

(For private circulation)

Auto Expo 2020 – Components reiterates global suppliers' interest in India growth story

Reinforcing the Indian market's prime position in the global map of future potentialities, the Auto Expo 2020 - Components saw the largest-ever overseas participation of over 400 companies from 20 countries, with seven exclusive country-specific pavilions.

The evolution of automobiles and technological innovation has no borders. The sweeping influx of fashionable innovation and sophistication in various automotive and manufacturing technologies has been transforming the landscape of India automotive industry since day one. Today, at the start of the 2020s, the automotive industries across the countries are even more linked and enmeshed in pushing the technological progress further towards greater levels of sustainability.

The Indian automotive components industry has always been a hotspot of innovation and technological progress, with keenness in invigorating itself with new partnerships and association with global suppliers and technology companies. On the other hand, international players have consistently supported our industry all these years, while also recognizing the true market potential and appetite of India on new technologies to grow on par with the rest.



That way, the Auto Expo 2020 - Components turned out to be a quintessential platform for international engagement in automotive technologies and related collaborations into the new decade. The UK pavilion, hosted by the Society of Motor Manufacturers and Traders (SMMT) of United Kingdom for the eighth edition in a row, demonstrat-











ed strong relationship in automotive and shift to electric and low-emission vehicles between the two countries, despite uncertainties out of Brexit decisions.

Germany is yet another country pavilion that registered zealous attendance - both exhibitors and visitors. Supported by Indo-German Chamber of Commerce (IGCC), a

Spotlight on Bearings & Garage Equipment

wide range of themes and technology solutions were on display at the pavilion, from precision components to garage equipment.

Up next was the Canada pavilion, which featured some leading automotive and tech suppliers from the Canadian industry – a global leader in automation and R&D expertise – to meet Indian customers and suppliers for further partnership and collaborative opportunities.

Regardless of Novel coronavirus threat, travel advisories and damp sentiments that ensued, the China pavilion showed its resilience. The exhibitors from China, with their stands predominantly manned by their Indian representatives, tried their level best to declare business-as-usual, with expo visitors expressing no less interest in exploring their products and solutions.

The Japanese, Korean and Turkish pavilions were also tightly packed with visitors on all the days. Finally, yet importantly, participants from Taiwan also added great value to the Auto Expo.

Walking the 'Technovation' talk









One of the buzzwords of this Auto Expo has been 'Technovation' - a blend of technology and innovation. While the show is loaded with a plethora of new technologies and innovations from both home-grown Indian companies and foreign suppliers, there is a dedicated 'Technovation' pavilion on Hall A4 – First Floor where a set of established brands and startups are presenting their innovations, a number of them in the EV components space as one would expect. In this zone, visitors could find interesting displays from the likes of Flexe (National Centre for Flexible Electronics, IIT Kanpur), Liradolf, bevolt, Advance Cable Technologies, Supreme Treon, iPower Batteries, Jay Switches, Greenfuel, ElectreeFi, BYD, Cell Propulsion and my eNovation, and Madras Engineering Industries (MEI).

Location: Hall A4 - First Floor



Bearings are considered to be the last component to fail but the first one to be noticed in the automotive world. As has been the case in the last few editions of Auto Expo. the bearing manufacturers have been given a special focus area called the 'Bearing Pavilion' in Hall A3 – Ground Floor. Over a dozen of the





Right next to the Bearing Pavilion is a Garage Equipment pavilion dedicated to providers of vehicle service, repair and maintenance solutions.



The area can be usually seen flocked by visitors keen on knowing about the latest in vehicle wash systems. high pressure nozzles, AC compressors, wheel aligners, wheel balancers, wheel changers, other tyre monitoring & maintenance solutions, etc.

Location: Hall A3 – Ground Floor

Show Daily 15 AUT

Alkraft displays thermal management solutions for BS-VI CVs



A regular participant at Auto Expo, Alkraft Thermotechnologies is taking the latest edition of the show as a platform to push for aluminium cooling systems designed for BS-VI powertrains. The company's products on display include innovative and cutting-edge thermal management solutions meant for heavy haulage trucks, tippers, prime-movers, and bus applications.

M.H. Zakkir Hussain, CEO, Alkraft, was present at the company's pavilion to interact with visitors and customers. He said: "BS-VI homologation and vehicle testing at the hands of the automakers are going on right now. Most of them have given schedules to suppliers for key aggregates and we expect the volumes to pick up in the coming months." However, he added, the volume threshold is likely to be far less than the BS-IV era, thanks to the subdued vehicle demand and the slowdown in the market.

Hussain opines that the market outlook is expected to be 'low-key' in the coming months, and demand may pick up from after September this year. "Post September, some demand is expected, although complete recovery of the commercial vehicle market back to the 2018 scenario seems unlikely to occur as early as we might aspire, and may happen only next year", he noted.

Although the primary target customers for Alkraft at this expo are the OEMs and system suppliers, the company is striving to push aftermarket promotion as well. Asked on innovation and future technologies, the CEO replied that his company is constantly engaged in challenging the status quo in terms of design, validation, and technology of its products, so as to come up with innovative solutions to address new challenges for BS-VI and EVs. He said that thermal management solutions from Alkraft meant for electric vehicles which were introduced at Auto Expo 2018 are being trialled with various OEMs and on vehicle prototypes for continuous R&D.





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Low or too High.



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temperature rises above recommended settings.

TRAVEL SAFE



Lucas TVS impresses with e-mobility solutions



Lucas TVS is impressing the show visitors with its solutions for a range of EVs across segments - autos, loaders and garbage vehicles besides two-wheelers. Manning the company booth was M. Padmanabhan, Marketing Manager E-Mobility, who shared details about the company's thrust on electrification.

Focus at Auto Expo 2020

Our focus has been trained on e-mobility solutions for the last few years and currently we are showcasing models in two and three-wheeler applications from 1 to 6 kw here at the show. We have chosen to showcase only e-mobility solutions at the expo because the world, and of course India, is moving towards a pollution-free space that too at reasonable costs. Lucas TVS is making its mark with robust efforts in this segment.

Products showcased

We have on display a 1-watt motor and controller in the L3 category for the e-rickshaw that is manufactured at our Pondicherry plant and it is already in regular production. It is being taken by many OEMs and assemblers. In the L5 e-auto category, we are showcasing two models of motors and controllers with 3-5.5 kw power, out of which one is a radial flux motor and the other an axial flux motor. Another interesting application is for electric two wheelers wherein we are showing central motor and traction motor types, besides hub motor with continuous power of 1.2 kw and 1.5 kw as the peak power. In future, we have plans to manufacture products for electric car and bus applications too. **Expectations from the show**

In the last three days, we have been visited and appreciated by many OEMs and aftermarket executives. They have expressed happiness over our choice of showcasing EV solutions because they are already well aware of our conventional products and solutions.

At the e-mobility forefront

Though there are many companies including startups foraying into the EV domain, Lucas TVS holds



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prestigious position because of its legacy in coming up with advanced technology in the automotive space at every strategic point in time. Lucas TVS brings cutting-edge technology along with engineering strength and product knowledge besides robust investment, all of which build up the reliability that our brand has and something that we continue to maintain at all costs.

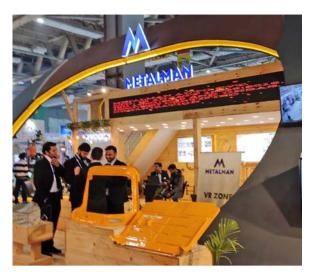




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Metalman Auto showcases core strengths 'virtually'



A leading solution provider to two-wheeler manufacturers on all sheet metal and tubular frame fabrication, Metalman Auto used the Auto Expo 2020 - Components to showcase its class-leading infrastructure and cutting-edge technological abilities. The company's pavilion offers virtual experience of its manufacturing facilities to visitors, to spotlight the sophistication of Industry 4.0-compatible processes with the aid of robotics, auto-correct and machine-learning technologies.

Talking exclusively to MOTORINDIA, Nishant Jairath, Director, Metalman Auto (P) Ltd., said: "We don't have any products at our stand. We are welders, offering comprehensive and customised solutions to our OEM customers. It is pertinent to highlight our infra abilities and tech-ready approach to them." In terms of new developments at his company, Jairath pointed out that the advent of BS-VI has ushered in significant redesigns in motorcycle mufflers and exhaust systems, with the steel frames becoming much lighter. The company has also displayed new designs of friction-welded handle-bars, among others.

The director added that their solutions are majorly built-to-print, so the more automated and Al-aided processes are, the more the precision and perfection. "We are capable of building any kind of design products as our customers want, and this expo is the right platform to stress on our core strengths", he noted. Asked on the prevailing market scenario, he replied that the two-wheeler industry is one of the least hit, and expects even better turnout in the last quarter of 2019-20. "Two-wheeler makers are into building inventories of BS-VI models, therefore, the months of February and March 2020 will see significant uptick in the manufacturing of new vehicles."

Bajaj Auto is the legacy customer of Metalman Auto, for whom the latter is also fabricating frames for three-wheelers, while other prominent clients include TVS Motorcycles and Hero Motorcorp. The company is also working with Harley Davidson on some specific parts, while a new project with BMW Motorrad is on

Roots maintains aggressive thrust on EV space

Over the last few years, Roots Industries has been focusing on products for different vehicle segments including truck, off-road and construction equipment. In the last two years, the Coimbatore-based company has been aggressively working on offering innovative and cost-effective products and solutions in the e-vehicle domain. K. Saravanasundaram, Deputy Managing Director, Roots Industries, gives us an update on the progress and the company's continued thrust on EVs.

Focus at Auto Expo 2020

We have added a considerable number of products in the electric mobility segment in the last two years. Soon we will be making 100 per cent indigenous vehicles and launching them under our own brand. That comprises our main focus here at the show. With the government also giving out specific requirements for the EV sector, we are further solidifying our efforts in this direction. **Presence at the show**

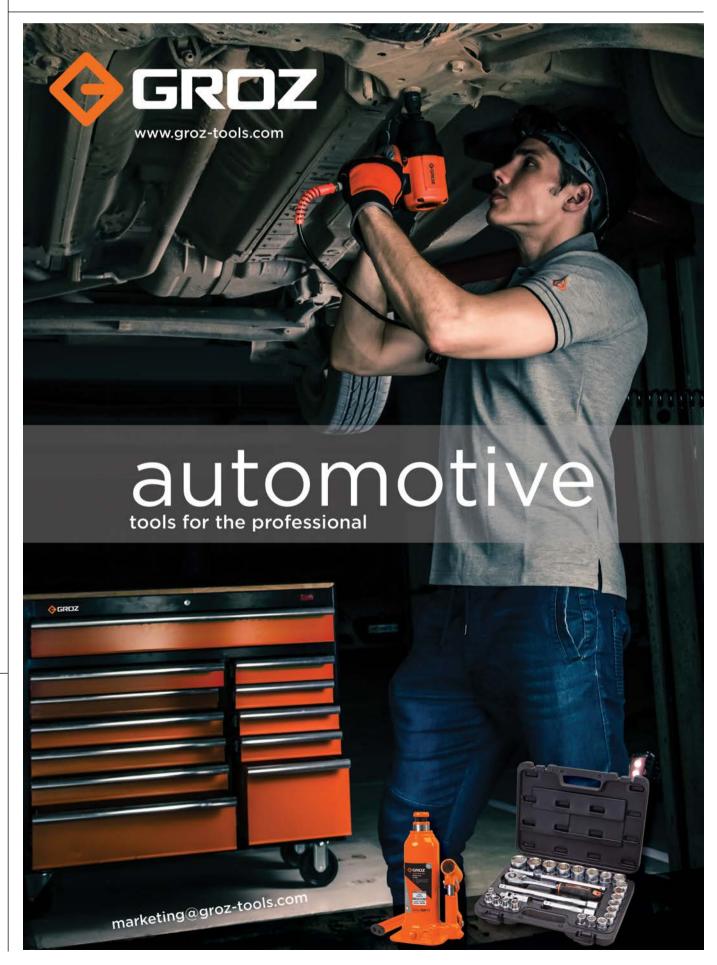
Roots has traditionally focused on working with newer technologies round the clock and has been consistent in bringing out new products and variants of the existing range of products. Air horns is our popular and flagship product but at this Auto Expo, our aftermarket products are attracting a lot of appreciation from customers. Our vast network of distributors makes it a point to visit us here to look at our comprehensive



range of products and become aware of our offerings at one go.

Impact of economic slowdown

If the last couple of quarters have been adversely impacting the economy, early new year has bucked the challenge and the market sentiment is becoming more vibrant. Since Roots works in non-automotive segments as well, we have been able to balance out most of the negatives of the sluggish economy and have managed to stay afloat. We hope that the good run that began last December will continue into the current year.



the anvil.

Team MOTORINDIA, a perfect blend of youth & experience, that brought you the official Show Daily @ Auto Expo 2020 - Components





Manatec launches new Jumbo 3D Super wheel aligner and Tyremate TPMS



Manatec has launched two new products – Jumbo 3D Super and Tyremate – at Auto Expo 2020, both of which have garnered tremendous customer response with their focus trained on the truck alignment business. S. Vijayaragavan, Director - Business Development, Manatec Electronics, reveals details in an exclusive interaction.

Focus at Auto Expo 2020

Our focus at the show is on truck services which are getting modernized in India anticipating the BS-VI norms. The trucks have to compulsorily come to the workshops

for getting fully serviced and such facilities are not available at many places. The efficiency of the trucks is in its operations, so the life of the tyre and the engine has to be enhanced.

Products launched

Jumbo 3D Super is a product suited for the 6-axle trucks that are getting launched. This product can do the alignment in under 3 minutes. This is the world's first product with such a technology. We have got this patented globally in the US, Australia, EU and India. Our other new product Tyremate is a tyre pressure

monitoring system (TPMS) that caters to trucks, buses and trailers, and 2-wheeler segments. It helps in maintaining optimal tyre pressure and hence increases tyre life. **Market sentiments**

The truck service segment is vibrant even though there is a bit of sluggishness in the production segment. We feel the second quarter of this year will pick up the slack and the market will rise up above the challenges. For Manatec, it helps that we have multiple products, so the market slowdown does not really impact us.

Edscha drives innovation in trailer segment

Edscha Trailer Systems' motto is in sync with the theme of the Auto Expo 2020 - Components Show technology and innovation. Edscha solutions like tarpaulin curtain sider with sliding roof on the top and the sides have always been ahead of their time. Dheepan Ramalingam, Managing Director, Ringfeder Power Transmission (India) Private Ltd. that oversees the operations of Edscha, said: "We have been highlighting the advantages of our products to the Indian commercial vehicle industry for close to 10 years now. However, it takes some time for people to understand and accept innovative products and solutions; most people prefer to go with the

tried and tested method to save money. We have been trying to convey that Edscha has an innovative product that can help customers save more money, in fact almost equal to earning money. That said, many fleet operators are realizing the benefits of our light-weight products that help them in loading and unloading faster and we are happy with the progress."

Edscha foresees an uptick in demand for its products from auto component players and the cement industry who are looking for faster turnaround time. "We see logistics players handling steel, components and vehicles turning to our innovations in order to achieve faster

turnaround and weight reduction," informed Ramalingam. The rising number of prototypes that Edscha is delivering testifies the growing acceptance of its products in the Indian truck and trailer segment. The company has worked on getting the pricing right for India and has improved its product capabilities to suit the local conditions, both of which have enabled it create a good pull in the market.

Edscha, the inventor of sliding roofs in the European market, has close to 80 per cent market share globally. Now as the Indian market is looking to optimize the utilization of trucks, Edscha has an edge to provide European quality solutions



at Indian price. "Even while the industry is going through a slowdown, we have had enquires for prototypes as fleet operators are looking to save money and get more out of

what they have. This we believe will translate into serial production and supplies once the industry comes back to normalcy," concluded the MD.

ASK Automotive spurring friction materials and die-casting products



ing our latest range of brake lining and brake pads for heavy commercial vehicles, born out of our joint venture with Fras-le S.A. of Brazil, a leading manufacturer of friction material with revenue of more than 380 million USD", Malhotra said.

As a group, ASK Automotive is a front-line supplier of orake lining, shoes, pads, and complete brake assembly to leading automakers in domestic and international markets,

Kamax keen on establishing manufacturing site in India



M. Malhotra, Deputy CEO, ASK Fras-Le Friction

"The Auto Expo 2020 - Components is witnessing impressive levels of footfall and engaging visitors this time. In the last three days, we have received a good number of enquiries from OEM and export customers, while also drawing maximum number of aftermarket distributors and sellers from different parts of the country", claimed M. Malhotra, Deputy Chief Executive Officer, ASK Fras-Le Friction Pvt. Ltd.

A market leader in friction products, die casting products and safety control cables catering to a plethora of vehicular segments from two-wheelers to commercial vehicles, ASK Automotive is taking part at the expo with a wide display of its product portfolio. "This time, we are also displayalong with a slew of aluminium die-casting and machined components and cables for automotive applications.

Asked about the current market scenario, the Deputy CEO replied that with a slowdown in the OE side of the business, ASK Automotive is focusing on maintaining just-in-time delivery of OE spares and driving volume growth in domestic aftermarket and exports. "Our balanced focus on OE, aftermarket, and export strategies on one hand and product diversity across various vehicle segments are helping us to manage the impacts of market ups and downs in an effective manner", he said. ASK's business share of OEM sales would stand at about 80 percent, he noted.

Steffen Riess, Director - Sales Europe & Business Development APAC, Kamax Automotive (first from right), with iis colleagues

Kamax Automotive GmbH is showcasing its readiness to bring German engineering and technology in fasteners to the Indian market. The company is going full steam ahead with its plan to establish a manufacturing set up in India with the motto 'make locally for local use'. Steffen Riess, Director - Sales Europe & Business Development APAC, Kamax Automotive divulges details.

Focus at Auto Expo 2020

Kamax is known for producing fasteners at our European plants. We are planning to soon set up a manufacturing site in India and hence have not launched any product per se here at the Auto Expo but we are promoting Kamax India as a 'coming-soon' local manufacturing site. We wish to create awareness about Kamax as a global company with an aim to

produce local to serve local businesses. Expectations from the show Our main expectations currently are to establish a business network, meet new customers and widen our customer base. We have had positive feedback to our offerings and our potential customers have realized that Kamax is a German company that offers good support in application engineering and that we bring good quality and standards to benefit the local market. We are a global company with manufacturing sites in the US, China and Mexico outside of Europe. Currently, we are analysing the best location to set up our manufacturing plant in India that will be geographically closer to our customers and also be in accessible distance to our suppliers.



Eye-catchers from the Expo







































Accurate Group's integrated display of auto components



Accurate Group showcased the complete strength of its integrated business verticals at the show. The company presented suspension drag links, V-Links, reaction rods, straight links and rubber bellows for commercial vehicles. The group's biggest strength is its in-house capability of producing precision steel tubes under Accurate Auto Comps, rubber and polymer by AccuRub and machined components from Accurate Tubes Tech. Speaking to MOTORINDIA, C.S. Bhatia, Corporate Director - Business Develop-

ment, Accurate Group, said: "Being an integrated manufacturing company, we are the only ones to have such a wide range of products under one roof. This not only adds value but also helps create superior and seamless engineering, innovation and transparency at all levels of operations."

The group also boasts of an in-house tech centre that facilitates testing and validation at Pune. Divulging details, the corporate director revealed: "We have three axle testing facilities that can test up to 30 tonnes at a time. We can simulate the









OPPORTUNITIES FOR AFTERMARKET EXPORTS TO MOROCCO ACMA BUYERS-SELLERS MEET 2020 - 5th March 2020, Casablanca, Morocco

Dear Sir / Madam

or to assist ACMA member in exploring new market and establishing new linkages, ACMA with of commerce, Government of India is organizing a Buyers – Sellers Meet in Morocco from 2^{ed}... As a part of our endea March, 2020.

Morocco is emerging as a key vehicle manufacturing and export hub in North Africa thanks to its strategic ge Aorocco is emerging as a key vehicle manufacturing and export hub in North Africa thanks to its strategic geograpment ocation and relatively low cost of production. There is a growing skilled and educated workforce in Morocco. Tarticularly in this field thanks to the specialist automotive educational facilities in the country. The vehicle market has rown for many years, supported by consistent government policies regarding the transport sector. It has connection with 165 ports with 30 countries. Morocco's component supplier industry, which includes both foreign and Moroccan-weed businesses, comprises 120 specialised manufacturing and supply units, primarily in the Tangier free zone and tlantic free zone, located in Kenitra near Rabat. Foreign-owned businesses make up almost half of the total supplier ase in the country, while Moroccan-owned suppliers and their joint ventures with foreign firms control the remainder. other components on a relatively small scale, and the industry has ents of the aftermarket. The market produces wire harnesses, interior r components, for both the export and domestic original equipment 1037, Morocco signed deals for 26 automotive projects worth USD1.45 ce, Japan, South Korea, Spain, and the United States. The companies produce a number of autom raditionally been dominated by the requirement uded six agreements with Renault to help it increase local sourcing of car compor ne deals in

ects have been planned as part of a manufacturing hub linked to a new Groupe PSA factory in

- dia's Export to Morocco: 35 Million USD
- Morocco Imports 0.4% of Vehicle Parts (as per Report of OEC)
- India Import from Morocco: 1 Million USD
- orts more from Spain, Romania, G
- OEMs present Renault, PSA, VW and local OEMs ers-100+
- Number of component Turnover estimated – 3 Billon Euro
- ndia's Export to Morocco in 2018 : 35 Million USD

load and check the durability of the components here. Owing to these facilities, we are able to have a shorter lead time and take only 6 to 8 weeks from design to delivery of a new product." Making its first-ever participation at a trade fair, the company has received great response in terms of visitors enquiring for integrated solutions for engines, powertrain, exhaust and body mounting components.

Asked about Accurate's BS-VI readiness, he shared: "We are ready for the BS-VI transition and have worked with companies like Eberspaecher, Faurecia, Sharda Motor, Tenneco, Cummins, etc. and our products are used in vehicles of Tata Motors, M&M, Force Motors, Hyundai, Kia and MG Motors among others."

ARaymond's sustainable fastening solutions



As India prepares for the BS-VI and e-mobility era, ARaymond showcased simplicity in connecting assemblies while meeting the future challenges of the industry. The company's focus areas include clipping, connecting and bonding that form the core of sustainable solutions in the automotive industry. "Within these areas we are working in each and every country. With our presence in US and Europe, we are able to bring the know-how to India. Our major focus is to help smoothen the transition from BS-IV to BS-VI emission norms for the Indian OEMs. We are one of the few companies producing all connecting assembly components locally in India", revealed Manish Padharia, Managing Director, ARaymond Fasteners India Pvt. Ltd.

ARaymond's fastening, bonding and connecting expertise addresses a wide range of automotive applications including body trim, electrical distribution systems, powertrain, fluid handling systems and glazing. "We offer specific solutions for commercial vehicles, off-road vehicles, heavy-duty engines, and

industrial and equipment manufacturers. We spend more than 6 per cent of our annual revenue in R&D and get good support from our European colleagues at ARaymond France," added Padharia.

Today, ARaymond produces more than 80 per cent of its products locally in India. According to the company, the right fastening and assembly solution can simplify and speed up manufacturing processes. "Our aim is to partner with OEMs for design, engineering, and manufacturing assembly systems that eliminate the need for tools, improve assembly-line ergonomics, streamline manufacturing and facilitate serviceability. Our fastening solutions also help improve safety and perceived quality. One fine example of innovation is our bonding solutions that analyses production lines' unique demands to get the desired results. Easy-to-assemble screw solutions than the conventional compact screw and short and easy-to-use connectors are a few examples of our strong know-how", concluded the MD.

Avlock expects BS-VI transition to have positive impact on biz

AVLOCK

CHOENIG

Avlock International, leading







Gateway to Africa and MENA

Key auto components imported by Morocco: Parts for Diesel and IC Engine, parts of Tractors, Buses, Trucks, gear boxes, Steering Wheels, brakes and Servo brakes, bumpers, drive axles and other motor vehicles parts.
Member are invited to participate in this Buyer Seller Meet and visit to aftermarket at significantly subsidized rates.
Please find the below the tentative schedule for the event along with cost of participation.

Date Tentative Schedule		Package Includes:
02-Mar-20	Hotel Check in followed by visit to local automotive aftermarket in Casablanca.	3 Nights Hotel Stay Including Breakfast and taxes for One Delegate in Twin Sharing Basis. (Incidental charges to be borne by Exhibitors)
	automotive artermarket in casabianca.	Group airport transfers and venue in coach.
03-Mar-20	Buyers – Sellers Meet	Standard setup for B2B and product display with Tables and Chairs on 3 rd March, 2020
04-Mar-20	Renault Plant Visit	Lunch on the day of BSM
04-1413-20		One Self standing panel per participating company
05-Mar-20	Check-out from Hotel & Departure for Delhi	Group Visit to local aftermarket and Plant/OEM visit

Cost of participation

We are pleased to inform you that under MAI Scheme of Ministry of Commerce, Gov cost for 'would be **Rs 1,25,000 Lakhs + 18% GST** . ent of India. ACMA has received a grant to participate at the show. The subsidizer We are pleased to in

Fhe cost of participation for companies, which are not eligible as per the above mentioned MAI guidelines would be Rs. 1,65,000 Lakhs + 18% GST

nt of Rs.70,000 approximately toward Crores in the previous year (2019-20).

tant Information on the Cost of Participation

ote that, as per the guidelines of MAI Scheme years for any particular show/event from ar government funding twice in this <u>financial yes</u>

For further details, please contact: Mr. Sudip Guha Roy, Assistant Director-IBE +91 - 9899939732, Sudip.guharoy@acma.ii

otive Component Manufacturers Association of India The Capital Court, 6th Floor Olof Palme Marg, Munirka New Delhi-110067,India Phone: +91-11-26160315, Fax: +91-11-26160371, E-mail: acma@acma.in manufacturer and distributor specialized in fasteners and installation equipment, has displayed its range of products at the show. Says Sameer Bulchandani, Managing Director, Avlock International India Pvt. Ltd.: "We are here to market and promote our products and also to meet new clients and component manufacturers who can potentially be our customers." Sharing his views on the

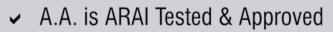
impact of BS-VI and its challeng-

es, Bulchandani shares: "A number of Avlock products, including those from our esteemed sealing technology partner SFC KOENIG, provide excellent features that reduce the risk of contamination, thereby making our product a preferred source for automotive companies.

In short, BS-VI will have a positive impact on our business." Avlock aims to focus on new application development for the automotive sector and expand its business to meet growing market requirements in the long run.

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- Faridabad Plant: 38 Mile Stone, Mathura Road, Village: Jharsaintly Ballabgarh, Faridabad, Haryana, 121004

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