Morale-booster for industry
JBM Group, India's leading auto components manufacturer, ventured into original equipment manufacturing by launching its first true low floor bus – Citylife - at the Auto Expo 2014. The bus meant for intra-city travel will be manufactured in technological partnership with renowned European bus-maker BredaMenarinibus (BMB) with a total investment of Rs 500 crore. The new bus division has been named as JBM Motors Ltd.

Unveiling the bus at the Expo, Mr. Nishant Arya, Executive Director, JBM Group, said, "State-of-the-art technology deployed in every aspect of this bus will certainly make tedious bus journeys pleasant hereafter."

Some unique features include a monocoque structure to ensure maximum strength and minimum weight and five large diameter detachable cylinders with an automatic valve close in case of leakage.

Eicher introduced its new Pro series trucks for the emerging mid-premium market segment at the 12th Auto Expo 2014 that concluded in Greater Noida recently. Considered the future of Indian trucking, the new vehicles come with higher power and durability, greater comfort and value-added enhanced features at economical cost.

Speaking at the launch, Mr. Siddhartha Lal, MD and CEO, Eicher Motors Ltd, said, “The next-generation of Eicher trucks and buses aims to continuously improve transportation efficiency in India and the developing markets via relevant modernisation.”

The Pro range has been developed and manufactured as a result of the synergistic working between the Volvo Group and Eicher Motors.

Mr Vinod Aggarwal, CEO, VE Commercial Vehicles Ltd, said, “The Pro range ensures a level of quality and innovation that will continue to set standards in the commercial transportation industry in India and the developing world.” The new trucks will meet the needs of most market segments across haulage, distribution, construction, industrial loads, courier and perishables.
Exclusively meant for automotive business delegates, the Components show of 12th Auto Expo 2014 organised at Pragati Maidan, witnessed large number of focused visitors. There was total engagement of all stakeholders for serious networking and business meetings. The response helped alleviate the mood and the days, and an estimated 34,000 business enquiries generated, the show set a new record compared to the earlier ones. It also received several international delegations from Germany, Korea, China, Russia, Sri Lanka and Canada to explore new opportunities, collaboration and JV's with the Indian manufacturers.

Commenting on the accomplishment items. The creation of Auto Data Exchange (AutoDX) was a major achievement during the event as it will help standardise transaction data definitions and automate data exchange amongst industry players. A conference on 'Graduating to a design and engineering capable supplier' was organised with the objective of understanding the dynamics of engineering and designing capabilities and its integration with the business needs of the vehicle manufacturer.

A national conference on 'Meeting challenges of exports: product liability, warranty & recall' was also organised. The joint workshop by ACMA and Fraunhofer Institute of Germany was held to motivate the industry to focus on innovation. Also ACMA, along with Automotive Parts Manufacturers Association (APMA) of Canada conducted a session on 'Business opportunity with Canadian automotive industry' with the objective of exploring business opportunities, between the automotive industries of the two countries.

industry is now looking forward to a positive outlook in the coming months.

The event was officially declared open by Minister of Heavy Industries and Public Enterprises, Mr Praful Patel. Spread across 50,000 sq meters of area, the show introduced around 500 new technologies and products. It displayed over 5,000 products from 1100 exhibitors. Exhibitors from 20 countries participated at the event with separate pavilions of Canada, China, Germany, Japan, Korea, Taiwan and UK.

With over 70,000 visitors across four of the Show, Mr Harish Lakshman, President, ACMA, said, "We are overwhelmed with the response to the Components Show by both the exhibitors and the business visitors alike despite the show being held in a downturn year. The show witnessed heightened business prospects as we received the right footfalls, further, the business queries generated have also helped uplift the sentiments of the industry".

Among the first at the Show were the safety pavilion to showcase safety critical
Their response...

The Auto Expo 2014 was held at separate venues - Componets Show at Pragati Maidan and Motor Show at India Expo Mart for the first time in 28 years. The industry’s response to the move was mixed with some feeling ecstatic about it while others rejected the idea. Here we have summarised some of the views expressed by company executives.

Chand Mehta,  
Chief General Manager (Marketing)  
Autolite (India) Limited

We had overwhelming response from visitors at Autoexpo 2014 from India and overseas. We are quite satisfied with our participation. Separate show “Component” and “Vehicle” was useful. We had quality visitors (OEM / exports/ Indian retail market). The exhibition could have been extended in halls (rather than hangers as it gives poor impression of India).

Mrs Piloo C. Aga, Director,  
Gold Seal

The Auto Expo Components at Pragati Maidan was the “best ever” so far. We have participated many times and got good response to our stall and company and product range, but this time was “exceptionally focused buyers and visits from “strategic sourcing teams” from M&M, VW, Ford, Tata, Renault, Piaggio & others.

The OEM’s had sent teams from all their various plant locations and from four departments i.e. strategic sourcing, design and development, quality assurance & material purchase.

It was a remarkably well-planned, publicised and executed show. The stalls were of international quality! A wonderful show indeed!

L.Ganesh,  
Rane Group

The Auto Expo was a good show. Despite separation of venues, the response to Component Show was surprisingly good. However in future it would be to again have show in one location, hopefully better than Pragati Maidan.

Krishan Mehta  
Abilities India Pistons & Rings

As an exhibitor, we appreciate the decision of separation in component manufactures and OEMs. In this show only specific visitors visited the show and extra crowd of unwanted visitors was also avoided.

But one thing is still doubtful that in earlier Auto Expos there were huge gathering of mechanics and retailers was observed and it was supposed that they are related peoples to the industry that’s why they are here. But this time in this show very few mechanics and retailers were seen although expectations were more.

Most of the participants were seen happy because of separation of motor and component shows.

Priyanka Sharma,  
Group Business Development  
Anand Automotive Ltd.

The 12th Auto Expo 2014 started with apprehension and skepticism but soon our fears were proved wrong, not only did we witness serious engagement with key people from the Original Equipment Manufacturers (OEMs), aftermarket and international customer community but also controlled and well-mannered crowd. The OEM community made effort to visit the auto component expo and encourage the supplier community for participation. They engaged with the suppliers and spent time at the booths to understand the products/technology showcased.
I still remember the first Auto Show TVS Group participated when I represented my company Sundaram Industries - Asia 72, more than 40 years back! It has come a long way and, all the earlier shows where TVS Group participated and I was present, bring back happy memories. It is good, this time the show has been split into two - Auto Components show and Motor show. Similar exercise was done in Germany, when IAA was the only show in Frankfurt every year, exhibiting both Automobiles and Spare Parts till early 80's, and thereafter it got split as IAA and Automechanika.

This Auto Expo had an excellent response from officials drawn from Vehicle manufacturers, whether it be two-wheeler or car or truck or off-road, and also system manufacturers. We could use the show time more effectively, with some good discussions as well as getting an opportunity to explain our new products / new technologies.

In our stand of TVS Tyres, we also had TVS Rubber, TVS Novotema and Firestone TVS, and this helped in getting a wide spectrum of distinguished visitors from various segments of the industry.

German Auto Components Manufacturers

We do not regard dividing the automotive trade fair in New Delhi into two parts – one for the suppliers and one for the car manufacturers – as the best solution. We welcome the fact that India wishes to rejuvenate its trade show infrastructure. But the suppliers in particular are stating clearly that in future they could see themselves presenting their innovations alongside the manufacturers again at one trade fair. So we would be pleased to see one large trade fair here again", said Klaus Bräunig, Managing Director of German Association of the Automotive Industry (VDA) at a press conference held at the German pavilion at Pragati Maidan.

Joshender Virk, VP, Marketing Auto Ignition Ltd

The separation of the auto components from the main show was the major move which made the event very comfortable. Only the actual persons who are really interested in our products and business visited our stall. And since it was not at all crowded we could also spend more time in meeting with our customers or probable customers. Over all the show was a super hit in the sense of visitors participation.

Khushiv Singh Sethi, Executive Director, Gilard

The experience at this Auto Expo was different and much better that previous years. With the splitting of the Expo to two venues we found the meaningful persons walking in and there was no dearth of them. We could spend quality time with the visitors and they too felt good being given time. This was unlike earlier expos where there was crowds of people coming mainly for cars and just manage to walk around creating shortage of walking space in the aisles. And the people who we wanted to visit our stalls would lose their way and could not visit the required stalls. This year the split was an excellent idea and we welcome it.

N RAJA Sr. V-P, Sales & Marketing Toyota Kirloskar

A separate show would be ideal as it would help cater to the exact target audience.
Messrs Deepak Chopra, CEO, Anand Group, Manoj Kolhatkar, MD, Gabriel India, Mr Sandeep Balooja, along with senior management team and some customers at their stall

Top left: Mr Sandeep Balooja, President, Group Business Development, Anand giving details about the products to Dr Pawan Goenka, ED, Mahindras

Top right: Mr Sachin Puri, Sr Vice-President, Head, Group Global Aftermarket, Anand, explaining about the products to customers

At the Escorts exhibit, Mr Tanuj Goyal Head Sales and Marketing, explaining Escorts policy to Mr Joginder P Malhotra

The display of Texspin Bearings