

**ACMA**

Automotive Component Manufacturers Association of India

August-September 2018

# AUTONEWS

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## ANNIVERSARY ISSUE



Special Report on  
58th ACMA Annual Session

Ram Venkataramani appointed  
as President, ACMA

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**ACMA**  
Automotive Component  
Manufacturers Association of India

# Indian Auto Component Industry: **TRANSFORMING to STAY COMPETITIVE**

- Make in India Initiative •

29th & 30th January 2019,  
Hotel JW Marriott, Senapati Bapat Road, Pune.



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It gives me immense pleasure to introduce this Anniversary Special to our readers. The automotive industry is passing through one of the most exciting times. The industry growth indicators paint a picture of optimism for India – by 2023, it could be the world's fifth-largest economy, with a GDP of USD 4.7 tn. Anticipation of a growing consumer class, enhanced ease of doing business, expanding infrastructure – such favorable factors could propel the country forward, and, with it, India's automobile industry. The Indian automotive OEM industry is already in a strong position. Globally India's automotive industry is at the forefront of many segments – leading in two-wheelers, cars, and tractors.

To take peek into the future of what lies for the auto component industry, ACMA organized its annual session themed "Auto component industry in India: Preparing for the future". ACMA along with McKinsey prepared a study on the mentioned theme. The study reveals that there are tremendous opportunities that await the auto component industry on the back of the growing vehicle consumption in India on one hand and the introduction of next generation mobility on the other. ACES – Autonomous, Connected, Electric and Shared mobility, like the world over, will also impact the dynamics of the Indian automotive industry and the opportunities in this space are contingent to Indian auto component industry scaling up on the technology front.

The ACMA Annual Session also witnessed the change of guards with Mr Ram Venkataramani, Director, India Pistons Ltd. taking over as the new president of ACMA and Mr Deepak Jain, Chairman & Managing Director, Lumax Industries as the Vice President, for the term 2018-19. I am confident that the new leadership at ACMA, with the wealth of knowledge and experience in the automotive sector will steer the association's agenda in the right direction.

I do hope, you will enjoy reading about the 58th ACMA Annual Session.

**Vinnie Mehta**  
Director General, ACMA  
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**ACMA** AUTONEWS

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## ACMA Needs Regulatory Road Map, More Say In Trade Deals, Financial Aid: **Ram Venkataramani**

India produced 29.86 million vehicles in FY 2018, registering 15 percent growth from the previous year. These included four million passenger vehicles, over 22 million two-wheelers and 800,000 commercial vehicles. It is the fourth largest vehicle producer in the world and is likely to be the third, overtaking Japan, by 2022.

The Indian automotive industry has the support of a very strong component industry with a turnover of \$51.5 billion, growing by 18 percent from last year. The industry contributes 2.5 percent to the National GDP and employs about 1.5 million people. Its exports to 160 countries grew by 24 percent to \$13.5 billion. Europe (34 percent) and North America (28 percent) are the main export destinations.

The Automotive Mission Plan (AMP) of the Indian government envisages manifold growth in the vehicle industry by 2026, to make India the second largest vehicle maker in the world. Correspondingly the component industry will grow five-fold to \$200 billion, with exports of \$70 billion and the aftermarket sales of \$32 billion.

Since six decades, the Automotive Component Manufacturers Association of India (ACMA) has been representing over 800 component manufacturing companies in India. They supply to domestic and global OEMs, large Tier-1 companies and to the aftermarket.

The auto component industry, poised for a big leap in the next six-seven years, is at a critical juncture. The 58th Annual Session of ACMA, held recently in New Delhi, India, elected Ram Venkataramani, Managing Director of the Chennai-based India Piston Rings, as its President. AutoParts Asia caught up with him for an interaction during Automechanika Frankfurt 2018, just a week after he was elected President of ACMA. He was leading the Indian contingent to the show. About his plans for the reshaping of the industry, he said, "The auto-component industry in India is entering a new phase of global exposure and technology adoption. The industry must invest in technology and add value to stay relevant and competitive. R & D should receive greater focus to generate intellectual property with world-class quality. An all-round transformation is imminent and we will have to be ready for it."

He says for this ACMA needs a regulatory road map to carry out the policy changes, more involvement in the trade negotiations and agreements, and a technology upgradation fund. There should be more meaningful collaboration among the various stakeholders of the value chain: the component manufacturers, OEMs, machine tool suppliers, the raw material industry and the Government. "Then we will be able to overcome the challenges and harness the new opportunities arising from the technological transformations in the automotive industry." Edited excerpts:



## INTERVIEW

### **Q: What is the current status of the automotive component industry in India? What do you consider are the emerging opportunities?**

A: Last year the industry clocked a turnover of USD 51.5 billion, 18 percent more from the previous year. It was heartening to note that exports which were worth about USD 13 billion increased by 24 percent, one of the highest growth rates in the last five years. The industry employs about 3.2 million people both directly and indirectly and contributes 2.5 percent to the GDP. According to the AMP 2026 we expect to grow four-fold, from \$50 billion to \$200 billion. Our exports will increase from \$13 billion to about \$70 billion. Passenger car segment is expected to grow from the present three million to almost 9 million by 2026. Similarly, two-wheelers are expected to grow from 20 million to almost 50-55 million. There will be corresponding growth in commercial vehicles and tractor segments as well. CVs will grow from 800,000 units to four million and tractors from 650,000 to about 1.2 million. The ACMA members are confident that these numbers are achievable. They are making

substantial investments realising that the potential for growth is significant.

It is a time of disruption and it is a time of change in the automotive industry. There are several trends that people talk about: connected cars, autonomous vehicles, shared mobility and electrification of the powertrain. These four major trends will impact the component industry. The immediate pressure on the industry is to continue to invest in BS-VI technologies for the 2020 transition. We also have to keep in mind the electrification of the powertrain and the type of disruption that it can cause. Most of our members, according to our theme, 'Preparing for the Future,' are getting ready for the future disruptions. They are beginning to make forays into one or many of the new areas of connected cars, autonomous vehicles or electrification of the powertrain.

With the regulatory changes that the government is mandating, the content or value of components per vehicle is increasing. A lot more features are being added in terms of electronics, safety, emissions, and fuel efficiency. For the customers, many of them are becoming standard features. What was considered luxury a few years ago, for example airbags or ABS, is a standard feature today. It is indicated that after ABS we will have to go for the Electronic Stability Control (ESC). That is the next step. Similarly, immediately after BS-VI we will have Real Driving Emission (RDE) standards.

These norms are complied with and very prevalent in the developed markets. These open export opportunities also for us. Now only a few companies manufacture for exports. But when the international norms are complied with, everybody becomes ready for exports. This is another advantage of complying with these regulatory norms.

### **Q: What does ACMA expect from the Government and the regulatory bodies to sustain the growth rate and to focus more on the four megatrends?**

A: What we are seeking from the Government is a clear roadmap for the implementation of these regulations and features on safety, fuel efficiency and emissions. Such a roadmap from the Government or policy makers will help our members to make appropriate investments in advance. We are also requesting to involve us in trade policies that concern us. Now there are a lot of disruptions in trade agreements. India is a very important trading partner for many of the countries where the automotive sector is very strong. We are very happy that the government is now in a listening mode. ACMA is happy that, as a result of our request, the Government has given the assurance that it will help us and keep in mind our perspective while trade agreements are made. We will continue to build on it. We will engage with the policymakers, with regard to trade agreements, to ensure that there is a free inflow of technology, and Make in India continues to be a reality and is built upon. The trade agreements should be structured in that way.

Because of the regulatory changes and the significant investment that the industry needs to make for that, we are requesting the Government to make available a sizeable fund. Our membership comprises large number of Small and Medium Enterprises (SMEs) who have funding issues. So it is important that the Government supports us with a Technology Development and Acquisition Fund. It will be useful to our membership to gear up for the changes that are happening now and to invest in R&D.





We have proposed that we will match whatever the government gives to us. If a company gets Rs five crore, it will also put in Rs five crore. We have requested this to the Ministry of Heavy Industries and the funding should come from the Ministry of Finance.

The Government has supported us in our skill development initiatives. So there is an ACMA-UNIDO Skill Development Programme. We are happy that the government has supported us with a grant and with that we have developed institutions for our SMEs, especially in Tier-II and Tier-III cities and towns.

**Q: Is ACMA exploring any new country or region to increase exports?**

A: We are very keen on certain countries such as Brazil, South Africa and Russia. These are India-like markets and if there are trade agreements with these countries it will benefit the ACMA members. So we are requesting the Government to push trade agreements with these emerging markets.

**Q: How do you view the transition of the industry from BS-IV to BS-VI and to e-mobility?**

A: We have made significant investments in transitioning from BS-IV

to BS-VI. This has indeed been a big challenge for us as Europe took 10-12 years to make such a transition while we are endeavouring to do the same in just three years. Introduction of BS-VI will be followed by RDE Testing, the real time testing of emissions on road as in Europe. That apart, the Government is expected to announce even stricter Corporate Average Fuel Economy (CAFE) norms for implementation by 2023. Not only the industry but other supporting infrastructure such as testing agencies and monitoring agencies need to be scaled up several fold.

When it comes to the auto component industry, powertrain accounts for over 50 percent of our production and the same is also true for our exports. The dynamics of the automotive industry across the globe and in India is undergoing a tremendous change as we strive to comply with various new regulations related to emissions, safety and environment.

Electric mobility is gradually gaining a foothold in India. It will also impact mobility and make the conventional powertrain completely irrelevant. While this is a distant reality, we expect about 20-30 percent of the passenger vehicle and two-wheeler industry to be impacted by this. To support the changing customer needs and to stay relevant, the auto components sector needs urgent supportive government policies.



We have petitioned the Government for a well-defined, technology agnostic policy guideline defining the responsibilities of each stakeholder. This will ensure a smooth roll-out, create a local supply base for e-mobility and secure us from ad-hoc policy changes which often destabilise the industry. ACMA has actively contributed to the drafting of the new automotive policy of the Ministry of Heavy Industry and Public Enterprises and the new Industrial Policy of the Department of Industrial Planning and Promotion which will prepare the automotive industry for the challenges, the imminent as well as future. We look forward to their early announcement.

**Q: As the President, how do you want to showcase ACMA globally, especially in trade shows like Automechanika Frankfurt?**

A: We tell the world that India is a very competitive manufacturing hub. We welcome you to source from India. We are showcasing that India manufactures very high-technology products. We are no less than the developed countries such as in Europe. India is not just a manufacturer of commodity products. Almost 80 percent of our exports go to OEMs and Tier-1 companies, not just to the aftermarket. Europe and North America together constitute 60 percent of our exports. We want to showcase our technological capability and prowess to the world.

About 60 percent of our export basket comprises engine and transmission. The Indian industry is very capable of manufacturing all

segments of parts and components. Our competence is largely in machine castings. The engines and transmissions are the results of that. Gaskets, cables, and rubber parts are the other export products. The engine technology is the heart of any vehicle. That reflects our superior technological competence as well.

Our trade with Europe continues to grow. Europe accounts for 34 percent of our exports, out of this seven percent is to Germany. This is a very important market for us. The Indian contingent (at Automechanika Frankfurt) reflects the importance of the fair and also the market. Domestically we have a very strong aftermarket. In the overall \$51.5 billion sales, \$6.5 billion is in the aftermarket segment. Globally, OEMs and aftermarket share 50 percent each. For the Indian companies, this is a huge market to tap.



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Our Plant Locations : Mahad (Maharashtra), Jalisana (Gujarat), Greater Noida (Delhi NCR)

**ACMA**

Automotive Component Manufacturers Association of India

**58<sup>th</sup> Annual Session  
Auto Component Industry in India - Preparing for the Future**

September 5, 2018

**58<sup>th</sup> ACMA ANNUAL SESSION**

Automotive Component Manufacturers Association of India (ACMA), the apex body of the Auto Component Industry in India, hosted its 58th Annual Session on 5th September, 2018.

ACMA's Annual Session was addressed by Mr. Anant Geete, Hon'ble Minister for Heavy Industries and Public Sector Enterprises, Mr. Suresh Prabhu, Union Minister for Commerce & Industry, Civil Aviation, Government of India, Mr. Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Government of India and Dr. Asha Ram Sihag, Secretary, Department of Heavy Industries, Ministry of Heavy Industry & Public Enterprises, Government of India. The event also witnessed key note address by eminent leaders from the automotive industry including Mr. Kenichi Ayukawa, Managing Director, Maruti Suzuki India, Mr. Guenter Butschek MD and CEO, Tata Motors, Mr. Minoru Kato, President and CEO, Honda Motorcycle and Scooter India, Mr. Rakesh Bharti Mittal, President CII & Executive Vice Chairman, Bharti Enterprises, Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra, Dr. Abhay Firodia, President SIAM & Chairman, Force Motors, Mr. Nirmal Minda, President, ACMA & CMD, Minda Industries and Mr. Ram Venkataramani, Vice President ACMA & MD, IP Rings.

During the annual session, ACMA's study conducted by McKinsey & Co. themed "Auto component industry in India: Preparing for the future" was released by the Chief Guest, Mr. Anant Geete, Minister for Heavy Industries and Public Sector Enterprises. The study reveals that there are tremendous opportunities that await the auto component industry in India on the back of the growing vehicle consumption in India on one hand and the introduction of next generation mobility on the other. ACES – Autonomous, Connected, Electric and Shared mobility, like the world over, will also impact the dynamics of the Indian automotive industry and the opportunities in this space are contingent to Indian auto component industry scaling up on the technology front.

Commenting on the future of the industry **Mr. Nirmal Minda,**





**President, ACMA said,** "the auto and auto component industry, globally and in India, is undergoing a transformation across its entire supply chain; several factors such as new regulations on emission, safety & environment, fast changing customer preferences, shifting economic dynamics and trade policies are reshaping our industry. The case globally, e-mobility is fast catching the imagination of our policy makers; a definite policy delineating the road map for e-mobility in India is therefore the need of the hour. We are confident that as hybrid and electric technologies gains traction, vehicle manufacturers will support localisation of components."

**Mr. Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Government of India highlighted** "To strengthen the economy, our government is actively pursuing the policy of substituting imports and boosting exports. I am pleased to see the auto component industry perform remarkable in turnover and exports. I believe there are immense possibilities for this sector to grow further. Our government is driving the agenda of promoting Innovation, entrepreneurship, technology and research."

Speaking further on excess dependence on fossil fuels, Mr. Gadkari added "the government is working towards various kinds of alternative fuels as an effort to reduce carbon footprint by introducing first generation bio ethanol. The industry should come forward to develop the technologies to power the new generation engines."

On the occasion, **Mr. Anant Geete, Hon'ble Union Cabinet Minister for Heavy Industries, Government of India and Public Sector Enterprises, said** "The automotive industry is the top contributor to the Government of India's Make in India initiative and has accounted for maximum investments under the program. Going forward, we would be framing the auto policy in accordance with the current state of the automotive industry and demands of the future. I assure the ministry of heavy industries will support the industry to resolve all issues and concerns."

Speaking on the future, **Mr. Suresh Prabhu, Hon'ble Union Minister for Commerce & Industry and Civil Aviation, Government of India said** "Government has set a vision of



realising a national GDP of USD 5 trillion in next seven years with manufacturing sector accounting for USD 1 trillion with the auto and auto component industry will contribute significantly."

Auto Component Manufacturers Association (ACMA) commissioned McKinsey & Company for a study on Auto component industry in India: Preparing for the future. The future of the auto OEM and auto component industry is being shaped by multiple trends, policies, technologies and discontinuities. The study reflected upon the what opportunities do these trends create for the auto component industry and how can the industry prepare itself to capture a share of these opportunities.

## HERE AND NOW: TRENDS SHAPING THE AUTOMOTIVE INDUSTRY

As auto component manufacturers prepare for a future where they ramp up performance in India and globally, they need to account for numerous trends along 4 key dimensions that are shaping the industry:

- Constantly shifting market dynamics due to changing customer demands, manufacturing locales, operating models and priorities
- The changing needs of OEMs, who are likely to want different, more agile and rapid component inputs as demand, timelines and processes keep shifting
- Technological improvements and discontinuities that are already starting to change revenue pools, trigger new competition and invite new forms of cooperation
- An evolving regulatory and trade environment forming the backdrop for it all.

## THE OPPORTUNITIES AHEAD

The interplay of trends across these themes could fashion ten exciting opportunities for auto component manufacturers:

1. Pursue export opportunities aggressively.
2. Enhance import substitution.
3. Offer premium features at "Indian costs" more rapidly than before.
4. Focus on component categories that could contribute more to vehicle costs in the future.
5. Expand aftermarket offerings to capture value from enhancing existing vehicle parc and aftermarket exports.
6. Offer "rising star" components which could take off in the long run due to increase in electric vehicle (EV) sales.
7. Offer new or modified features that will be in demand with an increase in shared mobility penetration.
8. Develop data-enabled services and solutions.
9. Form partnerships and ecosystems to create and capture value.
10. Expand portfolio to serve adjacent industries.

Identifying which opportunities fit best, and working strategically to seize them, could create a successful future for auto component manufacturers.

The 58th Annual Session & National Conference concluded on a high note witnessing over 1500 participants. Eminent speakers from

industry deliberated on the likely future of the auto and auto component industry; these included Mr Ashok Taneja, MD & CeO, Shriram Pistons and Rings, Mr Asutosh Padhi, Senior Partner, McKinsey & Company, Mr. CV Raman, Senior Executive Director, Maruti Suzuki India, Mr. Harish Lakshman, Vice Chairman, Rane Group, Mr. Hemant Sikka, President – CPO, Mahindra & Mahindra, Mr. Sandeep Sinha, Managing Director, Cummins India, Mr. Sanjay Labroo, Managing Director, Asahi India Glass, Mr Shivanshu Gupta, Partner, McKinsey & Company, Ms. Shradha Suri Marwah, Managing Director, Subros, , Mr. Soumitra Bhattacharya, Managing Director & President, Bosch India Group and Mr. Vikram Kasbekar, Executive Director, Hero MotorCorp.



# 1

# BUSINESS DEVELOPMENT



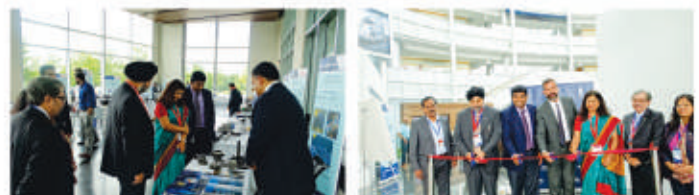
## ACMA OES TECH EXPO: USA

As part of our endeavour to develop business for members internationally, ACMA with the support from Ministry of Commerce, Government of India, organised the first ever OES Tech Expo in USA - opportunities for aftermarket sales for OEM spare components at General Motors in Grand Blanc, Daimler in Detroit, Navistar in Lisle and Meritor in Kentucky from 6 – 9 August, 2018.



30 delegates from 22 companies participated at the Expo to expand business opportunities in OE spares with OEMs and Tier1 companies. Further to this PACCAR also organised their supplier meet from 13-15 August, 2018 in Seattle, USA with some select members of ACMA.

The exhibition conducted at all 4 OEMs met with overwhelming response as senior purchasing, engineering and product development department attended the event with their team and the Indian exhibitors had meaningful business meetings with them.



H.E. Ms. Neeta Bhushan, Consul General of India in Chicago attended the OES Tech Exposition with Navistar on August 8, 2018 and also inaugurated the same. Ms. Bhushan also went around the Expo and interacted with each member.

The response from the OEMs was very encouraging however, the response from Navistar was exceptionally well. Overall more than 500 visitors attended the 4 day show.

The outcome was encouraging with few receiving RFQS and enquiries. Overall, the participants were optimistic on the outcome from this event and are confident getting a breakthrough in near future.

# ACMA Leads the Indian Auto Component Contingent to Automechanika Frankfurt



Automotive Component Manufacturers Association (ACMA), the apex body representing the interest of the Indian auto component manufacturers participated at the 25th Anniversary Year of Automechanika, Frankfurt from September 11-15, 2018 organised by Messe Frankfurt. In the fast changing automotive industry dynamics, the forum presents an excellent platform to the Indian component manufacturers to showcase their capabilities, explore aftermarket business opportunities and connect with global customers at world's leading aftermarket trade fair. 52 leading ACMA members, of the over 100 participants from India, displayed their latest aftermarket products and technologies in stand C-61, Hall 6.2 at the Messe Frankfurt.

Speaking on the occasion, Ram Venkataramani, President, ACMA said, "We are thrilled to be a part of one of the most significant automotive aftermarket trade shows in Europe.

The region (Europe) continues to be the largest destination with 34% of Indian exports of which Germany, with 7%, has the leading share. We are confident, that with over 100 Indian component manufacturers participating at the Automechanika Frankfurt, the event offers bright business prospects".

The Indian auto component industry has posted a remarkable performance growing by 18.3% over the previous fiscal, registering a turnover of USD 51.2 billion, while exports grew by 23.9% to USD 13.5 billion.

Emphasising the importance of the trade fair, Vinnie Mehta, Director General, ACMA said, "As India graduates to BSVI equivalent of Euro VI, the automotive component industry in India is rightly positioned to supply components to Europe. With growing capabilities of Indian auto component industry, exports are expected to scale up to USD 70 billion from current USD 13.5 billion while the turnover of the industry will grow up to USD 200 billion by 2026."

ACMA Pavilion was inaugurated by Smt. Pratibha Parkar, Consul General, Consulate General of India, Frankfurt. Smt. Pratibha Parkar spent considerable amount of time interacting with all the exhibitors. The visitors to the ACMA India pavilion included business people mainly from West Europe; East Europe; South America; Middle East/ Gulf; USA; South America; Australia; South East Asia; Mexico; Canada & China; Australia & UK.



# MSME Delegation to SPAIN



Systems, for wind turbines, off highway and automotive vehicles, providing high performance brake solutions and having a base in India since 2013 also shared their experiences in India.

There were 50 Spanish companies and 108 B2B meetings between the Indian and Spanish companies were held, which was followed by a visit to the Technical Centre.

September 19-20, 2018: Valencia

The delegation visited Valencia Region on 19th and 20th September and similar format of events were organized in Valencia also. Presentations, Round Table, B2B Meeting and visit to Technical Centre. During the Round Table discussion Technology Capacity presentations were made by AVIA, IBV, ITI and AIDIMME.

In Valencia there were about 20 companies who participated in the interactive session. Participants included, automotive cluster companies, technological centers and government bodies. 45 B2B meetings took place.

The overall feedback of the Mission delegates on the visit and the B2B meetings was positive. The delegation members got an excellent opportunity to not only learn about the new manufacturing technologies during the formal and informal interactions but also made key business contacts.

ACMA along with Indversis Management Consulting (IMC), a company dedicated to enterprise promotion and business project development in India organized a 16 members delegation to Navarra & Valencia in Spain from 17th – 21st September, 2018. The delegation was led by Mr. J. S. Rangar, Chairman, CFT (MSME & Supply Chain), ACMA.

The ACMA Delegation was hosted by State Governments of Navarra and Valencia. Mr. Manuel Ayerdi, Vice President, State Government of Navara welcomed the Indian delegation. Spain is the second largest European Producer just trailing Germany, and well ahead of other renowned countries such as UK, France or Italy. Automotive market accounts above 8.5% of country's GDP and occupies almost 10% of the entire workforce.

The automation sector in Spain represents 10% of GDP (including distribution and associated activities) and 19% of total Spanish exports. The industry generates 300,000 direct and 2 million indirect jobs linked to the sector.

Spanish production plants are among the most automated in Europe, with an average of 980 robots for every 10,000 workers, and they have one of the highest rates of investment in modernization, automation and R+D+i among industrial sectors.

The powerful Spanish spare parts industry is another of the key factors in the sector's competitiveness. 1,000 companies manufacturing automotive equipment and spare parts belonging to 720 business groups are present in the country, guaranteeing service and supply for manufacturing plants.

Mr. J. S. Rangar, Chairman, CFT – MSME & Supply Chain, ACMA made a detailed presentation on the Indian Auto Component Industry – Capabilities & Growing Opportunities.

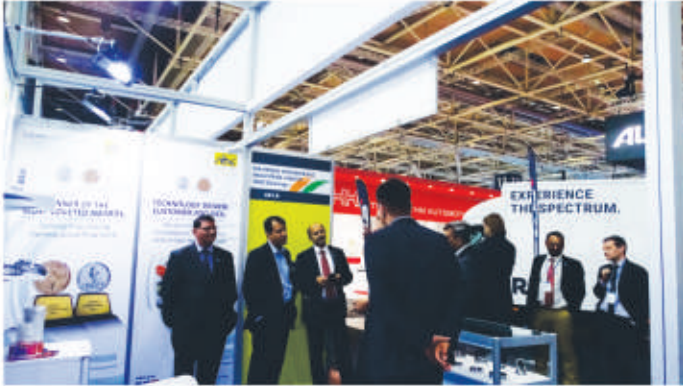
A presentation by Mr. Inaki Soto of Indversis on India: country of Opportunity highlighted on the growth driver, economic outlook and current situation in India.

Frenos Iruna Brakes, a Spanish company manufacture Braking



## ACMA PARTICIPATES AT THE 67<sup>th</sup> IAA COMMERCIAL VEHICLES SHOW, GERMANY

ACMA participated at the 67th IAA Commercial Vehicles show with seven of its members at Hall 13 from 20th – 27th September 2018, Hannover, Germany. The following companies participated at the show Esteem Auto Pvt Ltd, Galaxy Bearings Ltd., Lucas TVS Ltd., National Engineering Industries Ltd., NeoSym Industry Ltd., New Swan Autocomp Pvt Ltd. and R. E. Components Pvt. Ltd.



The companies exhibited motors, alternators, spring bolts, bushes, axle nuts, kingpin kits, machined components, cylinder liner, induction hardened cylinder liners, trailer parts & Assemblies, all kind of bearings and mild hybrid and e-mobility products etc.

A total of 2,174 exhibitors from around 50 countries participated at the show. Over 280,000 square meters of exhibition space sets a new record for the IAA Commercial Vehicles.

The India Pavillion was inaugurated by the by Mr. Vishwajit Sahay, JS, Ministry of Heavy Industries and Public Enterprises and Mr. M L Raigar, Consul General, Consulate General of India, Hannover. Major presence at the show was from Daimler, Traton (Mann, VW, Scania), Renault, Ford, street scooter etc.. Overall the feedback was encouraging.

## SOUTHERN REGION

### VISIT TO MAHINDRA ELECTRIC LIMITED

In relation to ACMA National Stake Holders Conference on Re-Calibrating E-Mobility, ACMA Southern Region organised a visit to Mahindra Electric Mobility Ltd. on September 21, 2018. The interaction from the Mahindra Electric team was led by Mr Mahesh Babu, CEO, Mahindra Electric. Mr Nagaraju Srirama, Member, Regional Committee, ACMA Southern Region and President & Director, J K Fenner (India) Ltd led the delegation to Mahindra Electric.

Making a presentation on the company and its journey, Mr. Ujwal, Head of Strategy along with Mr. V. Prabhakar, General Manager Sourcing, Mahindra Electric, spoke about the Mahindra group that has 9 business verticals, with of 6 of them at dominant positions. The electric journey for the company started in 1999 with stake in



Reva Electric, which it finally took over in 2010. The company then forayed successfully into the UK market and cargo segments.

The Electric Vehicle plant was IGBC Platinum rated which included solar trees and had captive power of 75 KW.

The company, he mentioned had the smallest assembly station with a capacity of 5000 vehicles, and addition to the kits that it was supplying to the parent company for the other variants like Verito. The company had no paint shop and all the panels were pre-impregnated with colours. He spoke about the Electric Powertrain, System Manufacturing setup and the testing facilities at the plant. Mahindra Electric, he mentioned was the Centre of Excellence for E-mobility for the entire Mahindra Group.





Mr Ujjwal also shared the company's strategic inclusion of the 3 wheelers and buses that the company was working on, in view of easier acceptability and adoption in public transportation space. He spoke about NEMO- Mobility App for electric cars and they have partnered with OLA and ZOOM to roll out solutions in select markets. Citing an example, he shared the successful implementation of mobility services at Auroville- Pondicherry to cater to the mobility needs through the NEMO App.

Entering into EV's should be a long drawn and strategic investment and companies should not look at ROI in the near future, he opined. E-mobility solutions are not making profits and is purely a technology



business that grows depending on societal needs and demands. On some of the challenges he shared was in the area of developing an entire ecosystem, connectivity, battery packs, charging, infrastructure and life-style.

24 participants attended this visit and found it very enriching.

## WESTERN REGION

### VISIT TO MAHINDRA & MAHINDRA

ACMA (Western Region) organized a visit and interaction with Mahindra Vehicle, Chakan, Pune on 30th August 2018. 19 delegates from 12 ACMA member companies visited the plant.



Mr. Shashank Raodeo, Sr. GM -SCM , Chakan Plant welcomed the delegates and made a brief presentation on Mahindra Group. Mr. Shashank Raodeo mentioned that we in Mahindra focus on 5Vs; Value Volume, Variety, Velocity and Visibility.



Mr. Raodeo said Mahindra Vehicle is a fully owned subsidiary of Mahindra & Mahindra Ltd. set up in 2007 to. This facility in Chakan was built to integrate the best in technology, environmental sustainability, social responsibility and operational excellence.

Mr. Raodeo further added that spread across 700 acres and planted with approximately 10,000 trees , Chakan offers a flexible and eco-friendly manufacturing layout for multiple multi purpose vehicles (MPVs), Sport utility vehicles ( SUVs) and commercial vehicles that allows us to respond rapidly to changing customer needs. With a current capacity of 3.2 lac vehicles per year and a future -ready expandable module setup, we have the flexibility to constantly innovate and adapt to changes in market demand or customer requirements, he added.

The Delegates got opportunity to visit Press shop, TUV Welding line and KUV Assembly Line.



## WESTERN REGION

### NATIONAL CONFERENCE ON VEHICULAR SAFETY

Tens of thousands of deaths and hundreds of thousands of injuries could be avoided each year in the world if all countries would apply the safety standards outlined in the UN regulations developed by the World Forum for the Harmonization of Vehicle Regulations, hosted by UNECE. The vehicle regulations are requirements that automobiles must satisfy in order to be sold in a particular country. They are usually mandated by legislation and administered by a government body. The regulations concern aspects such as lighting, controls, crashworthiness, environment protection and theft protection. The burdens introduced by regulation, which impact both new and existing products, must be taken into account by all companies. Like in any other industry, governmental standards dictate the production of automobiles by regulating engineers' and designers' creativity.



The role of these standards is to increase driver, passenger and pedestrian safety and to control the environmental impact of vehicles. Equipment such as tires, wheels, lighting, brakes and gears are therefore subject to strict standardization in order to prevent crashes and reduce human and financial losses.

With this backdrop TSR Committee-ACMA jointly with ACMA Western Region organized National Conference on Vehicular Safety', on August 7, 2018 in Pune.

The conference saw three knowledge sessions with the presence of stakeholders such as OEMs, SIAM, ARAI, Nomura Research institute and auto component industry.

The speakers at the conference included Mr P Kaniappan, Chairman TSR Committee, ACMA & MD, WABCO India Ltd, Mrs. Rashmi

Urdhwareshe, Director, ARAI, Mr. Ashim Sharma, Partner & Group Head, Nomura Research Institute, Mr P K Banerjee, Executive Director, SIAM, Mr. A V Mannikar, Sr. Deputy Director, ARAI, Mr. Arvind Kumbhar, Sr. Manager R&D, Bajaj Auto Ltd., Mr. Sachin Deshmukh, Leader - Application Engineering, WABCO India Ltd., Mr. Anil Kumar, Head PV - Body & Trim ERC, Tata Motors, Mr. Lalit Ahuja, Associate Vice President, Varroc Engineering Ltd., Mr. Shekhar Dhole, Safety & Homologation Division, CIRT, Mr. Girikumar Kumar - Senior Architect, Accident Research Advance vehicle safety engineering & assistance systems, Robert Bosch Engineering and Business Solutions Pvt. Ltd., and Mr. Ramashankar Pandey, Chairman Consumer Affairs, ACMA & MD, Hella India Lighting Ltd

In her Keynote address Mrs. Rashmi Urdhwareshe, Director, ARAI said - The new opportunities for Vehicular Safety starts with a good transport system in the country. We are adding more vehicles instead we should have a good transport system in place, she added. Regulations such as BS VI, scraping 20 year old vehicles etc. are significant steps towards vehicular safety.

Mr P Kaniappan, Chairman TSR Committee, ACMA & MD, WABCO India Ltd mentioned that the Vehicles, over the years, have undergone tremendous technical advancements, in terms of structural designs. Rapid Innovations in material and technologies, have made the vehicles significantly safe, robust and lighter. With expected advancement in vehicles, in terms of connectivity - Intelligent Transport System (ITS) and Autonomous vehicles; Emerging trends - Smart Cities, Smart Highways, etc. a lot of innovation to develop low cost solutions and convergence of these different technologies, would be the key.



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## 3

EDUCATION/SKILLING/  
TRAINING MENTORSHIP

## EASTERN REGION

## ONE DAY WORKSHOP ON COST REDUCTION

ACMA Eastern Region organized a workshop on Cost Reduction on August 10, 2018, Jamshedpur. The objective of the training was to eliminate unnecessary process steps, inventory, components and warranty work and understand key solutions that help reduce expenses, increase productivity and provide overall systems savings.



Mr. Ranjan Vasishtha, a Lean Expert, covered topics on:-

- Principle of Ice-berg for various Costs being incurred in the company?
- Internal/External Failure Costs
- Appraisal Costs
- Prevention Costs
- Good Costs and Bad Costs
- Methodology to adopt CFT and CFM Approach
- Understand Cost Saving Techniques
- How to excite and motivate the teams and undertake Time Bound Improvement Projects and work on Cost saving Projects.
- How to involve everyone in the company and achieve the desired objective of Cost savings.

The program was attended by 34 delegates and the feedback received was very encouraging.

## ONE DAY SESSION ON APQP &amp; PPAP

ACMA Eastern Region conducted a session on Advance Product Quality Planning (APQP) and Production Part Approval Process (PPAP) on September 22, 2018 at Centre for Excellence, Jamshedpur.

The objectives of the training was to provide a fundamental understanding of the language that guides APQP efforts, use APQP strategies to determine where to assess special characteristics and use APQP as a means to achieve robust capable processes for special characteristics.



There were two faculty members; Mr. Jagdeep Singh, General Manager, Supplier Quality Improvement and Ms. Tripti Khalkho, Executive Manager, Black belt Six Sigma, Tata Cummins Ltd. JSR.

Mr. Singh introduced the concept of Advanced Product Quality Planning (APQP) process that it defines a typical program management phase review discipline (PRD), highlights the Inputs/Outputs of each stage, details process interfaces, relates importance of each element to the whole, the Steps through APQP Tool Kit, explains Levels and Elements of PPAP and finally highlights Eaton's expectations for external suppliers. The Session was attended by 43 delegates.

# NORTHERN REGION

## TRAINING PROGRAM ON WORK PLACE COMMUNICATION & EFFECTIVE MEETING

ACMA Northern Region organised a training program for its members of Uttarakhand zone on work place communication & effective meeting on August 10, 2018 at Rudrapur.



Workplace communication is the process of exchanging information and ideas, both verbal and non-verbal, within an organization. An organization may consist of employees from different parts of the society.

Ashima, a Corporate Trainer, was the faculty for the program.

## TRAINING PROGRAM ON PROBLEM SOLVING TECHNIQUES FOR MINDA INDUSTRIES LTD.

ACMA Northern Region organized an in – house training program on Problem Solving Techniques on August 18, 2018 at Minda Industries Ltd. (Acoustic Division) – Manesar. Problem solving is one of the keys to a successful lean implementation because it empowers all of those involved.



Lean manufacturing has a unique way of solving problems. It does not just look at the effect of the problem and try to cover it with a Band-Aid. Rather, the root cause of the problem is identified and the root cause, as well as all contributing factors, is eliminated from the system, process or infrastructure in order to permanently solve the problems.

## IN – HOUSE TRAINING PROGRAM ON PROBLEM SOLVING TECHNIQUES FOR MINDA CORPOATION LTD.

ACMA Northern Region organized an in – house training program on Problem Solving Techniques on August 20, 2018 at Minda Corporation Ltd. - Rudrapur



Problem solving is one of the keys to a successful lean implementation because it empowers all of those involved, Lean manufacturing has a unique way of solving problems. It does not just



look at the effect of the problem and try to cover it with a Band-Aid. Rather, the root cause of the problem is identified and the root cause, as well as all contributing factors, is eliminated from the system, process or infrastructure in order to permanently solve the problems.

### TRAINING PROGRAM ON PERFORMANCE MONITORING & BALANCE SCORE CARD

ACMA Northern Region organised a one day training program on Performance Monitoring & Balance Score Card on August 23, 2018 for the members at New Delhi.

The training session on Balance Score Card aims to provide a more comprehensive view to managers by complementing financial measures with additional metrics that gauge performance in areas such as customer satisfaction and product innovation.

The balanced scorecard is a strategic planning and management system that is used extensively in business and industry, government, and non-profit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals.

The faculty for the training was Mr. Shalabh Capoor.

### IN – HOUSE TRAINING PROGRAM ON PROBLEM SOLVING TECHNIQUES FOR ROCKMAN INDUSTRIES LTD.

ACMA Northern Region organized an in – house training program on Problem Solving Techniques on August 31, 2018 at Rockman Industries Ltd. – Bawal.

Problem Solving processes benefit from rich data that captures multiple perspectives on a problem. Problem solving is one of the keys to a successful lean implementation because it empowers all of those involved. Lean manufacturing has a unique way of solving problems. It does not just look at the effect of the problem and try to cover it with a Band-Aid. Rather, the root cause of the problem is identified and the root cause, as well as all contributing factors, is eliminated from the system, process or infrastructure in order to permanently solve the problems.

### IN – HOUSE TRAINING PROGRAM ON FAILURE MODE EFFECT ANALYSIS



ACMA Northern Region organized a one day in – House training program on Failure Mode Effect Analysis on September 11, 2018 at Rockman Industries Ltd. – Ludhiana.

The objective of the program was to identify potential failure modes and their causes, assess risk associated with the identified failure modes, carry out corrective actions to address the most serious concerns, design FMEAs to improve manufacture process, develop preventive maintenance plans for in-service machinery and equipment and develop online diagnostic techniques.



Mr. Vinod K Pandita, was the faculty for the training program.

## IN HOUSE TRAINING PROGRAM ON DAILY WORK MANAGEMENT (DWM)

ACMA Northern Region organised in house training program for its members of Delhi NCR zone on Daily Work Management (DWM) on September 18, 2018.

The Daily Work Management (DWM) provides a stable foundation upon which Lean can grow and prosper. Daily Work Management is the system that provides the ability to manage departments, functions, and processes, wherein processes are defined, standardized, controlled, and improved by the process owners. In essence, daily management is the application of the PDCA cycle to an operation in a repetitive, systematic way. The objective of this program was to understand the definition of DWM, imbibe DWM in



daily work and maximize profits, by effective DWM.

Mr. Ranjan Vasishtha, ex-DGM, Maruti Suzuki India was the faculty for the training program.

The faculty provided many examples related with shop floor, whose implementation with DWM would save the cost of running the machines and reduce waste.

## IN – HOUSE TRAINING PROGRAM ON ADVANCED EXCEL FOR MINDA INDUSTRIES LTD.



ACMA Northern Region organized a one day in – house training program on Advanced Excel on September 19, 2018 at Minda Industries Ltd. (Acoustic Division).

## IN – HOUSE TRAINING PROGRAM ON SAFETY AT ROCKMAN INDUSTRIES LTD.

ACMA Northern Region organized an in – house training program on Safety on September 24, 2018 at Rockman Industries Ltd. – Ludhiana.



An accident is a mishap caused by unsafe action or unsafe conditions or combination of both. Accidents do not happen on its own, they are caused and 88% accidents are caused by unsafe acts, 10% accidents are caused by unsafe conditions, 2% accidents are caused by natural calamity, which are not under our control.

An effective training program can reduce the number of injuries and deaths, property damage, legal liability, illnesses, workers' compensation claims, and missed time from work. An effective safety training program can also help a trainer keep the required OHSAS (Occupational Safety and Health Administration)-mandated safety training courses organized and up-to-date. Safety training classes help establish a safety culture in which employees themselves help promote proper safety procedures while on the job

### IN – HOUSE TRAINING PROGRAM ON ADVANCED EXCEL FOR MINDA SAI LTD



Proceeding with our attempt in training the work-force of member companies on improvising data maintenance, ACMA Northern Region organized a one day in – house training program on Advanced Excel on June 10, 2018 at Minda Sai Ltd.

The objective of the program was to understand higher functions of excel, perform advanced calculations and functions and use pivot tables and advanced analysis. The faculty for the training was Mr. Pradeep Agrawal.

## SOUTHERN REGION

### TRAINING PROGRAM ON STATISTICAL PROCESS CONTROL



ACMA Southern Region organised the second batch of one day training program on Statistical Process Control which was conducted in the local language Tamil on September 7, 2018 at ACMA office, Chennai. The faculty for the training was Mr V Thiagarajan who is currently a TQM and Six Sigma Consultant with prior work experience in diverse roles in companies like Hindustan Aeronautics Limited, Sundaram Clayton Limited, and WABCO INDIA Limited.

The training objective was to help participating delegates to identify and implement statistical techniques in their workplace in order to improve on their manufacturing processes by controlling and monitoring them. The training covered an introduction to SPC, what is process, what is variation, what is control, what is data, why we need SPC, methods of data collection, mean or arithmetic mean, median and mode, range and standard deviation, histogram, process capability and control charts.

The training was attended by 22 delegates from 10 member companies. The delegates found the training enriching and appreciated the training in the local language Tamil.

A similar program was organised on August 23, 2018 at ACMA office, Chennai.

### AUTOMOTIVE WOMEN ENTREPRENEURS AND EMPLOYEES FORUM

ACMA Southern Region pioneered an initiative exclusively for women professionals and entrepreneurs in the automotive sector on September 14, 2018. Automotive Women Entrepreneurs and Employees (AWE) Forum was conceptualized with the intent of nurturing and recognizing talent, growth, professional and entrepreneurial skills within the





auto component sector in particular.

The first brainstorming session of AWE was led by Ms. Priyamvada Balaji, Director, Lucas-TVS Ltd., and Chairperson of AWE, held on the 14th of September at ACMA office in Chennai which saw over 15 Professionals join.

Welcoming the AWE members over a conference call, Mr. P. Kaniappan, Chairman, Southern Region, ACMA mentioned that the automotive sector is a conglomeration of manufacturing, soft skills and services and Women have been partnering in nurturing growth of this sector in all the roles. It was very encouraging & motivating to see a movement being initiated by the auto component sector and in the South in particular, which he felt had the scope to become a National movement and Forum. Wishing Ms Priyamvada Balaji success in leading the forum, he urged the forum to reach out to as many entrepreneurs and professionals, capture information on how the forum could add value and enrich them to play a key role in the manufacturing sector and for an inclusive growth.

Addressing the forum members, Ms Priyamvada Balaji envisioned the launch of this forum to support, nurture, hand-hold women to enable them to take on leadership roles and reach higher positions/ranks in the industry. She also mooted the idea of reaching out to the various engineering institutions and encourage women students to take up manufacturing as a preferred choice for profession and in the process bring forth their potential.

The forum brainstormed and deliberated on how it could add value. Some of the suggestions that came through included:

- Women Employee Survey to be carried out to help identify functions where women could be positioned, identify reasons for why women are not taking senior positions
- The Forum to handhold women employees to take on senior positions in the industry
- Potential Women employees to be groomed for leading mid-sized companies
- Invite Entrepreneurs and Professionals from leading manufacturing companies to interact with the Forum members
- Market the automotive segment to women encouraging them to join factories, enable a mindset change
- Recruitment methodology to change inviting and encouraging Women Employees also to join
- Fast track options for potential women working in line functions to senior positions by enhancing their qualification through scholarships and exposures.

## WORKSHOP ON PRACTICAL APPROACH TO COSTING

ACMA partnered with the Institute of Financial Management & Research (IFMR) for a workshop on practical approach to costing on September 19, 2018 at ACMA's office in Bangalore.



Cost, cost accounting and cost accountancy are normally used interchangeably but they are not synonyms of each other. Cost is a sacrificed resource to obtain something, costing is a process of determining costs, cost accounting is a technique to assist management in establishing various budgets, standards, etc and cost accountancy is the practice of costing and cost accounting. Costing could be defined as a system of computing cost of production or of running a business, by allocating expenditure to various stages of production or to different operations of a firm. To address to these topics, a special programme was designed with IFMR for the benefit of members.



Dr R. Jayaram – Director - Proactive Solutech (India) Pvt Ltd and Senior Consultant – Shriram Value Services Ltd. was the faculty. 15 participants from member companies joined the workshop.

# WESTERN REGION

## SIX SIGMA GREEN BELT CERTIFICATION PROGRAMME – MODLUE II

ACMA organized Six Sigma Green Belt Certification Program Module – II on August 9-10, 2018 at Bharat Gears Ltd., Mumbai. Mr. K Vishwanathan, from World Class Manufacturing Solutions was the faculty.



Explaining Data based tools for pinpointing causes Mr. Vishwanathan mentioned that there are two types of such techniques 1) Shainin techniques and 2) Statistical techniques. These techniques are very useful to identify the cause.

## 13<sup>th</sup> NATIONAL QUALITY CIRCLE COMPETITION

The 13th edition of Annual National Quality Circle Competition was hosted by ACMA Western Region on August 13, 2018 in Pune.



Prior to the competition, 11 winning teams that qualified from regional competition participated at the annual national competition.

The presentations made by QC teams focused on cost reduction, quality improvement, facility improvement, safety and productivity improvement.



Mr. Naveen Joshi, Plant Head – Engine Plant , FIAT India Automobiles Ltd. and Mr. P S Bashyam, retired from M/s. TVS group of companies as a vice-president were part of the Jury panel at the National Competition.

In his welcome address, Mr. Piyush Munot, Co-Chairman –Western Region, thanked the teams for their enthusiasm and passion for the Quality and customer satisfaction. Mr. Munot further mentioned that QC has been a successful tool for problem solving, team building and is the most effective tool to develop and utilize human resources. Addressing the participants at the valedictory session, the Chief Guest Mr. Sachin Kulkarni, Chief General Manager , Volkswagen India, said ACMA is doing a wonderful job by providing this kind of platform where the companies share their learning and experience together and present their problem solving capability with a great enthusiasm.

Out of 11 teams the following three teams were judged winners:

PRIZE	COMPANY NAME	TEAM NAME
1st Position	Gabriel India Ltd, Pune	Gabriel Winners
Runner Up	Sundaram Auto Components Ltd.	Veronica
Runner Up	Subros Ltd.	Shine

## WORKSHOP FOR PROFESSIONAL WOMEN TO TAKE CONTROL AT WORK

ACMA Western Region organized two day workshop for professional women on the theme "Taking Control - your presence at Work" on August 13-14, 2018 at Spicer India Pvt. Ltd, Chakan plant. Ms. Trupti Shrimali, MBTI certified practitioner, behavioral facilitator and consultant and Mr. Atul Badkas, MBTI practitioner were the faculty for workshop.



The workshop was aimed to help professional women to boost their self-confidence, encourage them to dream bigger and explore possibilities of fitting work and personal life together.

During the workshop Ms. Trupti explained that when a woman speaks in a professional setting - either she's barely heard or she's judged as too aggressive as a result, women often decide that saying less is more. Instead of that create your identity by expressing your own thoughts and see the importance/impact of speaking-up.

Ms. Trupti said, women must come out of these and learn to overcome the challenges, be fair and professional. Further she mentioned that women should sharpen their business skills, be assertive and an effective communicator.

## LEAN CERTIFICATION PROGRAM MODULE - I

The ACMA Western Region launched lean certification program on August 17, 2018 in Pune. The Module I was held on August 17-18,



2018. Lean Manufacturing is the business model that focuses on the elimination of waste. This can include focusing on how to deliver the same- quality product on time and a lower cost. Some examples of lean manufacturing include minimizing inventory, simplifying changeover routines and reducing employee wait times. Lean manufacturing involves finding ways to reduce all type of waste in the manufacturing.

This program helped the participating companies to understand, implement and derive the advantage of Lean manufacturing.

15 participants from 9 member companies participated in the program.

## INCREASE PROFITS BY REDUCING POOR QUALITY

ACMA western region organized one day training on increasing profits by reducing poor quality on August 28, 2018 in Pune.



The objective of the training was to have better understanding of hidden cost of poor quality. Mr. Abhishek Pandey, was the faculty for the training.

Explaining the cost of poor quality or COPQ, Mr. Abhishek Pandey said COPQ is the building block of a manufacturing industry and might lead to loss of business if not prioritised.

Mr. Pandey further mentioned that an organization can increase its profit margin without capital investment just by decreasing the cost of poor quality. So, it is very important for an organization to calculate COPQ, he added.

The key topics covered in the training included:

- Quality, Evolution of Quality,
- Various cycle of poor quality,
- Classic model of optimum quality cost,
- Prevention cost Vs Appraisal Cost 1-10-100 Rule,
- Cost of quality calculations

21 participants attended the workshop finding it extremely enriching

### VISIT TO ARAI

Looking at the rapid changes in technology and have better understanding of facilities available at ARAI, ACMA (Western Region) organized a visit to ARAI on 30th August 2018 at Pune with 28 delegates from 14 ACMA member companies.



Mr. A V Mannikar, Sr. Deputy Director, ARAI welcomed the delegates and presented an overview on ARAI. Mr. Mannikar said apart from certification of vehicle and component as per the standard, we in ARAI strive for safer vehicle. Mr. Mannikar further mentioned that ARAI has lab for auto electronics, design and new product development.

During the visit the delegates were given the opportunity to see the Lab / facilities equipped with modern technology such as New product testing facility, Design, Fatigue.

### 4<sup>th</sup> ZONAL QUALITY CIRCLE COMPETITION IN GUJARAT ZONE

ACMA Western Region organized 4th edition of Zonal Quality Circle Competition in Gujarat Zone on September 8, 2018 in Ahmedabad. The competition saw 16 case study presentations on improvements

carried by ACMA member companies in Gujarat namely Asahi India Glass Ltd., Brakes India, Faurecia Automotive Seating India Pvt. Ltd., Jay Ushin Ltd., Magna Automotive India Pvt. Ltd., Mahle Behr India Pvt. Ltd., Mindarika Pvt. Ltd., New Swan Enterprises, Schaeffler India Ltd., Remsons Industries Ltd, Subros Ltd. and Yazaki India Pvt. Ltd.



The Presentation focused on growing customer satisfaction, reduction in rejection, cycle time, fatigue, cost and waste.



The eminent panel of jury included Mr. Nishant Saxena - Manger Engine assembly, Sanand Engine Plant, Ford India Pvt. Ltd. and Mr. Ajay Shah, Head Press & Weld Shop Production, MG Motors.

In his address Mr. Anil Patel, Plant Manager- Sanand Engine Plant, Ford India Pvt. Ltd. Chief Guest for the Inaugural Session said quality is behavioral mindset. When it is in behavior then automatically one would not be satisfied until customer is satisfied. Congratulating ACMA for arranging knowledge sharing platform Mr. Maneesh Khanduja, Deputy General Manager, Maruti Suzuki India Ltd., Chief Guest for the valedictory session said this is not mere competition but a forum where lots of ideas and learnings are shared.



The event saw participation from various parts of Gujarat such as, Ahmedabad, Vadodara, Sanand, Mehsana, Vithlapur, and Gandhinagar.

The following were declared winners.

**Top Three Winners:**

PRIZE	COMPANY NAME	TEAM NAME
1st Position	Yazaki India Pvt. Ltd., Bhayla	Radar
2nd Position	Mindarika Pvt. Ltd., Detroj	Vikrant
3rd Position	Faurecia Automotive Seating's India Pvt. Ltd., Sanand	Being Faurecia



**Runner Up:**

PRIZE	COMPANY NAME	TEAM NAME
1st Position	Mindarika Pvt. Ltd., Ahmedabad	Innovator
2nd Position	Schaffler India Ltd., Vadodara	Vikrant
3rd Position	Mahle Behr India Pvt. Ltd., Sanand	Eagle Eye

**SIX SIGMA GREEN BELT CERTIFICATION PROGRAM MODULE – III**



ACMA organized Six Sigma Green Belt Certification Program Module – III on September 18, 2018 at Bharat Gears Ltd., Mumbai. Mr. K Vishwanathan, from World Class Manufacturing Solutions was the faculty.

## LEAN CERTIFICATION PROGRAM MODULE II

ACMA Western Region organized Lean Certification Program Module – II on September 18-19, 2018. Module II broadly covered definition of value stream mapping, types of value stream mapping, preparatory for P-Q analysis and introduction to SMED & methodology. SMED provides a rapid and efficient way of shifting production from last piece of previous lot to the first "Ok piece" of next lot at desired speed. This rapid changeover is key to reducing production lot sizes



and thereby improving flow, reducing production loss and output variability.

## LEVERAGING THE DIGITAL TWIN TO ACHIEVE FULL VISIBILITY INTO MANUFACTURING PROCESSES

Suppliers need to view their operations holistically – aiming to achieve full visibility into manufacturing processes. One of the most effective way to realize this, is through digitalization. Digital twin of production areas can optimize production performance to improve efficiency, flexibility, and time-to-market. Manufacturers with fully digitalized processes are better equipped to rapidly respond to market changes and disruptive innovation.

To deliberate and elaborate more on the subject, and discuss how Indian automotive players can leverage a systems approach to develop and manufacture cutting-edge automotive products, components and critical systems domestically, while also concentrating on the building global supply chains to address the aftermarket opportunity, ACMA Western Region associated with Siemens Industry Software in organizing conference 2nd edition of Road Ahead for the Indian Automotive Industry conference, titled "Leveraging the Digital Twin to achieve full visibility into manufacturing processes" held on 27th September 2018 in Pune.

The conference was address by eminent keynote speakers – Ms. Sowmya Chaturvedi, Head – Operations, Cummins India and Mr. Gautam Dutta, Sr. Director -Marketing Siemens Industry Software India

Additionally, a Panel comprise of Ms. Sowmya Chaturvedi, Head – Operations, Cummins India, Mr. Avinash Kapoor, Managing Director -Helvoet Rubber & Plastic Technologies India, Mr. Aiyappan Ramamurthi, Technical Director, Siemens Industry Software India and Mr. Anand Jena, Director PWC deliberated on how Indian automotive players can overcome to the growing technology challenges and disruption.

The panel discussion was moderated by Mr. Anand Jena, Director PWC.

In his inaugural address Mr. Shrikant Chaphekar, Member ACMA WR Committee & Managing Director, Prabha Engineering said global norms, technology and regulations are rapidly changing. Mr. Chaphekar said as per the emerging trend and to meet the expectation of OEMs automotive suppliers require to adopt state-of-the-art technologies for continuous upgradation and stay abreast with global requirements, as well as relevance to local requirements.

Summing up the deliberations of the panel discussion, moderator Anand Jena, Director PWC said that looking at the current global business scenario the auto component suppliers need to focus on following key areas :

- 1) Adapt product specific advance/new technology
- 2) Transform to become solution provider
- 3) Demonstrate the ability to perform all tasks on-time, within budget, and with high-quality successful launches.

## WORKSHOP ON IMPROVE PRODUCTIVITY THROUGH WORKPLACE ERGONOMICS

Ergonomics is a branch of science. Workplace Ergonomics principles and guidelines lead to productivity improvement in a safer working environment through enhancement of morale of Employees.



With this backdrop ACMA Western Region organized a workshop on improve productivity through workplace ergonomics on September, 28 2018 at Pune. Mr. Abhishek Pandey was the faculty for training.



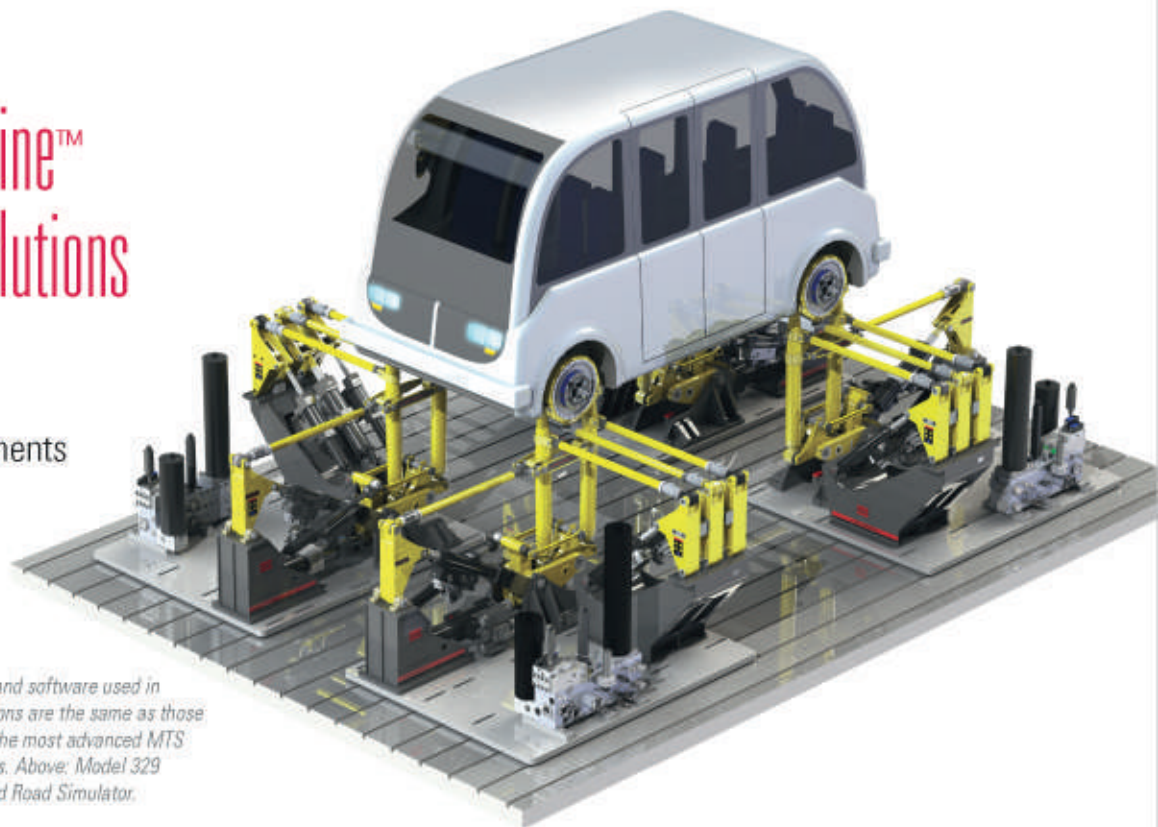
## EVOLUTION OF SANSERA FROM AUTO TO AEROSPACE

YBLF organized a visit to Bengaluru to 9 August, 2018 interact with Mr. F R Singhvi, Joint Managing Director, Sansera Engineering Pvt. Ltd. Objectives of this visit was to understand success journey of Sansera Engineering, how it ventured into the Aerospace which followed with a plant visit.

During the interaction all the participants took the opportunity to learn and understand the level of automation, self-dependence and employee satisfaction in all its plants. The visit was extremely encouraging and the participants were delighted to be part of the delegation.

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Adapt to evolving OEM  
component-testing requirements  
with speed, efficiency and  
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*The hardware and software used in TestLine Solutions are the same as those developed for the most advanced MTS custom systems. Above: Model 329 Spindle-coupled Road Simulator.*

Automotive component suppliers face an array of global trends that are changing how they pursue testing and validation of their products.

Principal among these is the rising complexity and interaction of components and active subsystems. This is driving changes in test requirements, and consequently, the evolution of testing technologies and methods.

Also significant is intensifying competition among component suppliers. Today's OEMs can be more selective, which effectively pushes product testing down the supply chain. Increasingly, OEMs are demanding that suppliers model their designs and provide test data that validates component quality and performance.

To help suppliers adapt to this evolving landscape and align with OEM requirements, MTS offers TestLine Solutions: a versatile set of modular components for creating cost-effective test systems that can be reconfigured as needs change. Precision-engineered to the highest quality and designed for seamless integration, the hardware and software used in TestLine Solutions are the same as those developed for the most advanced MTS custom systems, which are deployed worldwide by virtually all major OEMs.

## **Versatile MTS Controllers & Application Software:**

- » FlexTest® digital controllers feature a modular, scalable architecture for conducting a full spectrum of automotive testing. The versatile FlexTest architecture supports MatLAB Simulink Models and offers virtually unlimited calculated I/O capacity. FlexTest controllers run full-featured MTS 793 platform software, which includes a rich, application-specific toolset and support for a growing array of field bus systems.
- » World-renowned RPC® Pro and eRPC Pro software leverage powerful Remote Parameter Control™ techniques to accurately replicate real-world, multi-degree-of-freedom component, subsystem and full-vehicle service environments on lab-based mechanical test and simulation rigs.
- » The modular MTS TestSuite® software platform combines a powerful set of testing modules in a common, easy-to-use interface for conducting tensile, fatigue and fracture studies of materials, components and structures.

## **Reliable & Efficient Hydromechanical Solutions:**

- » SilentFlo™ 515 Hydraulic Power Units (HPUs) feature high-efficiency motors and advanced cooling to achieve significant improvements in energy efficiency - up to 8% - over earlier

models. SilentFlo 515 HPUs are easy to operate and maintain with fewer parts, accessible controls and improved filtration.

- » MTS DuraGlide™ Actuators employ an innovative rod coating that extends actuator rod life expectancy by a factor of ten and a proprietary finishing technology that reduces rod banding and unloaded chatter, while also extending seal life.


## **Modular, High-stiffness Load Bearing Components:**

- » TestLine bell cranks, struts, levers and reaction stands feature high stiffness, lightweight designs, making them ideal for higher test frequencies and fatigue-rated applications. Multiple connecting points on levers and bell cranks and recently added MOCOKIT™ universal modular construction kits facilitate flexible and easy mounting of test rig components in unlimited configurations.


MTS pioneered the laboratory-based testing technologies now critical for thriving in today's competitive automotive industry. As a result, MTS solutions are deployed by OEMs worldwide, generating high-fidelity data to inform all stages of vehicle development. Contact MTS today to explore how MTS TestLine Solutions enable you to leverage these technologies to adapt to evolving component test requirements and better align with OEM demands.




TESTLINE PRODUCTS



*MTS Digital Controls & Application Software*



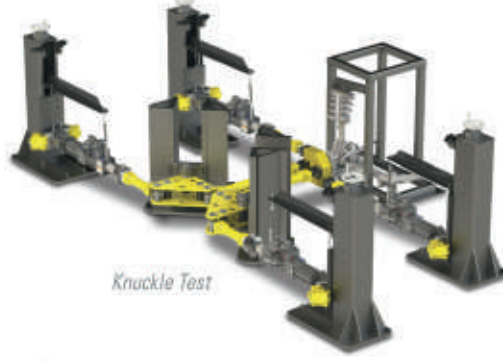
*Hydraulic Power Generation, Distribution & Application*



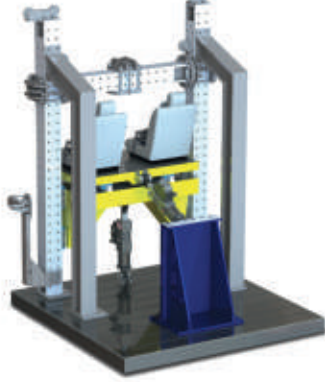
*Load-bearing Components*

Precision-engineered for seamless integration, modular TestLine Solutions can be reconfigured to meet changing test needs and OEM demands.

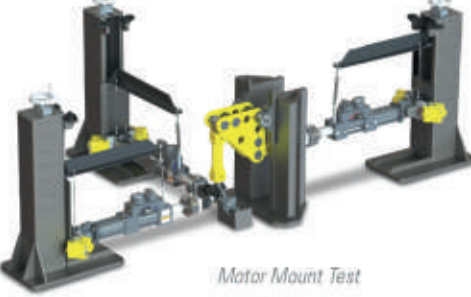
MODULAR TESTLINE COMPONENT TEST SOLUTIONS



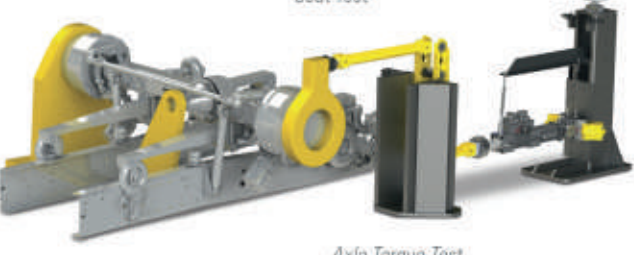
*Knuckle Test*



*Seat Test*



*Motor Mount Test*



*Axle Torque Test*

# OFFICE BEARER'S



**President ACMA**

**Mr. Ram Venkataramani**, Director, India Pistons Ltd. has been elected as President ACMA for the year 2018-19. He has been a member of ACMA's Executive Committee for several years and was Chairman Southern Region from 2015-17 and Deputy Chairman - Southern Region from 2013-15.



**Vice President ACMA**

**Mr. Deepak Jain**, Chairman & Managing Director, Lumax Industries Ltd. has been elected as Vice President ACMA for the year 2018 -19 . Prior to this he has served as Chairman Northern Region for 2017-18, Chairman - ACMA Sustainable Development Committee from 2012 - 2014, Chairman - ACMA HR, IR, Skill Development Committee from 2014 - 2016. His last post was Co-Chairman - ACMA Northern Region & Chairman - ACMA Supply Chain/BSM Committee



## EASTERN REGION

**Mr. Sanjay Sabherwal**  
Managing Director  
Metaldyne Industries Ltd

Mr. Sanjay Sabharwal has been elected as Chairman - ACMA Eastern Region for 2017-18, earlier he was Co-Chairman - ACMA Eastern Region from 2010 - 2017



## NORTHERN REGION

**Mr. Deepak Chopra**  
Group CEO,  
Anand Automotive Pvt. Ltd. & Chairman Spicer India Ltd.

Mr. Deepak Chopra has been elected as Chairman - ACMA Northern Region for 2017-18. Prior to this he has served as Chairman - ACMA Sustainable Development Committee from 2012 - 2014, Chairman - ACMA HR, IR, Skill Development Committee from 2014 - 2016. His last post was Co-Chairman - ACMA Northern Region 2015-17 & Chairman - ACMA Supply Chain/BSM Committee 2016-17



## WESTERN REGION

**Mr. Piyush I. Tamboli**  
Chairman & Managing Director  
Investment and Precision Castings Ltd.

Mr Piyush Tamboli has been once again elected as Chairman - ACMA Western Region for 2017-18. He was elevated to this position in 2016 - 2017. Prior to this he was Co-Chairman - ACMA Western Region 2015-16. Additionally he is positioned as Chairman - ACMA Defence & Railways Committee for 2017-2018



## SOUTHERN REGION

**Mr. P. Kaniappan**  
Managing Director  
WABCO India Ltd.

Mr. P. Kaniappan has been elected as Chairman - ACMA Southern Region for 2017-18, prior to this he was the Co-Chairman - ACMA Southern Region & Chairman - IMTMA Interface Committee from 2015-17

## C O - C H A I R P E R S O N S



EAST

**Mr. Ranjot Singh**  
Managing Director  
Emdet Jamshedpur Pvt. Ltd.



NORTH

**Ms. Shradha Suri Marwah**  
Managing Director  
Subros Ltd.



WEST

**Mr. Piyush Munot**  
Director  
KCTR Varsha Automotive Pvt. Ltd.



SOUTH

**Ms. Shuba Kumar**  
Director  
Natesan Synchrocones Pvt. Ltd.

