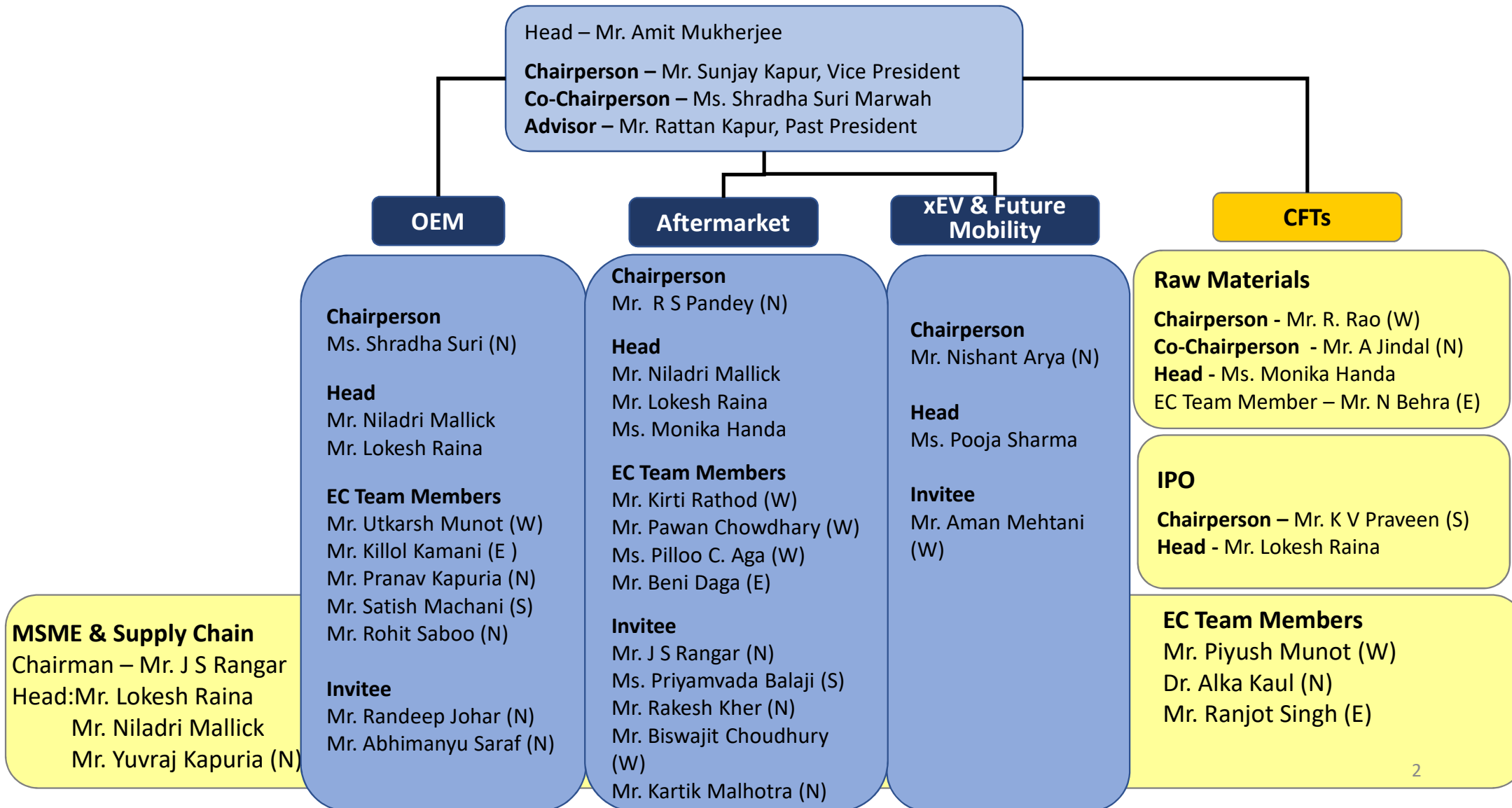


Pillar-1
Business Development

Organisation Structure of Pillar 1 : Business Development



Objectives

- Supporting members in strengthening existing business relationships and exploring new opportunities with OEMs, Tier 1s in IC/EV.
- Organising events (Domestic & International) such as Experience sharing Conferences and participation in Trade fairs such as Auto Expo, Value Chain Summit, Tech Expos/ Meets, Trade Missions, BSMs, iAutoConnect (RBSM) etc.
- Facilitating global OEMs/ Tier 1 companies in investing in India as well as connect with Indian companies to expand supplier base.
- Promoting 'Make in India' and 'Brand India' in context of auto component industry through events such as 'India Day' at international trade fairs or participation in international conferences.
- Organising workshops/ training programs to create awareness and addressing issues related to business development across the industry value chain.
- Exploring adjacencies such as Defence, Railways, Aerospace, white goods etc.
- Conducting pertinent deep dive studies including market trends, business opportunities in diverse markets and product categories, trade practices in context of business development.
- Engaging/ Interfacing with relevant Ministries/Government agencies/ international associates for funding support for export promotion initiatives, for studies etc.

Objectives contd...

- Supporting members in exploring new opportunities with OEMs, Tier 1s, start-ups and other stakeholders for emerging technologies like battery pack, light weighting, electronics, drive trains etc.
- To promote, adopt and adapt to innovation and sustainable technologies like connected, infotainment, green mobility etc.

Cross Functional Teams

IPO Forum:

- Interfacing with IPOs in India to organise specialised events like Buyers Sellers Meet / IPO Supplier Conferences to introduce new suppliers.
- To organize Tech Shows/ workshops on project management, RFI, RFQs, Sustainability etc. with the support from IPOs

MSME & Supply Chain Management:

- Supporting Tier-2s/MSMEs to scale up by connecting them to Tier-1s as well as to build a robust value chain for the industry through BSMs.
- Support MSME sector in enhancing business opportunities. Also engage/ Interface with relevant Ministry for Micro Small & Medium Enterprises/ Government agencies for funding support for MSME companies.

Raw Materials:

- Organise interactions / visits / seminars / conferences on new technologies/ materials that are cost effective, light weighting, environment friendly and other related issues.
- Organize Annual Conclave on different materials

KPIs

Domestic and International Events (ISO System)

- Feedback rating (overall response): should be between 3 to 4 (good to excellent) for over 70% participants
- Achieving target participation (+/- 10%)
- Self supporting event with atleast 10% surplus
- Immediate as well as half yearly review on stakeholder feedback and monitoring (business generated)

Conference, Seminars, Roadshows: (ISO System)

- To achieve Customer Satisfaction measuring above 60%
- Achieving target participation (+/- 10%)
- Self supporting event with at least 10% surplus

Others:

- Planned vs achieved analysis on quarterly basis
- Presentation to the EC

Actionable arising from the First Pillar 1 Meeting held on 3rd Oct, 2019

- Need to further expand our footprint in exports and look for new markets like SAARC & ASEAN.
- Special thrust and strategy to be worked out for expanding our business opportunities with large distributors and key players in US to get into their supply chain in North America/South Africa & Europe.
- For better participation in international events, it was suggested to plan Export Conferences and share success stories. A data base could also be created for better participation in international events.
- ACMA should be more engaged with USA as lot of opportunities will emerge because of increase in tariffs on Chinese products.
- ACMA has already initiated to meet some of the large distributors at AAPEX and would give a perspective of the growing capability of the Indian auto component industry. Similar initiative should be planned at Automechanika Frankfurt Show 2020.
- For strategic development of Export Market for Indian Tier1's, ACMA should support the most interested Companies to build up their Brand value consistently through a "Make In India" package approach for a common corpus.
- Build Stronger Aftermarket Trade Channel & Professional Community.

Activities Held: 7 September, 2019 – 14 November, 2019

Domestic	OE	Aftermarket
North	-	-
South	-	-
West	<ol style="list-style-type: none"> 1. Conference: Robust Supply Chain – Challenges & Opportunities: 15 Oct, 2019, Pune 2. Visit to & Interaction with 'Suzuki Motor Gujarat Pvt. Ltd': 23 Oct, 2019 3. Visit to & Interaction with Case New Holland Construction Equipment India: 7 Nov, 2019 	-
East	<ol style="list-style-type: none"> 1. Interaction with Alstom Transport India Ltd.: 10 Sep 2019, Jamshedpur 	-

Activities Held: 7 September, 2019 – 14 November, 2019

International	OE	Aftermarket
Europe	<ol style="list-style-type: none"> India Day at IAA Frankfurt: 13 Sep, 2019, Germany Tech Expo with VW, MAN & CNH: 11-16 Sep, 2019, Germany & Italy 	-
USA/SA	<ol style="list-style-type: none"> NACV Show, Atlanta: 28-31 Oct, 2019 	<ol style="list-style-type: none"> AAPEX Show: 5-7 Nov, 2019
Others	-	<ol style="list-style-type: none"> iAutoConnect (RBSM): 26-27 Sep, 2019, Noida

GLIMPSES



Visit to & Interaction with Suzuki Motor Gujarat Pvt. Ltd: 23 Oct, 2019



Conference: Robust Supply Chain – Challenges & Opportunities: 15 Oct, 2019, Pune

GLIMPSES



Interaction with Alstom: 10 Sep, 2019, Jamshedpur

GLIMPSES



Tech Expo with VW, MAN & CNH: 11-16 Sept, 2019, Germany & Italy



GLIMPSES



India Day at IAA Frankfurt: 13 Sep, 2019, Germany



GLIMPSES



iAutoConnect (RBSM): 26-27 Sept, 2019, Noida



GLIMPSES



NACV Show, Atlanta: 28-31 Oct, 2019

Forthcoming Domestic activities

Domestic	OE	Aftermarket
North	1. ACMA NR Member's interaction with ACMA President & Vice President & Special Interactive Session with Mr. Hemant Sikka, EVP, M & M Ltd.: 19 Dec, 2019, New Delhi	1. Auto Expo - Safer Drive Campaign – Pavilion: 6-9 Feb, 2020, New Delhi
	2. Interaction & Visit to Yamaha India: Dec, 2019, New Delhi	
	3. Interaction & Visit to Ashok Leyland: Dec, 2019, Pant Nagar	
	4. 2 days Awareness program on Project Management/RFI & RFQ: Jan, 2020, New Delhi	
	5. Auto Expo Component Show: 6-9 Feb, 2020, New Delhi	
	➤ IPO Forum Meeting: 7 Feb, 2020, New Delhi	
	➤ xEV , Technology & Innovation Pavilion ➤ Invitational Golf Tournament	

Forthcoming Domestic activities

Domestic	OE	Aftermarket
South	<ol style="list-style-type: none"> 1. Conference on Exports: Nov, 2019, Chennai 2. 2 days Awareness program on Project Management/RFI & RFQ: 19-20 Nov, 2019, Chennai 	-
West	<ol style="list-style-type: none"> 1. 2 days Awareness program on Project Management/RFI & RFQ: 6-7 Dec, 2019, Pune 	-
East	<ol style="list-style-type: none"> 1. 2 days Awareness program on Project Management/RFI & RFQ: 18-19 Dec, 2019, Jamshedpur 	1. ACMA Aftermarket Show: 20-21 Dec, 2019, Patna

Forthcoming International Activities

International	OE	Aftermarket
EU	1. IAA Commercial Vehicle Show: 24-30 Sept, 2020	1. Automechanika Istanbul: 2-5 April, 2020 2. Automechanika Frankfurt: 8-12 Sept, 2020
US/ SA	1. Tech Expo in USA – Focus OEM: June 2020	1. Feria de las 2 Ruedas (2 Wheeler), 15-17 May, 2020 Medelin, Colombia and BSM in Brazil: 19-20 May, 2020
Middle East		1. BSM in Iraq/Morocco: March 2020 2. Automechanika Dubai: 7-9 June, 2020
Others	1. Automotive Engineering Exposition (SAE Show): 20-22 May, 2020, Japan	1. Information Booth at Automechanika Shanghai: 3-6 Dec, 2019, China 2. Autotech Egypt: 13-15 Dec, 2019 3. INAPA Show: 18-20 March, 2020, Indonesia 4. BSM in South East Asia (Thailand and Indonesia): August 2020 5. iAutoConnect: Oct, 2020, India



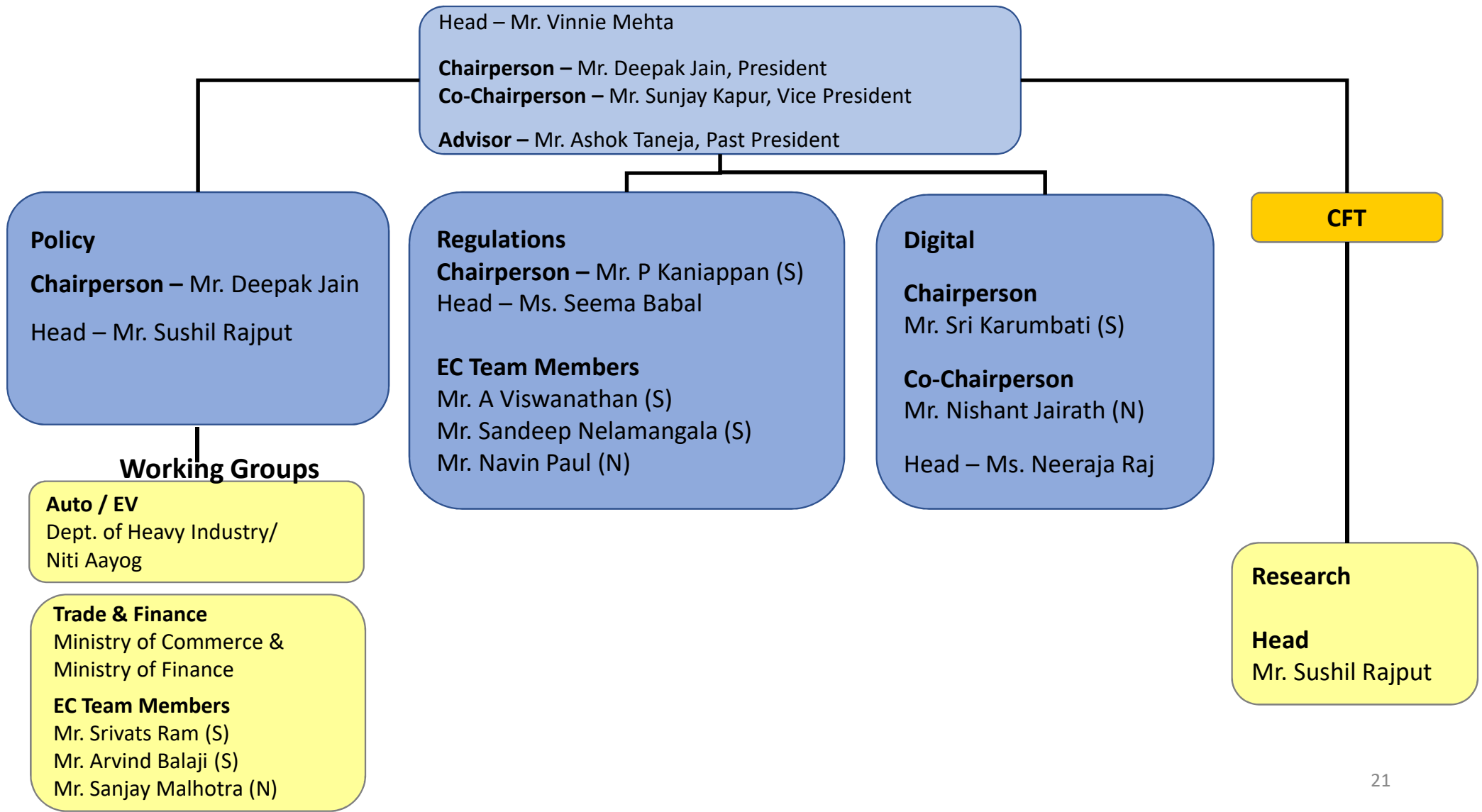
Facts - Auto Expo 2020 Components

- Total Area Available (Gross) : 54,970 sqms
 - Total Area Booked till date (Net) : 27,271 sqms
 - Domestic Bookings : 24,771 sqms
 - Overseas Bookings : 2,500 sqms
(Korea, Canada, Luxemburg, Italy, USA, UK, China & Taiwan)
 - Total Exhibitors Expected : 1,500
 - Halls : A3, A4, A5
 - **Focused Pavilions**
 1. ACMA Innovation, EV & Future
 2. Mobility
 3. ACMA Safer Drives
 4. Bearing
 5. Garage Equipment
- Events coinciding with 15th Auto Expo 2020 – Components**
1. ACMA CEOs' Roundtable Meet - 04 Feb, 2020
 2. Matchmaking - Global SME Technology Partnership Meet: 07 Feb, 2020
 3. ACMA Golf Tournament - 08 or 9 Feb, 2020

Thank You

Pillar-2

Government Advocacy,
Regulations & Research



Public Policy: Interface with Central Government

Ongoing Topics	Stakeholder/s
➤ 18% GST on all auto components	MOF
➤ Pre-Budget Memorandum	MOF/DHI
➤ RCEP	DOC
➤ Export Incentive Scheme- MEIS to be replaced by Remission of Duties and Taxes on Export Products (RoDTEP)	DGFT
➤ India – Peru Trade Agreement	DOC
➤ Funding support for various projects from Department of Heavy Industry	DHI
➤ India-EU Trade Agreement	DOC
➤ National Electronics Policy 2019- Guidelines awaited	MEITY
➤ India-ASEAN FTA- Increase market share	DOC

Public Policy: Research/Studies/Catalogues/Publications

Name of the Study	Status
➤ Study on financial health of the auto components Industry	- Under Progress
➤ Review meeting with EY on Deliverables	- Chairman-Trade & Finance discussed on deliverables and future engagement
➤ Quarterly Forecasting of Automobiles Industry by CRISIL	- Delivered
➤ Other deliverables from EY and PwC <ul style="list-style-type: none">•Tax Alert•Commodity Price•Deal Tracker FY 2019	- On time as per scheduled

Regulations

Meeting Details	Update
Meeting with Mr Priyank Bharti, Joint Secretary – MVL, MoRTH on 30 Sept'19	<ul style="list-style-type: none">• Meeting with JS to seek fund for the Homologation Portal to be made with Support of ARAI.
Meeting with Mr Abhay Damle, Joint Secretary- Safety, MoRTH on 30 Sept'19	<ul style="list-style-type: none">• Meeting with JS to seek update on Motor Vehicle Amendment Act, Scrappage Policy and offer support by ACMA
Meeting with JS DHI on 14 Oct 2019 & JS MoPNG on 25 Oct 2019 to explore feasibility of E-100 (100% Ethanol) and M-100 as automotive fuel	<ul style="list-style-type: none">• Meeting to discuss availability of E-100 and M-100 and readiness of Industry

Regulations: Forthcoming Activities

Date	Description
7 Nov'19	<ul style="list-style-type: none"><li data-bbox="678 523 2078 638">• 1st Meeting of ACMA - SIAM Joint Platform to discuss Evolving Regulations and Technologies (PERT) <p data-bbox="678 638 2078 805"><i>Exchange program to brainstorm on Future Technologies</i></p>
11 Nov'19	<ul style="list-style-type: none"><li data-bbox="678 805 2078 973">• National Conference on Cleaner Mobility, Beyond 2020: Automotive Sector as an Agent of Positive Change: Jointly organised by SIAM, ACMA, CII and MoEF <p data-bbox="678 973 2078 1201"><i>Conference to showcase Industry's Vision, Initiatives, Achievements, Technological Adoption, to serve imperatives of environment vis-à-vis sustainable mobility</i></p>

CFT on Digital Technologies

Event Details

Update

Meeting with IIT Research Park: 9 Sept'19

- Meeting with Prof. Gaurav Raina, & Prof Bharath Bhikaji Department of Electrical Engineering- IITM, to understand how ACMA and IIT Research Park can work together for the benefit of ACMA members in the Digital journey.

Mr Sri Karunbati and Mr Anil Unni also met with few Start-up like Fabheads and enoahisolutions.

1. Fabheads – A composite part manufacturers & 3D printer which prints continuous fibre reinforced parts.
2. Enoahisolutions – Focusses on Data Science

IIT M Research park is very keen to partner with ACMA

Meeting with Robert Bosch centre for Data Science & Artificial Intelligence: 9 Sept'19

- Meeting with Mr Sridhar, CEO, Robert Bosch Centre for Data Science and Artificial Intelligence to understand how ACMA could work with them for the benefit of the industry. Mr Sridhar keen to work with ACMA and conduct programmes in the area of Data Science and AI.

NR Pillar 2 Activities from September to November 2019

<u>Months</u>	<u>Dates</u>	<u>Program</u>	<u>City</u>
Sept. 2019	17	Meeting with Mr. MP Singh Addl. Chief Secretary Punjab	Chandigarh
	19	Meeting with Dr. Krishna Kanth Pathak Commissioner of Industries Rajasthan	Rajasthan

State Govt. Meetings of ACMA NR for Sending GST Representation



Mr. M P Singh - Additional Chief Sec Taxation - Punjab



Punjab & HP Zone Coordinator Mr. US Ahuja, Mr. Rakesh Bhalla - CGM – Isuzu Ltd. – 17th Sept 2019



Dr. Krishna Kanth Pathak – Commissioner Industries Punjab - 19th Sept 2019



ACMA EC Member Mr. Rohit Saboo, Mr. H P Gupta – Sr. GM – Taxation – Hero MotoCorp.

Forthcoming Activities

<u>Months</u>	<u>Dates</u>	<u>Program</u>	<u>City</u>
Nov-19	17	NR Noida Members Interaction with Sr. Government officials Or ACMA NR meeting with Noida Taxation Sr. Officials for sending the GST representation	Noida
Dec. 2019 / Jan. 2020	19	NR Ghaziabad Members Interaction with Sr. Government officials Or ACMA NR meeting with Ghaziabad Taxation Sr. Officials for sending the GST representation	Ghaziabad

Pillar 2: State Government Advocacy, Regulations & Research (WR)

Date	Stakeholders	Subject of Meeting	Description
20th September	Meeting with Shri M. K. Das Principal Secretary (Industries & Mines) , Govt. Of Gujarat Government of Gujarat	GST & update on auto industry in Gujarat	According to the state govt. more investements are expected in the auto sector .
20th September	Meeting with Dr. Rahul Gupta , Industries Commissioner , Govt. of Gujarat	Courtesy call as he took over from Ms Mamta Verma his predecessor	update about ACMA & its activities and prrsence in Gujarat
20th September	Meeting with Mr. M.S Bhatia , Industries officer , Industries Commissionerate , Govt. of Gujarat	To support high level delegation led by Hon'ble Chief Minister scheduled to visit Uzbekistan from 17th to 20th October 2019. The purpose of the visit : to explore outbound investment opportunities in Uzbekistan. A meeting with H.E. Mr. Farhod ARZIEV is convened on 26th September 2019 at 1100 hrs in the conference room of Gujarat Chamber of Commerce and Industry, Shri Ambica Mills, Gujarat Chamber Building, Ashram Road, Ahmedabad.	ACMA WR circulated the information and 5 members joined the pre-meeting
25th September	Meeting with Dr. Harshadeep Kamble , Secretary (Industries) , Govt. of Maharashtra	GST, high electricity tariff in some part of Maharashtra plus invitation at ACMA technology Summit	

Southern Region- Pillar 2 Activities
07th Sept - 13th Nov 2019

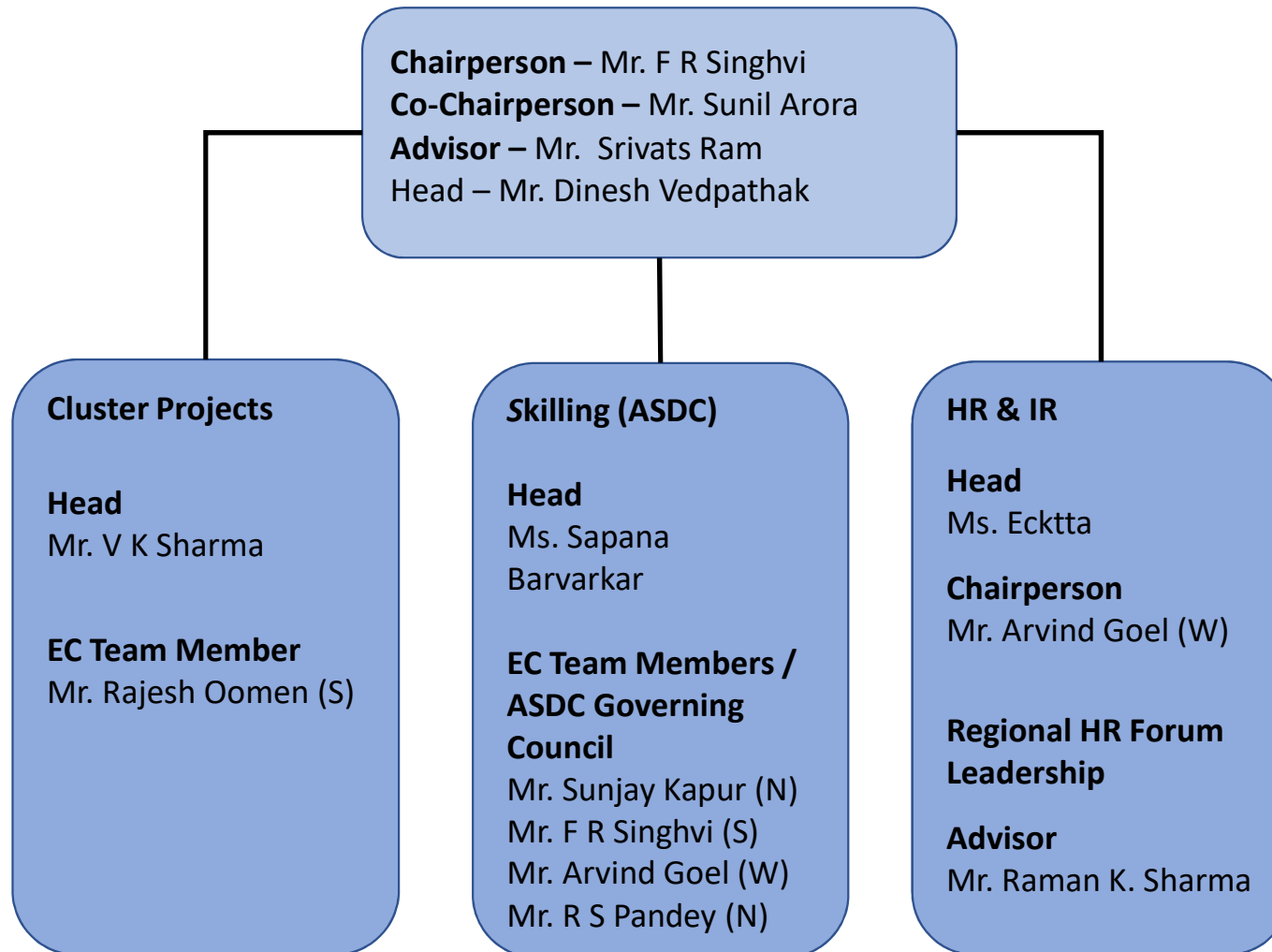
S No	Date of the Meeting	Stakeholders	Subject of the Meeting
1	'Sep 12, 2019	'Chennai Customs and ACMA	IGST Outreach Drive and sensitization of members with Chennai Customs
2	Sept 16, 2019	SIAM-ACMA members and C&I, Govt. of Karnataka	Interaction with Mr. Gaurav Gupta, IAS, Principal Secretary, Commerce & Industries, Govt. of Karnataka
3	Sept 16, 2019	SIAM-ACMA members and Finance Secretary, Govt. of Karnataka	Meeting with ISN Prasad, IAS, Principal Secretary Finance, Govt Of Karnataka : 16th September 2019
4	Sept 16, 2019	SIAM-ACMA members and CM, Govt. of Karnataka	Meeting with the Chief Minister of Karnataka
5	October 1, 2019	ACMA-GoKerala	Meeting with Dr. K. Elangovan, Principal Secretary, Industries, Govt. of Kerala
6	Oct 18, 2019	ACMA-ASDC and Skill Secretary, Govt. of Karnataka	Meeting with the Skill Secretary, Dr. S Selvakumar, Govt. of Karnataka



Pillar-3

Skilling, Training & Mentoring

Chairman : F R Singhvi
Co-Chairman : Sunil Arora
Advisor : Srivats Ram
Head : Dinesh Vedpathak



ACMA Cluster Programs
Led by Mr. VK Sharma

ACMA Regular Cluster Programs

Running programs

S. No	Cluster Type	No of clusters / Projects running	No of participating companies
1	Foundation Cluster	3	14
2	Advance Cluster	4	22
3	Advance Plus	1	4
4	EEC	1	6
5	ZED	2	12
6	Yazaki ZED Program	1	7
7	LCA	1	5
8	NPD Foundation	1	2
9	NPD Bridge	1	4
10	ER Lean Cluster	1	8
11	LMW SCP	2	25
12	Hero HSEP	2	16
13	HR	1	4
14	Projects (various)	4	7
	TOTAL Cluster/ Project	25	136

Learnings during MRM



Plan to Launch	Name of the program	Duration	Status	Benefits of Program
December 2019	NPD Design Cluster	24 months	Enrolment is on	<ul style="list-style-type: none"> Controlled product design, development and introduction Smooth transfer of new products to production Consistent product quality pre and post launch. Lead time reduction for product development Meeting challenging cost targets and Organizational competence Technology management capabilities and Improved customer satisfaction
December 2019	Engineering Excellence Cluster 5	24 months	Enrolment is on	<ul style="list-style-type: none"> Green Manufacturing (Includes Waste Management & Control, Revisiting and Optimizing all types of Resources, Carbon footprint). Parts Handling and logistics. (Includes Inventory less Production) Total Lean Manufacturing (includes Flow manufacturing / Lean Machines & accessories / Lean Processes / Lean Fixtures / Quality Proving) Tool Engineering (Includes Tool mapping/ Lean Tooling/ Tooling standards)
December 2019	Zero Defect Zero Effect Cluster 5	24 months	Enrolment is on	<ul style="list-style-type: none"> Keeping house in order and Introduction to ZED ZED Tools, ZERO Effect. Develop Employee Skill. Delivering Zero Defect Quality and Holding gains
December 2019	NPD Bridge Cluster	12 months	Enrolment is on	<ul style="list-style-type: none"> Flawless designs with negligible rework High level of customer acceptance Assured manufacturability with Low product cost and On time Delivery Knowledge based learning organization
December 2019	Foundation Cluster-14	24 months	Enrolment is on	<ul style="list-style-type: none"> Total employee involvement and operator ownership Quality management by in-house rejection reduction, warranty claim reduction, customer complaint reduction and incoming part rejection reduction Inventory management Productivity improvement, WIP reduction & manpower optimization
December 2019	Advance Cluster 15	24 months	Enrolment is on	<ul style="list-style-type: none"> Employee & Customer & Satisfaction & TEI. Designing of Cells / Single piece flow layouts. Improvement in VAR (Value Added Ratio) though VSM implementation. Implementation of 14 Steps of Lean & Low Cost Automation. Multi-fold productivity improvements per man. Quality Improvement - Reduction in Customer Complaints / Returns / In-house rejection / Rework. Resource optimization through Advance 5 S.

Programs Launched / Culminated

Quality & Productivity Improvement Project at IPCL, BHAVNAGAR launched on 10th Sep 2019.

Launch of ACMA Assets Turns Improvement Project on 21st, 22nd, 23rd Oct 2019 at 3 locations in JK Fenner



Launch of
“Manufacturing performance improvement Project”
at HIM Teknoforge Baddi, HP
on 5th November 2019.

ACMA HSEP -2 QCD – 2 Cluster **Culmination** ceremony on 11th Sep' 2019



Culmination ceremony chief guest Mr Sunil Arora, Co-chairman Pillar-3, Mr. CM Sharma from HERO management, Mr. VK Sharma, Head Cluster Program, HSEP Mentor Mr. Sushil Sharma in attendance with all 22 participating teams



**ACMA Awards ,
ACMA Technology Summit & EXPO, Institutional Synergies ,
Complimentary Survey, International Trainings**

Led by Ms. Sapana Baravkar

ACMA Awards 2019 Jury Meeting on 23rd Oct 2019



**Jury meeting on 23rd Oct 2019
for finalizing
ACMA Awards winners for
2019.**

**ACMA Awards presentation
ceremony is on 25th and 26th
Nov 2019 at Pune**

**ACMA Awards 2019 ,
Entire process is
Online from this year**

ACMA Technology Summit 2019



ACMA
BLOCK YOUR CALENDAR FOR THE MOST AWAITED SUMMIT IN AUTO INDUSTRY

ACMA Technology Summit & Awards 2019 (5th Edition)
25th and 26th November 2019
Hotel JW Marriott, Senapati Road, Pune

EXPLORING NEW FRONTIERS OF TECHNOLOGY

AGENDA

- Guest Chair session on managing transformation
- Witness new technology development for new generation vehicles
- ACMA Awards 2019 Presentation Ceremony Celebrating Excellence
- Keynote addresses by Industry & Institute Experts
- Opportunity to meet a large gathering of Auto Sector People under one roof
- Expert Speakers from Workforce
- Start-Up & Innovation session
- EV, Future Mobility & Smart City Session
- Influential Panel Discussion
- Keynote speeches by Transformation Leaders
- Knowledge networking

For Further Insights, Get in touch with Secretariat

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www.acma.org

**Join this
MEGA EVENT
at Pune
on
25th and 26th Nov 2019**

ACMA – ASDC Activities
Led by Ms. Sapana Baravkar

EC Team Members (ASDC Governing Council)

Mr. Sunjay Kapur (N)

Mr. F R Singhvi (S)

Mr. Arvind Goel (W)

Mr. R S Pandey (N)

Mr. Vinnie Mehta (Secretariat)

- Meeting is being planned to finalize activities with ASDC and EC Team Members .
- Work for establishing Training centers inside 50 Member companies with ASDC for will be initiated from Dec 2019

Sub Pillar for HR & IR

Led by Ms. Ecktta

Activities

8th September 2019 to 13th November, 2019

EC Meeting

14th November, 2019: Bengaluru

Activities Organized

Date	Activity	Status
7 th November, 2019	Session on Revised Compliances, Gurugram	Done

Forthcoming Activities

5 th December, 2019	5 th Khelkood Indoor Games Competition	Planned
January, 2020	Gyan Darshan – Visit to ACMA member companies	Planned
Jan-Feb, 2020	Data Collection – 5 th Compensation and Benefits Benchmarking Survey	Planned
January, 2020	2 nd T 10 Cricket Cup	Planned

**Session on Revised Compliances by
Mr. Chandan Sengupta, CHRO, Sandhar Technologies Ltd.
7th November, 2019- Gurugram**

Images to be shared

Pillar 3

Sep 2019 to Nov 2019 Activities done & Forthcoming

ACMA Regions

Led by Ms. Yogita, Ms. Meenakshi, Mr. Ashwani & Mr. Anil

ACMA Northern Region
(7th September to 14th November 2019)

NR Activities from September to November 2019

<u>Months</u>	<u>Dates</u>	<u>Program</u>	<u>City</u>
Sept. 2019	16,17 & 18	19th Batch of Six Sigma Black Belt Certificate - Module IV	New Delhi
	18	Zero Defect Manufacturing through Statistical techniques	Rudrapur
	30	Training program on Daily Work Management	New Delhi
Oct-19	15	Training session on AIAG-VDA FMEA (NEW)	New Delhi
	16,17 & 18	19th Batch of Six Sigma Black Belt Certificate - Module V	New Delhi



**19th Batch of Six Sigma Black Belt Certificate – Module IV
16th to 18th Sept. 2019**



**Zero Defect Manufacturing through Statistical
Techniques - 18th Sept. 2019**



**Training Program on Daily Work Management
30th Sept. 2019**



**Training session on AIAG-VDA FMEA (NEW)
15th October 2019**

Forthcoming Activities

<u>Months</u>	<u>Dates</u>	<u>Program</u>	<u>City</u>
Nov-19	13 & 14	Validation Visits of Faculty to participating companies of 19th Batch of Six Sigma Black Belt Certification Course	NCR
	15 & 16	Project Presentation, Examination & Certification Ceremony of 19th Batch of Six Sigma Black Belt Certification Course	New Delhi
	19	One day Training on Train the Trainer	New Delhi
	26	2nd POKA_YOKE & 6th SMED Competition	New Delhi
	29	Training session on AIAG-VDA FMEA (NEW)	Rudrapur
Dec-19	6	Data Analytics through MS-Excel	New Delhi
	12 & 13	Manufacturing Processes Data Analysis using Minitab software	New Delhi
	26	2nd Zonal Kaizen Contest - Punjab & HP Zone	Rudrapur
Jan-20	17	One Day Workshop On "Statutory Compliances ,Salient Features & With Emphasis On EPF, ESI, CLRA,Gratuity, & M P Acts	New Delhi
	21st & 22nd	Project Management	New Delhi
	31	6th Regional Kaizen Contest	New Delhi

ACMA Western Region
(7th September to 14th November 2019)

(5th September to 14th November 19)



**25th WR HR Forum Meeting : 9th
September 2019**



(7th September to 14th November 19)

7th Kaizen Competition in Gujarat Zone : 21st September 2019



(7th September to 14th November 19)
1st Kaizen Competition in Madhya Pradesh Zone : 28th September 2019



(5th September to 14th November 19)

Visit to & Interaction with Caparo Engineering India Ltd., Mandal, Gujarat : 23rd October 2019





Review of Southern Region Activities

**Activities Accomplished
September 05- November 13, 2019**

Quiz Programme on Quality and Business, 26th September 2019, Chennai



Quiz Competition on Quality, Safety & 5S – 18th October 2019, Bangalore



2nd Zonal Low Cost Automation Competition – 19th October 2019, Chennai



FORTHCOMING EVENTS

Nov 2019	Training Programme on DoE	Chennai
Nov 2019	Zonal Low Cost Automation Competition	Bangalore

Thank You

Pillar-4
Strategic Partnerships

Organisation Structure of Pillar 4 : JV/ TA/ M&A/ Overseas Investments/ Industry Associates

Head – Mr. Amit Mukherjee
Chairperson – Mr. Vikrampati Singhania
Co-Chairperson – Ms. Anjali Singh
Advisor – Mr. Jayant Davar

Proposed Coordinators

Mrs. Harsbeena Zaveri – West
Mr. NS Mohan – South
Mr. Ranjot Singh – East
Ms. Anjali Singh – North
Mr. Nitin Bahl – YBLF

For conference and specific events a core committee may be created consisting of members as well as other stakeholders to seek their views and inputs in framing the agenda and theme.

Objectives

- Provide **360° perspective** to members on **inorganic growth**
- To organise
 - Regional **workshops** on how to **navigate JV / TA and M&As**
 - **Match making Expos** with automotive nations like Japan, Germany, UK, South Korea for **JV/ Collaboration/ Partnership**
 - **International Missions** to tap potential for **technology acquisition/ foreign investments** (Greenfield/ Brownfield)
- To enhance knowledge of membership on Inorganic Growth and provide an understanding:
 - how to leverage such partnerships to **access Technology**
 - **expanding footprint** globally (**brown field and green field**) and in **domestic** market
 - how to tap the potential of **outsourcing technology to developing countries**
 - on M&A, JVs/ TAs/ Foreign investments by way of quarterly **Deal Tracker report**
- Support small/ mid-sized companies in **attracting inward investments/ raising capital**
- **Mentorship Group** (from large tier 1 companies) to **help the SMEs for directional support** (in a limited way) in to clarify doubts with respect to JVs, TA and M&As: defining role and responsibilities of the engagement and supporting the SME companies at the next level

Objectives

- **International associates** - **Creating a strong global network of 'Associations of Component Manufacturers'** for mutual co-operation, business development and organising a Global Summit in India as well as overseas, which could provide insights into futurist trends and a networking platform for industry leaders.

Actionable arising from the Last Pillar 4 Meeting

- Finalize knowledge partner for preparation of framework and roadmap for Pillar 4 and Mentor group
- Keeping the interest alive amongst the membership for fund raise activity by conducting specific workshop and experience sharing sessions
- International/ Technology Missions: China (objectives to be defined) – April, 2020
- Investment Mission: Southeast Asian Countries like Cambodia, Vietnam etc.
- Regional Workshops (Delhi, Pune, Chennai, Jamshedpur) on success stories of strategic partnerships

Major initiatives

Date	Activity	Venue
14-18 Oct'19	Business Match Making Expo-Changwon & Participation at KOAA Show – Incheon	South Korea

Forthcoming Activities

Date	Activity	Venue
4 Feb'20	G7 Meeting Global Suppliers Associations meeting	New Delhi
4 Feb'20	ACMA CEOs' Roundtable Meet	New Delhi
7 Feb'20	Global SME Technology Partnership Meet	New Delhi
20-25 April'20	Technology Mission to China	China
20-22 May'20	India Autoparts Business Match Making Exposition / Group Participation at the Automotive Engineering Exposition	Yokohama, Japan
TBC	Regional Workshop on 'Exploring Inorganic Growth to stay competitive	Delhi, Pune, Chennai, Jamshedpur

GLIMPSES

Business Match Making Expo-Changwon



MoU with Changwon Investment Promotion Agency



Group Participation at KOAA Show, Incheon



On going Initiatives

- **Deal Tracker:**
Knowledge Partner PwC has been engaged to release a quarterly Deal Tracker encompassing new investments, partnership/ technical alliance and Mergers & Acquisitions.
- **Mentorship Group (from large tier 1 companies):**
To help the SMEs for directional support (in a limited way) in to clarify doubts with respect to JVs, TA and M&As: defining role and responsibilities of the engagement and supporting the SME companies at the next level
- **ACMA Fund Raise:**
Support small/ mid-sized companies in attracting inward investments/ raising capital

Core Group

Pillar 4 Framework and Roadmap

Mr. Pranav Kapuria - lead
Mr. Vikrampati Singhania
Mr. Vidur Talwar

Mentor Group Support

Mr. Vikrampati Singhania
Regional Chairpersons
Mr. Nitin Bahl
Ms. Anjali Nair

M&A/ JV/ Technical Tie up

Ms. Anjali Singh
Ms. Harshbeena S. Zaveri
Mr. N S Mohan

Investment/ Technology Mission

Mr. Vikrampati Singhania
Mr. Jayant Davar
Mr. Vidur Talwar
Mr. Aditya Ganesh
Mr. Subodh Tandale

Fund Raise

Mr. Vikrampati Singhania
Mr. J S Rangar
Mr. Abhishek Jain
Mr. Nitin Bahl
Mr. Saurabh Poddar

Global Partnership & Outreach

Mr. Vinnie Mehta
Mr. Amit Mukherjee

Thank You

Pillar-5
Social Media Report
(Sep – Oct)

Head – Mr. Vinnie Mehta

Chairperson – Mr. Deepak Jain

- **State of Industry (Quarterly Update)**
- **Media Management**
 - **Print**
 - **Digital**
 - **Social**

Traditional Media Coverage

INTERVIEW

Deepak Jain: 'ACMA will be far more engaged with all stakeholders.'

The new President of Automotive Component Manufacturers Association of India (ACMA), who is also Chairman and Managing Director of Lumax Industries, speaks to Sumantra B Barooh about his top 3 priorities, how the industry can come out of the downturn, and the growth outlook for FY2020.

Firstly, congratulations on becoming ACMA president. What is the scenario in the Indian component industry at present?

The component industry is very much aligned with the OEMs and, obviously, any de-growth in the OEMs directly impacts the component industry. So there is direct co-relation. In the past two days, we have had deliberations where SIAM and ACMA over the reasons for the downturn.

What, according to you, are top three reasons for the downturn?

We have to see it a little bit differently. Also, it is not the first downturn and it's not going to be the last either. What is different is that this one has been a prolonged downturn because there has been a lot of structural changes that happened. Because structural changes that have happened in economy as well as in industry, the pain has become more (severe).

First, it was demonetisation, then GST, liquidity crunch and commercial vehicle axle norms. Concurrently, there has been the upgrade from BS IV to BS VI emission norms. And vehicle insurance cost has gone up too. I think fundamentally, we are aligned by the government's agenda for

cleaner, safer vehicles on Indian roads. But so much change has happened that actually a downturn happened. In this scenario, I would say that we need to get back demand on track.

What are the key steps that the government can take to intervene and facilitate industry revival?

I think first and foremost before we say what the government should do, let's first look at what industry has done. Industry has gone all out with discounts and giving assurance to the customers.

I am very thankful to the government where they have clarified that even new technologies can compete and co-exist in the same ecosystem. There has been a lot of clarity with BS IV vehicles. I think industry needs to now very quickly educate end customers so that the confusion goes away.

There had been downturns in 2008-09 and 2013-14 of a cyclical nature and the government at that time had to intervene. Hence we have been requesting. We have had deliberations with Finance Minister Nirmala Sitharaman, who was very patient and responsive. In two weeks she came out with a plan because she recognises the automobile



www.autocarpro.in

38 Autocar Professional 15 September 2019

Make in India to cut imports: Maruti to auto parts industry

PRESS TRUST OF INDIA
New Delhi, 6 September



The country's largest carmaker Maruti Suzuki India (MSI) on Friday asked components makers to start manufacturing vehicle electronics and certain key parts in India in order to cut imports of such articles.

The local manufacturing of such parts would not only help MSI, but also support the government's Make in India initiative, Managing Director and Chief Executive Officer Kenichi Ayukawa said while speaking at the ACMA annual convention.

"I have a challenge and an invitation to offer to you (components industry). The MSI car is over 90 per cent local, component-wise. But some key parts and electronics are areas where we still need to import. But we want to Make-in-India," Ayukawa said.

If anybody can make electronic components and some key parts in India with quality and reliability, it will not only help MSI, but the entire Indian automobile industry, he added.

Ayukawa said the best opportunity to win in the future lies in developing in-house research and development (R&D) capability. "If India has to be competitive in the world of

"If India has to be competitive in the world of tomorrow, my message is – start developing in-house R&D capability"

KENICHI AYUKAWA
MD & CEO, Maruti Suzuki India

tomorrow, my message is – start developing in-house R&D capability... (which) is a very long drawn process and the results come slowly. We have to be patient and stay committed," he added.

On government policy, Ayukawa said if the government sets targets on the end-goals and allows freedom to the industry players to choose the technology, it would be best suited to achieve the end-goals.

"Such technology-agnostic approach will give the freedom of technology-choice, while keeping focus on the target," he added.

Traditional Media Coverage

Auto sector seeks GST cut, fears more job loss

PTI ■ NEW DELHI

Seeking urgent stimulus from the government in the form of GST reduction, the auto industry on Thursday cautioned that if the current slowdown in the sector continued, there would be further job losses that could have societal and social consequences.

With the industry slated to move to BS-VI emission norms from April next year, automobile makers fear that price increase amid a slowdown would further compound the problem.

The auto industry, through the Society of Indian Automobile Manufacturers (SIAM), has been asking the government to reduce GST on automobiles to 18 per cent from 28 per cent.

"I think there are societal and social consequences of that. I am sure government will look at that," SIAM President Rajan Wadhwa told reporters here.

He was responding to a query on what could happen if the demand for reduction in GST was not met.

"Let's say if for some reason you go down to such an extent that lot of people lost jobs, that

is going to create a lot of turmoil," Wadhwa said.

Expressing similar sentiments, Mahindra & Mahindra Managing Director Pawan Goenka said, "My worry is that if the industry does not turn back on a positive sort of growth for the remaining part of the months of fiscal year, you may see more layoffs."

According to SIAM, vehicle manufacturers have laid off around 15,000 temporary workers, while dealers have witnessed around 2.8 lakh job losses with nearly 300 dealerships closing in the past three-four months.

Components makers body ACMA had also said that around 1 million jobs could be on the line if the current slowdown persisted.

Goenka further said, "My belief is that the employment levels that we have today amongst OEMs (original equipment manufacturers) and suppliers is probably more than what the current level of production will justify."

Justifying the demand for a GST cut, Wadhwa said vehicle prices would go up when BS-VI norms are implemented, and government stands to gain from that.

"We are asking them (government) if they could reduce and share with us that price increase so that demand does not fall as a consequence of the BS-VI price going up," he said.

Citing past instances, he said, "Every initiative counts and fiscal stimulus is a very big initiative. In the past, history tells us that in 2008 and 2014 recession when we were hit by downturn there were tax rebates given by government. That did boost up demand."

Supporting the call, Tata Motors Managing Director and CEO Guenter Butschek said, "In order to get out of the current crisis and not miss the festive season, we require clarity from the government, here and now, on GST and scrapage policy."

Goenka termed the switch from BS-VI to BS-IV as "a major disruption to the industry", as the whole supply chain, inventory and processes at manufacturing plants goes through a change.

"Therefore nobody should underestimate the disruption it causes. To go into disruption when the industry is in a slowdown mode can become even a bigger disruption," Goenka said.

INSIGHT



Mr Vinnie Mehta, Director General, ACMA

that makes all the engines and transmission parts, is also down by 20-25 per cent. But the number of retrenchment is less here, says Mr Subhash Pradhan, a senior worker at the plant. "If the entire industry is suffering from a slowdown, then no one will be spared. But we are still running all the three shifts," he says.

That's not the case with the small and medium units. With auto majors cutting back on their orders, many of them, such as Rico Casting and Shivam Autotech, have also been forced to cut production and reduce the number of their shifts. Component maker Bellsonica, one of the 350 ancillary units that supplies directly to MSIL, is running only two shifts now. It also laid off nearly 400 non-permanent workers earlier this year.

And given the situation, workers can't even hope for a revision in their wages. "How do we survive with ₹8,000 in Gurugram," asks Ajeet Chauhan, who works at Bellsonica. Irrespective of the scale of operation, though, the hardest hit are the contractual workers. Larger facilities like Manesar Powertrain employ non-permanent workers who are mostly migrants from Odisha, Bihar and Uttarakhand. Hired from ITI colleges and other skill development institutes, most of the retrenched workers have now gone back.

It is not only the large auto makers and ancillary suppliers that have been affected by the slowdown. Small vendors that supply to larger component makers are probably the worst off. Rajsingh Tomar, who heads operations at Krishna Casting, is feeling hopeless. The

small unit, employing about 20 workers who are mostly contractual, has shrunk its operation by 50 per cent since last year. This month, it is planning to lay off eight more workers as sales are falling further.

Similarly, Jains Tools, which supplies small auto parts to ancillary makers, has retrenched half its workforce since January and is running at 60 per cent capacity.

Sanjay Chauhan of Mini Truck Association, Kasan, sits alone in his office outside the MSIL plant. There are hardly any drivers visible as most are either out of work or have gone back to their respective villages.

Chauhan says that their business is down by 75080 per cent as supplies from ancillary units have declined sharply. Kishan Chauhan, who drives a large container truck carrying cars, is considering going back to his village in Bihar's Munger district as his income fell drastically in the past six months.

According to Vinnie Mehta, Director General, Automotive Component Manufacturers Association (ACMA), at least 30,000 may have lost their jobs in the belt alone. While there is no light at the end of the tunnel yet, many hope that a revival may be in the offing.

Kumar from MSIL says that the firm is going to line up an array of schemes for the festive season and expects to see a revival in sales. Mehta, too, says sales could go up during the festive season, especially after the Government's recent moves to inject liquidity into the system.

Courtesy: Business Standard - September, 6, 2019

AUTORIDE

September 2019 | 39

Traditional Media Coverage

QUOTES

"We will bring your issues (components industry) in front of the finance minister, Prime Minister. When PM Narendra Modi is aiming for \$5 trillion economy then all these issues will be tackled and sorted... if there is an issue in your sector, why won't we help in resolving it?"

— Arjun Ram Meghwal, Union Minister of State for Heavy Industries and Public Enterprises

"The GST Council is yet to reach a consensus on 10% rate cut (from 28% to 18%) for automobiles, as some of the state finance ministers are against the proposal. I would like the industry to also reach out to individual state finance ministers who are also part of the GST Council."

— Anand Thakur, Minister of State for Finance

"Slowdowns are not a bad thing; they are the harbinger of capitalism. In the larger market system, it is established as a core feature of a capitalist economy. The industry should learn to live with the slowdown, and treat it as a normal business activity and enterprise."

— AR Shrivastava, Secretary, Department of Heavy Industry

"The government is banking at the auto sector holistically and we are hopeful that GST revisions will be considered on both automobiles and auto components. Notwithstanding the technological changes, business cyclicality, the industry needs to prepare itself for the future."

— Deepak Jain, Vice President, ACMA and CMD, Lumax Industries

TOWARDS A UNIFORM GST RATE FOR ALL COMPONENTS?

Auto components industry argues for a uniform GST rate on all components, and for reporting retail sales numbers instead of wholesale numbers



The Component sector is an intermediary, a moderate GST rate will not only ensure better compliance but also help curb grey operations in the aftermarket

QUOTES

"We request the GST Council for standardised rate for all components. Currently, high-value parts like transmission, engine, exhaust manifold, attract a higher GST rate of 28%, while others have the lower 18% rate... It can be a uniform 18% for all."

— Ram Venkataramani, President, ACMA and Director, Amalgamations Component Group

"The transition to BS6 is very abrupt. On March 31, 2020, both manufacturing and sales of BS6 vehicles will stop. This has never happened anywhere in the world. It is extremely difficult to predict issues, and plan inventories in such a way to have zero inventories at the end of March."

— Rajan Wadhwa, President (Automotive Sector), M&M Ltd

"Indian auto industry is the backbone of manufacturing. There is a lot of risk on it, and if needed more steps to help unlock strategies for investment to boost demand. For the industry as a whole, lowering of rates and simplification of tax procedures will be central to growth."

— Shabbas Kamranji, Former President, CI, and Executive Vice-Chairperson, Apollo Hospitals

"The MSIL car is over the local component wise. But some key parts and electronics are areas where we still need import. If anybody can make electronic components and some key parts in India with quality and reliability, that will not only help MSIL, but the entire Indian auto industry."

— Kenichi Ayukawa, MD & CEO, Maruti Suzuki India Ltd

Auto components industry argues for a uniform GST rate on all components, and for reporting retail sales numbers instead of wholesale numbers

On September 6, 2019, at the 59th Annual Session of the Automobile Component Manufacturers Association of India (ACMA) Annual Session held in New Delhi, whose theme this year was 'Future of Mobility: Embracing the Discontinuity', the Society of Indian Automobile Manufacturers (SIAM) sought government intervention to help the sector in smooth transition to Bharat Stage 6 emission norms from April next year.

Speaking at the ACMA Annual Session, SIAM President Rajan Wadhwa said that vehicle manufacturers and component suppliers were on track to meet stricter emission norms, but expressed concern over the availability of BS6 fuel across the country. "The transition is very abrupt. On March 31, both manufacturing and sales of BS6 vehicles will stop. This has never happened anywhere in the world," he said, adding, "It is very difficult to predict sales and plan inventories in such a way to have zero inventory at the end of March."

Earlier, the Supreme Court had ruled that no BS6 vehicle shall be sold across the country with effect from April 1, 2020.

Mr Wadhwa also drew the attention of the government to take a swift decision on GST reduction on vehicles ahead of the festive season. "We have an issue at hand with the festive season, where 15-20% of the sales happen. The revival of sentiment is very important."

Ram Venkataramani, President, ACMA and Director, Amalgamations Group, also noted that the GST Council must think of a standardised rate for all components. He stated that, right now, high-value parts and components like transmission, engine and exhaust manifold attract a higher GST rate of 28%, while other components like brakes, muffler and wheels have the lower 18% GST rate, and there should be a uniform GST rate of 18% for all products.

On the GST aspect, Arjun Thakur, Minister of State for Finance, said that the next GST Council meeting will take place on September 20, when the decision on GST rates on automobiles could be taken. However, he added that the GST Council will discuss

unanimously about the entire auto sector. Deepak Jain, Vice-President, ACMA, and Chairman & Managing Director, Lumax Industries, said that the government is looking at the auto sector holistically and the industry is hopeful that GST revisions will be considered on both automobiles and auto components.

On September 5, at the SIAM Convention, Nani Chakrabarti, the Minister of Road Transport and Highways, had assured the auto industry that the will push for reduction in rates with the finance minister. "The industry has asked that there should be reduction in GST of petrol and diesel vehicles considering the forthcoming increase in prices of vehicles and the Bharat Stage 6 norms deadline. Even if GST is reduced for some time, it will help the sector to increase vehicle sales," he had said, adding, "The GST on electric vehicles has been reduced from 12% to 5%, I will propose that finance ministry consider the same benefit available for hybrid vehicles."

In addition, auto component makers and dealers made a strong case for reporting retail sales numbers instead of wholesale despatches, stating that the move will help suppliers align their production with the actual demand.

Traditionally, automobiles in India report despatches from factories to dealers and not the retail sales to customers. Many believe it is not the right method to calculate growth given that stocks, especially in the times of a slowdown, remain unsold at dealerships. In fact, dealers and component makers noted that it would have been easier to predict the slowdown well in advance if retail numbers were reported.

Guenter Butschek, CEO & MD, Tata Motors Ltd, noted at the ACMA Session that in order to build confidence with the customers and the government, "we need 'one voice' on technologies." He added that the demand environment is going to remain volatile for some time, and the Indian opportunity is about to collapse due to the low economic activity leading to subdued demand initially triggered by liquidity crisis, and increased axle load regulation. "We need to take these challenges as opportunities in deeper leaseable options for us and the industry, because that is the need of the hour," Butschek said. "With the use of analytics and Industry 4.0, we should target higher productivity, efficiency and effectiveness in operations through the entire value chain. We have to be careful to protect our future investments. The winners would be the ones who are able to leverage investments in platform development by enabling modularity and higher economies of scale."

Kenichi Ayukawa, MD & CEO, Maruti Suzuki India, noted that local manufacturing of auto parts would not only help Maruti Suzuki, but also support the government's Make in India initiative. "If anybody can make electronic components and some key parts in India with quality and reliability, it will not only help Maruti Suzuki, but the entire Indian auto industry," he said. "The best opportunity to win the future lies in developing in-house research and development (R&D) capability." In a message to the Indian auto components industry, Mr Ayukawa said, "I have a challenge and an invitation to offer to components industry: The Maruti Suzuki car is over 80% local. But some key parts and electronics are areas where we still need import. We want to Make in India. If India has to be competitive in the world of tomorrow, my message is: Start developing in-house R&D capacity."

ASSOCIATION NEWS

Deepak Jain is new President of ACMA, Sunjay Kapur V-P

THE Automotive Component Manufacturers Association of India (ACMA) on September 6 announced the appointment of Mr Deepak Jain, Chairman & Managing Director, Lumax Industries, as its President and Mr Sunjay Kapur, Chairman, Sona Comstar, as the Vice-President for the term 2019-21.

ACMA Director General, Mr Vinnie Mehta, made the announcement at the 59th ACMA Annual Session of the industry body.

Accepting the new responsibility, Mr Jain, said, "It is a matter of privilege to be appointed as the President of ACMA, the apex body of the Indian auto component industry. The industry is going through one of the most difficult times ever. Notwithstanding the regulations-led-technological changes and business cyclicality, the industry needs to prepare itself for the future. We have therefore created a new pillar at ACMA to focus exclusively on xEVs & Future Mobility. It is indeed an imperative for ACMA to drive change through the entire auto component manufacturing chain and help its members stay relevant to their customers. I am confident that we will well scale the challenges confronting us with the support of the Government and all our stake holders."



Mr Sunjay Kapur, Chairman, Sona Comstar



Mr Deepak Jain, Chairman & Managing Director, Lumax Industries

BS-IV to BS-VI. The component industry, he said, has invested heavily in BS-VI technologies as also in capacity creation and this has led to increased fixed costs and higher break even points. A small drop in revenue now leads to an exaggerated drop in bottom line.

In addition there is a concern on BS-IV inventories through the supply chain especially with Tier-2s and Tier-3s who constitute 70 per cent of ACMA's 800-plus membership. "We request that through close coordination, these inventories, with regular payments at stable prices will help us through these difficult times. In today's tough conditions, illiquidity can lead to insolvency and this could jeopardise the entire supply chain", said Mr Venkataramani.

He requested that the local supply chain be encouraged to localise especially in areas where local capability exists and can be enhanced.

Mr Deepak Jain, Vice-President, ACMA, and CMD of Lumax Industries, said the Government was looking at the auto sector holistically and the industry was hopeful that GST revisions will be considered on both automobiles and auto components.

Speaking at the ACMA session whose theme this year was 'Future of Mobility: Embracing the Discontinuity', the Society of Indian Automobile Manufacturers sought the Government intervention to help the sector



Mr Ashok Taneja, Past President, ACMA, giving his views at the special knowledge session

AUTOINDIA

September 2019 | 21

Traditional Media Coverage

ACMA Centre of Excellence unveils Design, Mechatronics labs: To train for efficient industry production

In use is the Dassault 3-D Experience Software, which is one of the widely used design software which includes tools for reverse engineering, tool designing and product development.

By: **Ayush Arya** | Updated: October 31, 2019 3:24 PM



Automotive Component Manufacturers Association of India (ACMA) has today unveiled Design and Mechatronics labs at Saksham, its Centre for Excellence, based in the campus of IIT Delhi in Sonapat. ACMA has invested Rs 4.5 Cr in the development of these labs where 70 per cent of the trainers will be from ACMA members itself.

Though the labs were unveiled today, ACMA Centre of Excellence was inaugurated in 2018. Till now, 15 programs, of varying durations have been successfully run. The training imparted in these programs is focused on ongoing

ACMA unveils two new labs at its CoE in Sonapat
Built with the current investment of Rs 4.5 crore the two state of art labs - Mechatronics lab and Design lab will deliver the technical know how of automation and new technologies to the industry members.

ETAuto | Updated: October 31, 2019, 19:50 IST

The Center is aimed at imparting knowledge and training on efficient industrial production systems and creating Intellectual property, ACMA said in a release.

New Delhi: Indian auto industry body automotive component manufacturers association ACMA on Thursday unveiled two new labs its Centre of Excellence - Saksham, at IIT Delhi Campus in Sonapat to develop engineering skills and capabilities of the auto component manufacturers.

Built with the current investment of Rs 4.5 crore the two state of art labs - Mechatronics lab and Design lab will deliver the technical know how of automation and new technologies to the industry members.

The Center is aimed at imparting knowledge and training on efficient industrial production systems and creating Intellectual property, ACMA said in a release.

Deepak Jain, President, ACMA said, "The automotive industry in India and the globe are undergoing tremendous technological changes on the front of emissions, safety and environment. To remain globally competitive and relevant to customers, it is imperative for Indian auto component industry to ensure that our shop floors as well as our product are on the cutting edge of technology. It is in this context that we are

Social Media Overview

- Facebook followers grew to **5,240**
- Twitter followers grew to **4,461**
- LinkedIn has shown good growth and total follower count reached **1,227**

Facebook

Page Likes

Sep – Oct

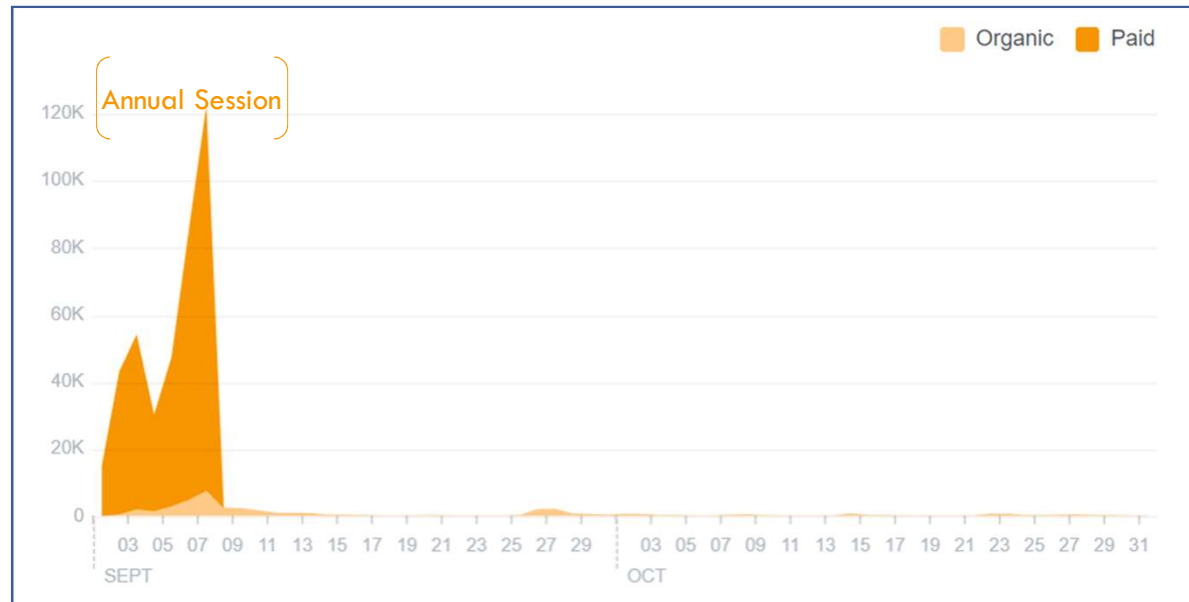


Total Page Likes: 5,079
New page likes: 144

Decent month-on-month growth in organic page likes

Page Performance

Sep – Oct



Total **impressions**: 528,239

Total **organic** reach: 36,638

Total **paid** reach: 395,372 (Annual Session)

Total **engaged** users: 16,940

Likes, Comments & Shares

Sep – Oct




Number of **posts**: 27
Total **likes**, comments & shares: 3,724
Total Post **Impressions**: 282,241

Top Posts

ACMA India
Published by Shubh webeadmin [?] · 26 September

Attendees from over 40 countries pose for a picture that perfectly captures the essence of #AutoConnect2019 – a connecting link between buyers and sellers from the #autocomponent aftermarket.



870 People reached **90** Engagements

Yogesh Kalra, Pooja Sharma and 9 others

Like Comment Share

Performance for your post

870 People Reached

23 Likes, Comments & Shares

19 Likes	11 On Post	8 On Shares
1 Comments	0 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

67 Post Clicks

53 Photo views	0 Link clicks	14 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

ACMA India
Published by Shubh webeadmin [?] · 26 September

"Contributing 49% to the manufacturing GDP, the #AutomotiveIndustry is the cornerstone of the USD 5 trillion economy goal envisioned by our PM," says Deepak Jain, President ACMA & Chairman & MD, Lumax Industries Ltd in his address at #AutoConnect2019.



2,243 People Reached

176 Reactions, comments & shares

154 Like	26 On post	138 On Shares
1 India	0 On post	1 On Shares
2 Comments	1 On Post	1 On Shares
9 Shares	9 On Post	0 On Shares

155 Post Clicks

41 Photo views	0 Link clicks	114 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

ACMA India
Published by Shubh webeadmin [?] · 26 September

It's go time! Dignitaries cut the red ribbon to officially kick-off the 4th edition of #AutoConnect2019. #ACMA Reverse Buyers - Sellers Meet.



1,493 People Reached

67 Reactions, comments & shares

57 Like	52 On post	5 On shares
2 Love	2 On post	0 On shares
1 Wow	0 On post	1 On shares
3 Comments	3 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

170 Post Clicks

117 Photo views	0 Link clicks	53 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

ACMA India
Published by Soumya Sharma [?] · 6 September

The newly elected President of ACMA, Mr. Deepak Jain, Chairman & MD of Lumax Industries shares his views on how the component industry can come out of the current downturn. #ACMAAnnualSession



10,815 People reached **2,343** Engagements

146 Comments 94 shares

Like Comment Share

Performance for your post

10,815 People Reached


4,042 3-second video views

682 Reactions, comments & shares

526 Like	148 On post	378 On shares
2 Love	0 On post	2 On shares
1 Haha	0 On post	1 On shares
7 Wow	4 On post	3 On shares

ACMA India
Published by Shubh webeadmin [?] · 9 September

Shri Arjun Ram Meghwal, Hon'ble Minister of State, Department of Heavy Industry, shares his experience of being part of the 59th #ACMAAnnualSession, says the annual session provided a much-needed morale boost to the #AutomotiveIndustry.



#ACMAAnnualSession: Shri Arjun Ram Meghwal

1,138 People reached **89** Engagements

Honey Sethi, Deepak Jain and 11 others

Like Comment Share

Performance for your post

1,138 People Reached

380 3-second video views

32 Reactions, comments & shares

26 Like	12 On post	14 On shares
1 Love	1 On post	0 On shares
1 Comments	0 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

57 Post Clicks

10 Clicks to Play	0 Link clicks	47 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

ACMA India was live.
Published by Shubhendu ACMA BM [?] · 6 September

LIVE from the 59th #ACMAAnnualSession - Future of Mobility: Embracing the Discontinuity.



59th ACMA Annual Session

201,927 People reached **2,936** Engagements

659 Comments 46 shares

Like Comment Share

Performance for your post

201,927 People Reached

80,444 3-second video views

850 Reactions, comments & shares

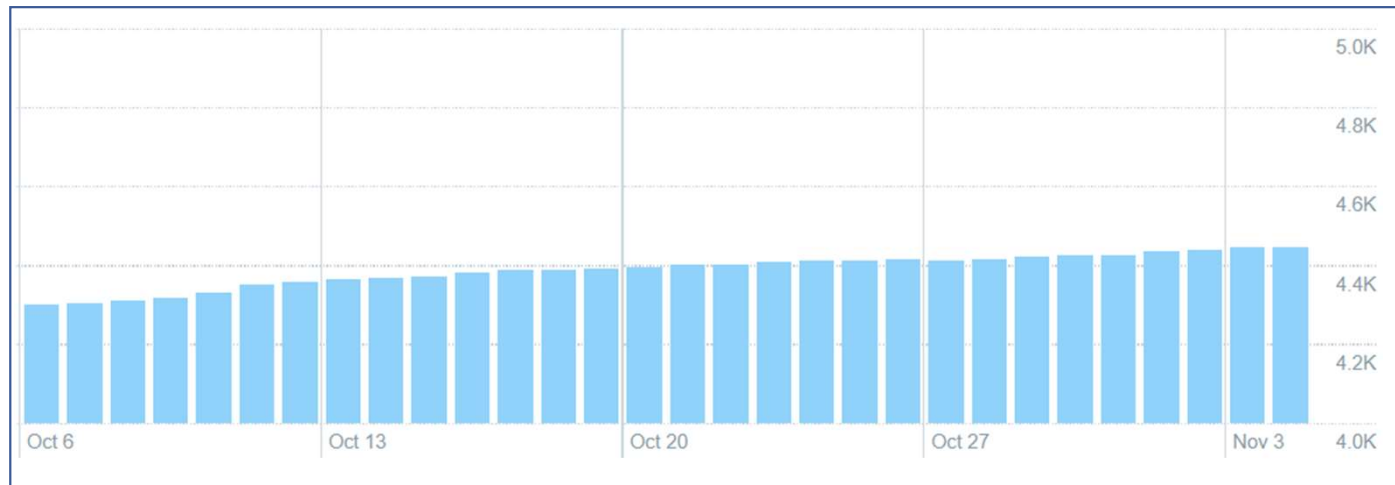
713 Like	683 On post	30 On shares
62 Love	61 On post	1 On shares
1 Haha	1 On post	0 On shares
5 Wow	5 On post	0 On shares
2 Sad	2 On post	0 On shares
1 Angry	1 On post	0 On shares

30 Comments 30 On Post 0 On Shares

46 Shares 46 On Post 0 On Shares

Twitter

Followers



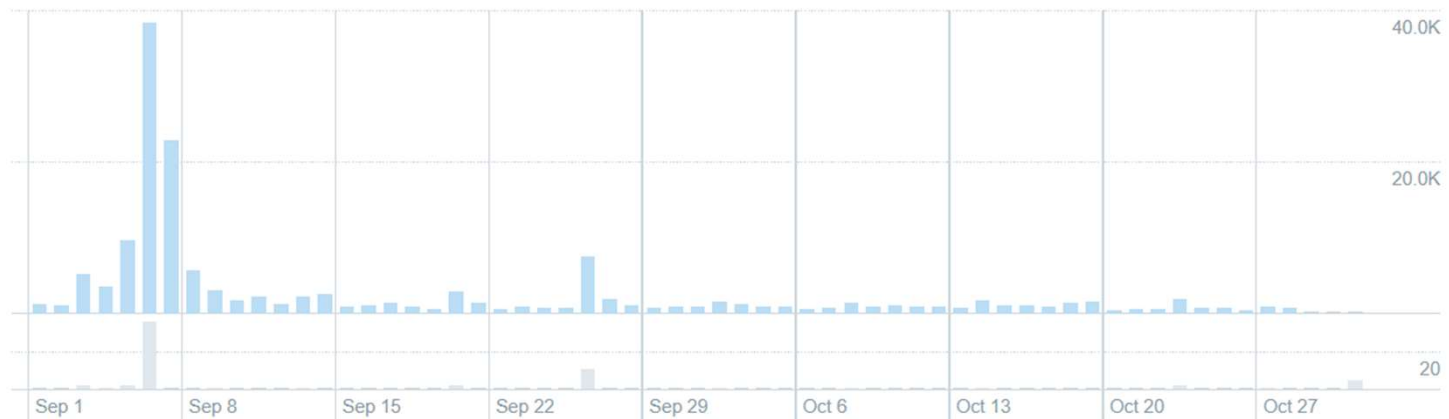
Current follower audience size is **4,448**

We gained around 5 new followers per day

Impressions

Sep – Oct

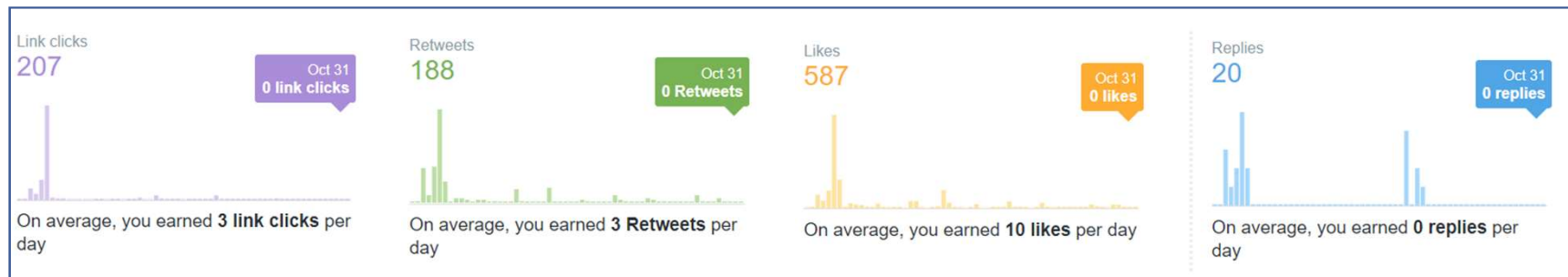
Your Tweets earned **154.7K impressions** over this **61 day** period



The tweets received **2.5k impressions** per day and in-total **154.7k impressions** in 60 day period which is great.

Engagement Analytics

Sep – Oct



Content around 'Annual Session', live coverage along with regular content and topical tweets have garnered a good number of likes and retweets.

Top Tweets



ACMA India @ACMAIndia

We're excited to announce that the 59th **#ACMAAnnualSession** will be live-streamed on our official website to make the annual event more inclusive and participatory for all. Tune into the live stream here <http://www.acma.in/acma-annual-session-live.php> ... pic.twitter.com/A3zxs9eDEU



ACMA India @ACMAIndia

Hear from leading OEMs as they discuss and share their perspective on the current challenges facing the **#AutomotiveIndustry** and the future of **#mobility** at the 59th **#ACMAAnnualSession**. Register now to secure your spot! <http://bit.ly/2LiexF2> pic.twitter.com/WFqNBbhx8X

ACMA India @ACMAIndia

LIVE from 59th **#ACMAAnnualSession** - Future of Mobility: Embracing the Discontinuity
[https://www.pscp.tv/w/cEHPzF4bmpyeWVCREF5S1I8MU93eFdKUKJlQIZLUcB58r9HtEOxIj4CTAtXOcJ30J-68uPWFTBGmC-Gzr3d ...](https://www.pscp.tv/w/cEHPzF4bmpyeWVCREF5S1I8MU93eFdKUKJlQIZLUcB58r9HtEOxIj4CTAtXOcJ30J-68uPWFTBGmC-Gzr3d...)



ACMA India @ACMAIndia

Shri Arjun Ram Meghwal (@arjunrammeghwal), Hon'ble Minister of State, @heindustry with Shri Anurag Thakur (@ianuragthakur), Hon'ble Minister of state, @FinMinIndia and other esteemed dignitaries light the ceremonial lamp to officially inaugurate the **#ACMAAnnualSession**. pic.twitter.com/zafs3VkvTW



ACMA India @ACMAIndia

Get first-hand understanding from top policymakers and industry experts as they share key insights and learnings on managing the downturn & future of **#mobility**. Presenting a stellar line-up of speakers for the 59th **#ACMAAnnualSession**. Register now <http://bit.ly/2LiexF2> pic.twitter.com/UN8mO9rpaR

Twitter mentions are increasing

Autocar Professional @autocarpro · Sep 29

Deepak Jain, Chairman & MD of Lumax Industries, is @ACMAIndia's new President. In his first media interview, he tells Autocar Professional his top 3 priorities, how the component industry can come out of the downturn, and growth outlook for FY2020 bit.ly/2m4nCU



You and 3 others

Autocar Professional @autocarpro · Sep 29

INTERVIEW: @ACMAIndia's Director General Vinnie Mehta speaks to Autocar Professional on how component suppliers are meeting the many challenges of a slowdown, the welcome change in government policy, introducing EV-related skills through a CoE & lots more bit.ly/2kwYDwZ



Auto Tech Review @AutoTechReview1 · Oct 31

Deepak Jain, President - @ACMAIndia and Chairman & MD, @LumaxIndustries says the idea is to sensitize the industry for EVs, build capacities among supply chains and support companies to design n develop new products

#ThursdayThoughts #ThursdayMotivation #Automotive #News



The Authentication Forum @TAFIndia2019 · Oct 1

Meet one of the youngest professional CEO and a social entrepreneur, Mr Ramashankar Pandey, Managing Director, @HellaIndiaAM & Chairman, Aftermarket Committee, @ACMAIndia at #TAF2019

Join us on the November 7-8 at The Lalit, New Delhi authenticationforum.com



7 - 8 November 2019
The Lalit, New Delhi



Mr Ramashankar Pandey
Managing Director, Hella India Lighting Ltd. & Chairman, Aftermarket Committee, ACMA

Session theme:
Counterfeiting Landscape in India: Role of Government and Industry in Curbing Counterfeit Menace

Hear me speaking at #TAF2019

Organised By
ASPA messe frankfurt

For more details, contact:
sonali.bindra@india.messefrankfurt.com
+91 11 6676 2387 | +91 7838473040

Register Now / www.authenticationforum.com

Saharsh Damani @saharshd · Oct 23

@narendramodi @PMOIndia @AmitShah @heindustry @AGSawant @MORThIndia @OfficeoING @CimGOI @PiyushGoyal @siamindia @ACMAIndia

FADA @FADA_India · Oct 23

FADA holds Press Conference on Legal Notice issued to UM Lohia & it's Management and hardship faced by Customers and Dealers during these trying times.
@UMMotorcycles



ashish kale @ashishkale9 · Oct 4

Wow Support to @FADA_India Suggestion of Performance tracking by Retail.MD @MahindraRise in @ACMAIndia convention and now MD @TataMotors.... Hope @siamindia makes it Industry Practise Soon
@GoenkaPk @RajanWadhara1 @vinkesh01 @manish_raj74 @saharshd @nikunjisanghi

Vinkesh Gulati @vinkesh01 · Oct 4

Thanks Mr. Guenter Butschek, Chief Executive Officer & Managing Director, @TataMotors for supporting @FADA_India in reporting retail.

Tata Motors shifts track with retail as its new mantra

Guenter Butschek, CEO & MD, believes wholesale figures do not reflect the true picture

keeps moving to customers, it is fine but in a decline we need to make sure that this line of command does not break," explains the Tata Motors MD.

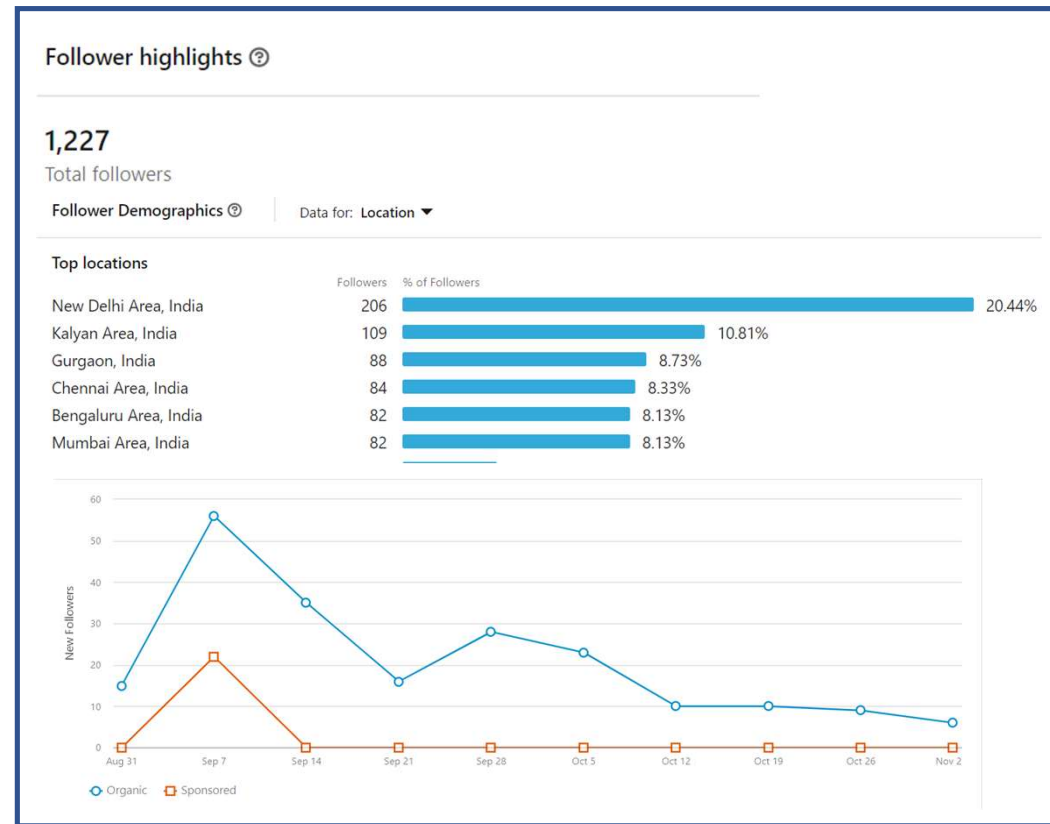
It is a no-brainer that demand does not start with production but with retail. Hence, pumping vehicles into the network in order "to keep the metal going" was not going to help anyone's cause. The better option was to sink the cash by moving to retail while talking to dealers on volume expectations.

"It is an educated discussion quite unlike the post when stocks were



LinkedIn

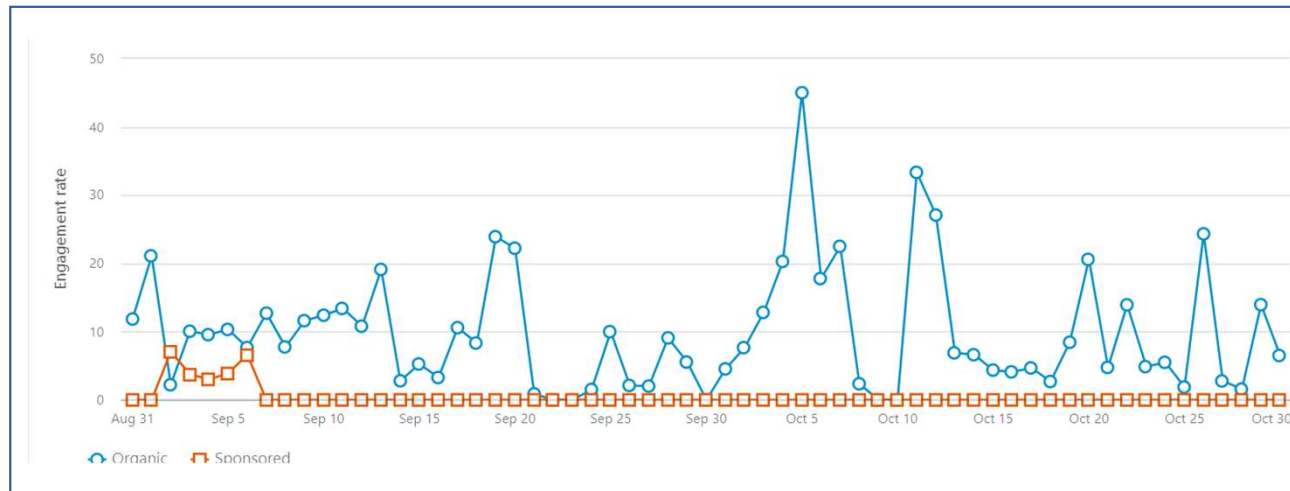
Followers



Total follower count grew to **1,227**.

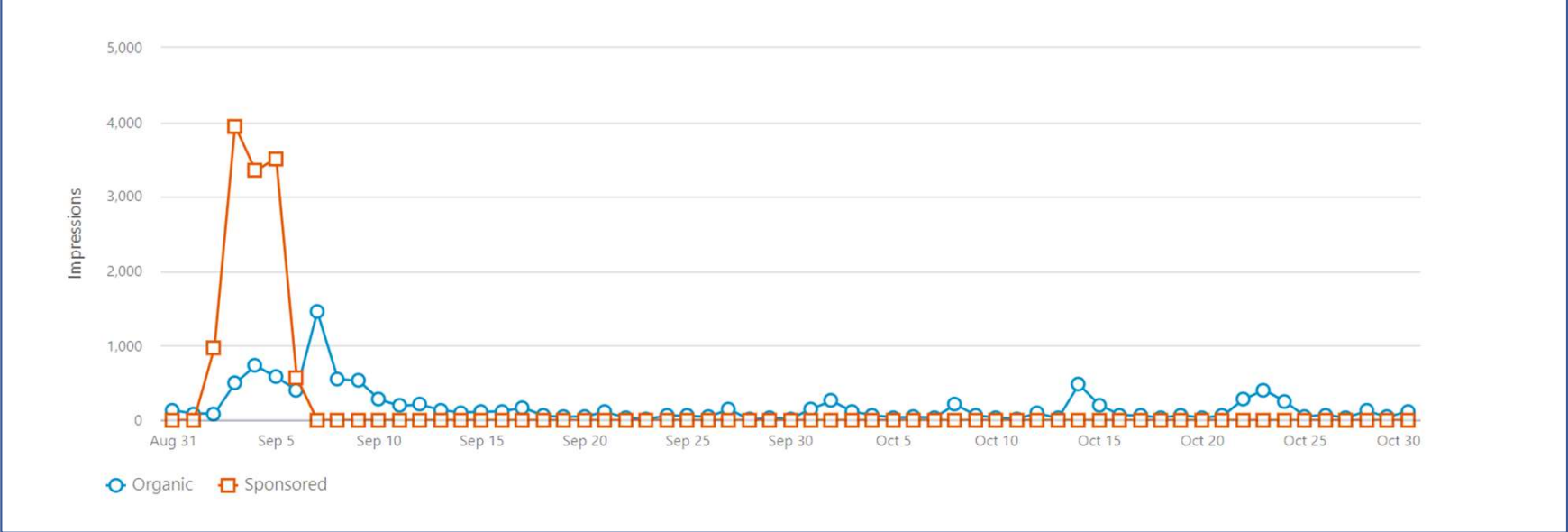
Content around Annual Session and regular company updates helped us hit the 1k followers mark

Engagement Analytics



The engagement on LinkedIn in the last 2 months has been terrific mainly due to the Annual Session. There is good growth in organic engagement, in terms of likes and follows.

Post Performance



Post impressions rose significantly especially during the Annual Session.

Top Posts

ACMA India
1,227 followers
2mo

#ACMAAnnualSession kick started with a roundtable discussion joined by Ram Venkataramani - President ACMA, Deepak Jain - VP, ACMA, Ashok Taneja - MD & CEO, Shriram Pistons & Rings, Shivanshu Gupta - Sr. Partner, McKinsey & Co. ...see more

ACMA India
1,227 followers
2mo

Shri Arjun Ram Meghwal, Hon'ble Minister of State, Department of Heavy Industry with Shri Anurag Thakur, Hon'ble Minister of state, Ministry of Finance and other esteemed dignitaries light the ceremonial lamp to officially inaugurate the ...see more

ACMA India
1,227 followers
1mo

#ACMA South organised an engrossing Quiz programme on 'Quality & Business' on 26 Sep. 2019 at ACMA office, Chennai. A total of 11 teams from 8 member companies participated in the quiz competition out of which Rane TRW ...see more

ACMA India
1,227 followers
2w

In a move to facilitate cooperation and information sharing with its Korean counterparts, #ACMA has signed a Memorandum of Understanding with Changwon Industry Promotion Agency and Changwon City. A glimpse of the signing ...see more

Thank You

Future Ready Initiatives

**ACMA Centre of Excellence (ACoE),
Sonipat**

Inauguration of Design Lab by President , ACMA at ACoE, Sonipat & Media Interaction , 31st Oct 2019



Inauguration of Design Lab by President , ACMA at ACoE, Sonipat & Media Interaction , 31st Oct 2019



26 – 27th September 2019
**WORKSHOP ON HOW TO TRANSFORM A COMPONENT MANUFACTURING
COMPANY FROM PPM TO ZERO DEFECT**



30th September to 4th October 2019
Leadership Development Program at AOTS, OSAKA , JAPAN





UPCOMING : TRAINING PROGRAMS & EVENTS IN OCTOBER – DECEMBER 2019 (ACoE)

Srl No.	Date of Event	Name of the Program	Income Generating / non Income Generating
1.	31 st Oct to 1 st Nov, 2019	ACMA –FESTO MECHATRONIC TRAINING	Non -Income Generating
2.	18 th November , 2019	E-MOBILITY - SCOPE , POLICY & TECHNOLOGY	Income Generating
3.	19 th November , 2019	A BREAK-THROUGH RYTHEM TO ACHIEVE ZERO DEFECT	Income Generating
4.	21 st & 22 nd November 2019	MECHATRONICS FACTORY AUTOMATION	Income Generating
5.	18 th December , 2019	READY TO GO ELECTRIC (ACoE & GIZ)	Income Generating

Thank You

Future Ready Initiatives

Young Business Leaders' Forum (YBLF)

Activities Organized

Date	Activity	Status
20 th September, 2019	Interaction with Mr. Rajesh Jejurikar, President - Farm Equipment Sector, M&M – Mumbai	Done

Forthcoming Activities

November, 2019	Session by Pillar 1,2 – Digitization and Operations	Planned
15-19 December, 2019	YBLF Mission to Israel	Scheduled
January 2020	Session by Pillar 4 – Business Development	Planned
February 2020	Session by Pillar 4 – Business Development	Planned
2-7 March, 2020	Relationship Management Program by Mr. Homi Mulla, Lonavla	Planned

Interaction with Mr. Rajesh Jejurikar

President - Farm Equipment Sector, M&M - 20th September: Mumbai



Thank You