

## Press Release

### **ACMA and Hero MotoCorp Collaborate for First-Ever EV Technology Expo**

- **More than 35 EV Component Manufactures participate in the show**
- **Companies put on display their latest innovations and products for e-mobility**

**Jaipur/ New Delhi, June 8, 2022:** The Automotive Component Manufacturers Association of India (ACMA), the apex body of the Indian auto component industry, and Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today kicked-off a one-of-its-kind EV Technology Expo. The Expo will be held on 8<sup>th</sup> and 9<sup>th</sup> June, 2022 in Jaipur.

Whist ACMA regularly organises tech-shows for OEMs, these have been largely in the conventional ICE domain. This is, however, for the first time, that ACMA is organising a tech-show dedicated to components of Electric Vehicles (EVs).

Inaugurating the Expo, **Dr. Arun Jaura, Chief Technology Officer (CTO), Hero MotoCorp**, said *"In line with our Vision - "Be the Future of Mobility", we are constantly working towards developing newer technologies that drive the mobility segment forward. The EV segment is a crucial part of this journey and we are glad to be collaborating with ACMA to engage with supply chain ecosystem and provide them an apt platform to showcase their latest EV technologies. We are delighted that ACMA has stepped up to be the game changer of e-mobility along with us not only in India but also progressively, overseas."*

*"This Expo is an extension of our commitment to 'Make in India' and promote the country as a global manufacturing base for future technologies. This ensures India's self-reliance, reduces dependence on imports and naturally provides wider e-mobility options for everyone. Sustainability is pillar of our strategy and e-mobility will be an important lever in our journey," Dr. Jaura added.*

Speaking on the occasion, **Vinnie Mehta, Director General, ACMA** said, *"We thank Hero MotoCorp for collaborating with ACMA for the EV Tech-Show and inviting ACMA members to participate in this unique event. Our combined efforts are bound to give impetus to localisation of e-mobility solutions in the country and would become a model for the industry to follow."*

*"With our government declaring net-zero carbon emissions by 2070, e-mobility has indeed caught the attention of the policy makers and consumers alike in India. The transformation is very pronounced in two-wheelers and three-wheeler segments. As we move towards mass adoption of EVs and electrification of fleet, it is an opportune time for ACMA members to contribute to creation of a robust EV component ecosystem and ACMA is committed towards this endeavor," he added.*

More than 35 auto components are participating in the EV tech-show for Hero MotoCorp and have put on display their latest technological innovations and products in the realm of motors,



Automotive Component Manufacturers Association of India



motors & controllers, inverters, DC-DC convertors, battery technology, BMS, thermal management system, charger & charging systems, telematics & remote diagnostics, vehicle tracking systems, e-braking, energy recovery and digital stimulation technology, to name a few.

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**About ACMA:** The Automotive Component Manufacturers Association of India (ACMA) is the apex body representing the interest of the Indian Auto Component Industry. Its membership of over 800 manufacturers contributes more than 90% of the auto component industry's turnover in the organized sector. ACMA is an ISO 9001:2015 Certified Association.

**About Hero MotoCorp Ltd.**

The New Delhi (India) headquartered Hero MotoCorp Ltd. is the world's largest manufacturer of motorcycles and scooters, in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 21 consecutive years. The Company has sold over 100 million motorcycles and scooters in cumulative sales since its inception. Hero MotoCorp currently sells its products in 43 countries across Asia, Africa, Middle East, and Latin America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in India and Tech Centre Germany (TCG) near Munich. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Golf, Football, Field Hockey, Cricket and Motorsports. Fifteen-time Major winner Tiger Woods is Hero's Global Corporate Partner.

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