-in-class rolling resistance, low noise, electric tread pattern design and aerodynamic sidewall, will cater to the EVs in hatchback, compact SUV and sedan segments in India, like Tata Nexon, MG ZSE, Hyundai Kona and other upcoming EVs. Apollo Amperion has also become the first Indian tyre to have received fuel savings label with 5-star rating for the PV category by Bureau of Energy Efficiency (BEE).

Apollo WAV with its specialized design, low rolling resistance, low weight and high traction to resist the initial torque, will cater to the majority of high-powered electric scooters available in the country, like TVS iQube, Bajaj Chetak and Ather 450. The company plans to develop EV tyres for motorcycles in the next phase, considering the extremely low numbers in this category currently.

Apollo Tyres has come out with distinctive technologies to build these products. 'AQuT Tech' (Apollo Quiet Tyre Technology), working on tyre cavity, pattern and construction to reduce Noise. Also developed 'BEST Tech' (Battery Energy Saver Technology), deployed using ultra low RR technology package which helps extend battery range of the electric vehicle. The R&D Team has used Design Mood Board philosophy for design inspiration. Apollo Amperion design has been inspired by Jellyfish, being the most energy efficient and silent creature, and Apollo WAV is inspired by digital circuit board design.

## How are EV tyres different?

EV tyres might look like the ones used in internal combustion engine (ICE) vehicles. However, they are very different in terms of components used, tyre design and construction. EV tyres use latest generation polymers, traction resin and other raw materials. To handle instant acceleration of the EVs, the tyres handle more torque, which means an improved tread pattern and rubber compounds.

The EV tyres usually are designed with lesser rolling resistance, amounting to around 30%. This results in the EV tyres extending the battery range of the vehicles. The tyres for electric vehicles have increased load bearing capacity at the tread, plies and sidewalls.



Satish Sharma, President, Asia Pacific, Middle East & Africa, Apollo Tyres Ltd.

# SPREADING WINGS



## e-Ashwa Automotive Strengthens its Presence in North-East India

**S**TRIPES Motors is one of the fastest growing companies of electric vehicles in Assam & North East India. They deal in Electric Bicycle and Electric Bike. The brand is very popular amongst the young generation of Assam and Northeast due to its stylish models and innovative designs. Recently, e-Ashwa Automotive Private Limited, one of the leading and fastest growing electric vehicle manufacturing brands in the country, has announced 100 per cent acquisition of Stripes Motors Pvt. Ltd. which sells electric 2-Wheelers under the popular Stripes brand in North-East India.

e-Ashwa has also launched 12 different models of electric 2-wheelers last year and has few electric 3-wheelers models under its own brand e-Ashwa. Under electric 3-wheelers, e-Ashwa has its own model of e-Rickshaw, e-Loader and e-Auto apart from vehicles like e-Cargo, e-Garbage, e-School van and the

like in the 3-wheelers verticals. For the last 4 years, e-Ashwa has been selling EV products and has so far setup 26 Assembly units at various parts of the country with 750+ team members from technical and support function background including dedicated Research and Development people. Till date, it has sold over 18,000 EV products under different categories - e-scooters, e-motorbikes, e-loaders, e-food cart to e-garbage vehicles. It has assembly units in 16 states with a strong dealership network of over 950 dealers across the country.



## Ampere Announces New EV Dealership in Kurnool, Andhra Pradesh

**A**MPERE Electric, the electric two-wheeler scooter brand under Greaves Electric Mobility, a wholly owned electric mobility subsidiary of Greaves Cotton Ltd, has announced the launch of its new EV dealership under Laxmi Motors in Kurnool, Andhra Pradesh. This dealership will strengthen the brand's presence in Kurnool.

The store will be inaugurated by M Surya Prakash, Regional Manager, State Bank of India- Rayalaseema. The store will offer All Ampere products along with the additional EV resources. The store is located at 40/29/D, Ground Floor, Medum Compound, Ward No:40, Park Road, Opp: U Con Plaza, Kurnool, Andhra Pradesh-518001.

Pradesh-518001. Through this expansion, Ampere Electric re-affirms its vision to make EV adoption fast and accessible, enabling last-mile connectivity.

Customers can now buy a wide range of Ampere electric scooters of their choice including the latest Magnus EX at the new EV stores, along with a variety of other EV accessories. Ampere believes in creating sustainable and affordable mobility solutions that provide exhilarating drive experiences & higher functional usage. With 1.5 Lakh+ happy customers and more than 400+ authorized sales and service outlets across the country, a customer can buy and benefit through entire ownership of the vehicle with assured life cycle support.

# Maruti Suzuki Rewards celebrates 2nd anniversary



**M**ARUTI Suzuki India Limited on 2nd August celebrated the 2nd anniversary of its comprehensive & unique loyalty program – ‘Maruti Suzuki Rewards’. The first-of-its-kind loyalty program offers a bouquet of delightful services to the customers and is designed to keep customer-centricity at its core. Maruti Suzuki Rewards comes with a range of benefits on the purchase of additional Maruti Suzuki - cars, service, Insurance, Genuine Accessories, customer referrals and several other association benefits.

While strengthening and celebrating the ever-growing relationship with customers, Maruti Suzuki Rewards aims to build a strong emotional connect with customers by providing a premium, reliable and benefit-driven post-purchase experience. This program offers a lifetime membership validity and maximum points validity tenure of 10 years.

Under the program, the customers are classified into four tiers – Member, Silver, Gold and Platinum, and they earn points on all transactions they do at Maruti Suzuki sales & service network and digital platforms.

The card-less loyalty program provides a 100% digital experience to customers with all information and transaction alerts sent digitally to the customer’s registered mobile number. The Maruti Suzuki Rewards program is fully integrated in the form of Maruti Suzuki Rewards mobile app (available for both iOS and Android users) and Maruti Suzuki Rewards exclusive webpage, which is a unified platform to engage and enrol customers for the Maruti Suzuki Rewards program

**Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited, said,** “We are extremely happy and proud to celebrate the 2nd anniversary of the Maruti Suzuki Rewards Program with our family of more than 7 million Maruti Suzuki Rewards customers. This is a befitting testimony of our customer’s trust in us and our inseparable bond with them. We are overwhelmed with the response the program has received and is proud that Maruti Suzuki Rewards Program is one of India’s foremost and highly rewarding loyalty programs in the four-wheeler passenger vehicle industry where customers enjoy a wide range of exciting benefits.”



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

# Yamaha Launches 2022 Monster Energy MotoGP Edition Line-up

As a part of its strategic brand campaign 'The Call of the Blue', India Yamaha Motor Pvt. Ltd. on 3rd August, introduced an exciting line-up of 2022 Monster Energy Yamaha MotoGP Edition models. These models include the Supersport YZF-R15M, the Dark Warrior MT-15 V2.0, the Maxi-sports Scooter AEROX 155 and the RayZR 125 Fi Hybrid scooter. The Monster Energy Yamaha MotoGP Edition model range will be available at all the premium Blue Square outlets in India.

The Monster Energy Yamaha MotoGP Edition, motorcycle model range – YZF-R15M & MT-15 V2.0 showcases the Yamaha MotoGP branding on the tank shrouds, the fuel tank and side panels, outlining its Racing background. Whereas the AEROX 155 and the RayZR 125 Monster Energy Yamaha MotoGP Edition gets Yamaha MotoGP branding on the overall body.

The strong background of Yamaha's excitement in India that started with the R Series, FZ Series and MT Series testifies Yamaha's commitment of offering two wheelers that live up to the global spirit of Yamaha Racing. Further to stimulate its growth, Yamaha aims to strengthen the global image of excitement, style, and sportiness by offering MotoGP inspired Editions in the future as well.

On this occasion, Chairman of Yamaha Motor India Group of companies, Mr. Eishin Chihana said, "This year our performance in MotoGP has been exceptional with Fabio Quartararo maintaining his lead in rider standings. This also portrays Yamaha's unmatched engineering and technological prowess. At Yamaha, our objective is to help our customers experience the same level of excitement being witnessed in global racing."



Mr. Eishin Chihana  
Chairman of Yamaha Motor  
India Group of companies



# Tata Motors celebrates 1st anniversary of Tiago NRG

In line with its New Forever philosophy and celebrating the first anniversary of Tiago NRG, Tata Motors, India's leading automotive brand, launched the Tiago NRG XT variant on August 3rd at INR 6.42 lakhs. The Tiago NRG since its launch has received a phenomenal response from its customers. Contributing to 15% of the Tiago petrol sales, it has been appreciated for its SUVish design, tough roader ability along with its best in segment safety rating (4 star by GNCAP). With the addition of this new variant, the Tiago NRG will now be available in two trims - the Tiago XT NRG and the Tiago XZ NRG.

The new Tiago NRG XTZ variant comes with new 14" Hyperstyle Wheels, 3.5" Infotainment System

by Harman™, Steering Mounted Controls, Height Adjustable Driver Seat, Front Fog Lamps and many other features along with carrying forward the NRG design elements such as High Ground Clearance of 181 mm, Rugged Claddings, Infinity Black Roof with Roof Rails & Charcoal Black Interiors.

Adding to the celebration, Tata Motors also announced the upgradation of its existing Tiago XT variant with the addition of new features to make it a more exciting proposition. These include 14" Hyperstyle Wheels, height adjustable driver seat, rear parcel shelf and others. These features will be available across the XT range including Tiago XT, XTA and XT iCNG. The company has also introduced an optional Rhythm pack for the Tiago XT petrol variant that includes features such as a 7" touchscreen infotainment system, rear camera and 4 tweeters. The Rhythm pack can be obtained by paying an additional cost of INR 30,000 over the new XT trim. Furthermore, the new XT trim features the introduction of the Midnight Plum color along with the existing Opal White, Daytona Grey, Arizona Blue and Flame Red colour options.



## CEAT launches EnergyRide EV

CEAT Ltd., India's leading tyre manufacturer launched EnergyRide EV, India's first EV range of tyres specially designed for electric two-wheelers.

The characteristics and performance of the internal combustion engine-powered scooters and electric scooters are vastly different, hence there is a need for a different set of tyres for EV scooters. EnergyRide EV is designed to maximize the performance of the EV scooters and tyres. EV scooters have higher torque as compared to their internal combustion counterparts. The higher torque is instantly available to the rider as he/she starts the scooter. Traditional two-wheeler tyres are not equipped to manage this torque and weight. CEAT's EnergyRide EV range of tyres come with a unique 'Circuit Design', which provide better grip in high torque and instant acceleration through superior water channelling. It also distributes the force exerted on the tyres evenly around the tyre, thus reducing wear and tear of the tyres and eventually helping them to last longer. EnergyRide EV tyres are incorporated with a special rolling resistance compound which reduces the energy loss during motion. The lower rolling resistance provided by the EnergyRide EV tyres aids an electric scooter to save energy and provides the desired extended range to the scooter.



## Jitendra New EV Tech Signs MOU with FAE Bikes

JITENDRA New EV Tech, one of the fastest growing EV brands in the country, has signed a Memorandum of Understanding (MoU) with FAE Bikes, a last mile logistics company, to supply 12,000 electric two-wheelers. According to this new deal, the Nashik-based EV maker will provide the mentioned number of units of the JMT 1000 3K e-scooter to FAE Bikes over a period of one year. The value of the deal is estimated to be approximately ₹120 crore.

The JMT 1000 3K makes use of a 1000 W motor that is powered by a 3.12 kWh battery. The electric scooter claims to deliver a riding range of 126 km on single charge and can achieve a maximum speed of up to 52 km/h.

This partnership between Jitendra New EV Tech and FAE Bikes, both renowned for their significant contributions to India's electric mobility movement, seeks to provide electric scooters on rent to customers who wish to either simply do a trial run of the scooter before committing to a purchase or those who want to embrace EVs albeit without acquiring a permanent new asset. Initially, FAE Bikes will offer these new JEV scooters to its customers across Bengaluru, Delhi NCR, and Hyderabad.

Commenting on this new deal, Samkit Shah, co-founder, Jitendra New EV Tech, said, "Enabling the increased adoption of electric vehicles has been a key driver for Jitendra New EV Tech and this MoU with FAE Bikes is in service of this goal. We look at this not only as a strategic business deal but also an opportunity to make electric vehicles accessible for more and more Indians."



# BYD Rolls Out its All-New e6 with ORIX India

**B**YD India Private Limited, a subsidiary of the world's leading new energy vehicle manufacturer, BYD, has rolled its All-New e6 with ORIX Auto Infrastructure Services Ltd across 5 cities, including Delhi NCR, Mumbai, Pune, Bengaluru, and Hyderabad. ORIX India, which provides premium car rentals to leading multi-national companies, has signed the largest order for electric vehicle fleet operation with BYD India.

ORIX Auto Infrastructure Services is a 100% subsidiary of ORIX Corporation - Japan, offering operating lease of passenger cars and provides transportation-related services like car rentals and business transportation solutions with over 20 offices across India. Through its financial arm, OLFS, the company offers flexible financial solutions in lease financing for cars and equipment.

BYD's All-New e6 is the first premium electric MPV, and the first and only model to adopt the Blade Battery in India. The Blade Battery is known for its high safety, long range, and enduring longevity after its launching in 2020.

The All-New e6 recently entered India Book of Records for the maximum distance covered by an electric car. The fully electric MPV is an active supporter of the 'Sustainable Drive for a Sustainable India' initiative.



Sandeep Gambhir,  
CEO and Managing  
Director of  
ORIX India

Sandeep Gambhir, CEO and Managing Director of ORIX India- "With BYD All-New e6, we are excited to commence our electric vehicle fleet operation with our shared value of sustainable development. This complements our inspiring initiative "ELECTRIX", covering a large spectrum of the EV ecosystem and putting us at the forefront of owning, operating and leasing electric cars.



## HOP OXO receives over 5000 Bookings before Commercial Launch

**H**OP Electric Mobility, India's fastest-growing electric vehicle manufacturer, has received an astounding response for its flagship high-speed electric bike, HOP OXO. This pioneering product is likely to be launched in August this year. The booking window was opened briefly for HOP Electric Mobility's dealer partners to pre-order the first production batch. And already 5000 units have been pre-booked even before the commercial launch. For now, the company has closed the booking window.

It is pertinent to note that earlier this year, the premier automotive R&D organisation, Automotive Research Association of India (ARAI), affiliated with the Ministry of Heavy Industries, certified HOP OXO post conducting all possible tests, including AIS 156 for batteries. The ARAI Certification is a testament to HOP Electric Mobility's orientation towards its vehicles' reliability, performance, quality and safety.

Under the #OXOSNEAKPEEK program, the company has completed 1,00,000 km of road testing across 14 Indian states. HOP OXO has been designed and developed indigenously in compliance with FAME II norms. Notably, the company has been giving test rides of HOP OXO at several of its dealership touchpoints in India.



For the unversed, HOP Electric Mobility has recently closed a strategic round of USD 2.6 million as part of its ongoing USD 10 million pre-series fundraising. The company has also become the mandate holder of the Government of India's (GOI) ambitious Production Linked Incentive (PLI) scheme for auto under the new Non-Automotive Investor (OEM) category

## Altigreen & Exponent Energy Join Hands to make 15-minute Rapid Charging a Reality

**E**XPONENT Energy, a start-up simplifying energy for EVs, has announced a partnership with Altigreen Propulsion Labs, a leading electric commercial vehicle manufacturer, to make rapid charging a reality for eCVs on Indian roads. They unveiled the fastest charging electric 3-wheeler that rapid charges from 0-100% battery capacity within 15 minutes.

The Exponent Enabled Altigreen neEV HD has an 8.19 kWh e<sup>^</sup>pack - a proprietary battery by Exponent. The vehicle delivers a city drive range of 80-85 kms and charges up in 15 minutes at Exponent's e<sup>^</sup>pump network. This is achieved by the e<sup>^</sup>pump delivering 600A of current to the e<sup>^</sup>pack (15x industry standard) while managing individual cell characteristics including thermals to ensure safety, long battery life, and performance consistency even at 50 degrees Celsius.

With a fresh round of INR 300 Cr investment led by Sixth Sense Ventures, Reliance New Energy, Xponentia Capital, and others, Altigreen is aggressively ramping up its R&D and production capabilities while developing a robust pan-India distribution network to offer the best and cleanest last-mile transportation. The same will be used to offer the benefits of Exponent's 15-minute rapid charging across India.



# HERO MOTOCORP LAUNCHES 'WHEELS OF TRUST'



**F**URTHER strengthening its digital journey towards enhanced customer experiences, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has introduced the company's two-wheeler resale platform "Wheels of Trust" in a phygital avatar.

By offering an integrated omni-channel (digital and on-ground) exchange ecosystem, the company aims to strengthen its one-stop solution to exchange existing two-wheelers of any brand by providing the best resale value.

Offering the new-age experience, prospective customers can avail Wheels of Trust DIY (do-it-yourself) valuation from the comfort of their smartphones, which promises to deliver swift and transparent indicative resale value. The experts present at 900+ trusted channel partners will then facilitate the customers with professional certification, spot-bidding for best market offers, quick deal and hassle-free exchange for their existing two-wheelers.



## Battery Smart Join Hands with Park+

**B**ATTERY Smart, India's largest and fastest growing battery swapping network for electric vehicles announced its partnership with Park+, a super app for car owners, striving to enhance the car ownership experience for its customers by making it hassle free by providing smart parking solutions, car health & maintenance services, car insurance, loans, FASTag, PUCC, traffic challans and more. Through this partnership, Battery Smart's users will have access to its Swap Stations set up across Park+ powered real estate in 25 cities by the end of 2025.

With 5500+ registered vehicles, 250+ live Swap Stations, and 3 million battery swaps completed, Battery Smart is rapidly scaling operations and growing exponentially. Its unique partner-led model has enabled it to bring its offerings to more EV users pan-India. The company recently closed a \$25 million Series A round led by Tiger Global



and will utilize the funds to expand to new territories and strengthen its Battery Assignment Technology.

With battery swapping infrastructure and EV financing continuing to gain traction and the EV industry expected to grow at a CAGR of 36%, India is on its way to achieving its goal of net zero carbon emissions by 2070.

# Hyundai Motor Group Presents HMG Smart City Vision: World Cities Summit 2022

**H**YUNDAI Motor Group (The Group) on August 1, presented the HMG Smart City master model at the 2022 World Cities Summit in Singapore. The model represents the Group's vision for smart cities and illustrates how it will empower them with sustainable and smart mobility solutions. The model will serve as a guideline for developing smart mobility solutions that support smart cities around the world while revitalizing their urban communities.

During the development of the model, the Group also affirmed its smart city philosophy which are 'human-centered, coexist with nature, and embrace the future.'

The HMG Smart City concept, inspired by a honeycomb pattern, is a hexagonal-shaped city with a human-centered surface layer, and function-centered underground layer. On the surface layer, the buildings encircle nature, in the form of parks and forest, which sit at the center of the city, effectively minimizing the gross area developed by humankind.

The buildings are divided into three sections by population density – high, medium and low. The density decreases nearer the parks and forests in the city center, affording people an unobstructed view of nature from any part of the city. Buildings are arranged within these sections according to their purposes. For instance, city landmarks will be in the high-density area, while security infrastructure will be in the medium density area, enabling effortless access to any section.

The city will be connected through road infrastructure in the underground layer. All goods and services will be transported underground via autonomous mobility to each region's automated logistics hub, where autonomous robots will make the final delivery. Citizens will travel between cities by the advanced air mobility (AAM). The AAM vehicles will land and take off from a series of the Hub 2.0 towers, which combine residential and office areas with AAM ports at the top of the building.



The HMG Smart City concept also envisions a sustainable green city where large natural areas are preserved. The city center will feature recreational forests, parks, and a reservoir to provide water for the city. To ensure carbon neutrality, the city's primary power source will be hydrogen, distributed through the smart grid pipelines to power buildings through hydrogen fuel cell generators.

The Hyundai Motor Group announced its vision for future cities and supporting smart mobility solutions at CES in 2020. Since then, the Group has been developing smart mobility solutions rapidly.

# GLOBAL EYE



## Aston Martin Brings More Intensity to Pebble Beach

**A**STON Martin will introduce two new high-performance models to its breath-taking portfolio, as part of its strongest-ever presence at the world-renowned Pebble Beach Concours d'Elegance.

The British ultra-luxury manufacturer returns to the prestigious Pebble Beach Golf Links for the 2022 Monterey Car Week in August with its brand centre – Aston Martin Club 1913 – showcasing two brand-new products, Aston Martin's new creative identity and important updates to the development of the Valhalla mid-engine supercar.

Following its marquee position in 2021, Aston Martin has elevated Aston Martin Club 1913 with a new footprint and fresh design, reflecting the company's new brand identity. The custom-built invitation-only luxury clubhouse gives guests the preeminent view of the world's most prestigious vintage car event while overlooking the hallowed 18th fairway of the Pebble Beach Golf Links and panoramic views of Stillwater Cove.

Underscoring the prestige and provenance of the vintage cars selected to be displayed in the Pebble Beach Concours d'Elegance, the 2022 event will serve as the backdrop for two exciting additions to Aston Martin's high-performance portfolio.

To celebrate the 10th Anniversary of the luxury marques bespoke service, Q by Aston Martin; a very special, ultra-exclusive model will be shown for the first time that encapsulates the brand's winning track bloodline with a nod to success at the 24 Hours of Le Mans. The second model is a new truly thrilling performance focused model which continues the high-octane emotion and intense driving pleasure defined by breath-taking new models such as DBX707, V12 Vantage and the uncompromising Aston Martin Valkyrie. This new model will be exclusively revealed on 19 August at a private VIP evening event and later available to view throughout the weekend at Aston Martin Club 1913, by special invitation.



## Aston Martin Celebrates 100th Anniversary of First Grand Prix Entry

**A**CENTURY on from its racing debut, Aston Martin's original Grand Prix car roared back to the French Grand Prix, for a thrilling celebratory lap. This race sees Aston Martin mark the centenary of its maiden challenge at the 1922 French Grand Prix, with no current Formula One® manufacturer enjoying such an early history of top-flight competition. Grand Prix, four-time F1® world champion Sebastian Vettel had the chance to pilot TT1 – affectionately nicknamed 'Green Pea' – around Circuit Paul Ricard, 100 years on from the storied car taking to the road circuit of Strasbourg for a 60-lap, 800 km race as one of two Aston Martin entries.



Lawrence Stroll, Executive Chairman of Aston Martin and owner of the Aston Martin Aramco Cognizant Formula One™ Team, said: "Aston Martin benefits from the earliest Grand Prix history of any manufacturer currently racing in F1, and we are proud to celebrate that this weekend, 100 years on from making our debut at the French Grand Prix."

# Kia Seltos: First Vehicle in its Segment to Offer 6 Airbags as Standard

**K**IA India, one of the fastest-growing carmakers in the country, has announced that its most popular SUV in the Indian market, Kia Seltos, is now the first car in its segment to get six airbags as standard across all variants, offering superior safety to the occupants. Besides the Kia Seltos, six airbags as standard fitment are also offered on the Kia Carens, making Kia India the only mass segment manufacturer offering this important safety feature as standard. The decision to provide six standard airbags on the Seltos emphasizes Kia's commitment to offer the best products for its customers and is in line with the increased focus on safety.

The Kia Seltos is the most popular Kia product in India, accounting for close to 60% of the company's total sales in the country. The model immediately connected with new-age buyers upon its introduction because of its revitalising design, class-leading connectivity features, and exceptional customer experience. Kia India recently crossed the 5-lakh sales milestone in the country in less than 3 years, thus making it the fastest car manufacturer to achieve this feat.

Hardeep Singh Brar, Vice President and Head of Sales & Marketing, Kia India said, "Seltos is a special product for Kia India as it marked the beginning of our journey in this vibrant country. Seltos has contributed close to 60% to our overall sales in the country. With the Seltos, Kia brought in many firsts in the segment and by giving six airbags as standard, we want to keep that momentum."



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



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