

To-All Members

September 11, 2020

**Webinar with Industry Leaders on
Automotive Industry – Rebooting to Next Normal
24th September 2020 : 3.00 to 5.00 p.m.**

ACMA – Northern Region, in association with Digital Sub-Pillar, is pleased to bring to its members a Webinar with Industry Leaders on **Automotive Industry- Rebooting to the Next Normal.**

As you are aware, we all have to look at new and innovative ways in managing and enhancing our businesses, in this every day changing business environment.

Digital platforms have become inevitable and we have to adapt to these changing times. It will be very apt to say that the **“Automotive Industry has to reboot to the Next Normal”**.

With this theme in mind, ACMA (NR) is bringing to its members a program focused on B2B E-Commerce platform. As businesses revive operations post-lockdown, Indian automotive companies will need to act swiftly and decisively to mitigate the impact of COVID-19 both in the short and long term. The impact could range from the shortage of raw material, shifting of production base to other countries, liquidity crunch, delays in availability of models, deferred launches, and shrinkage in consumer demand. For short term priority, companies should focus on maintaining liquidity and efficiency. The mid-term priority should be to restore steady operations while companies may want to review their strategy and operating model in the long-term.

In order to support our member companies in addressing these challenges, ACMA (NR) in association with Moglix organizing a Panel Discussion with industry leaders on **“Automotive Industry: Rebooting for the next normal”** on **24th September 2020 from 3.00 to 5.00 p.m.**

The Key Topics to be covered at the Panel discussion are :

1. Impact of COVID-19 turmoil on business planning
2. Strategies companies should adopt to deal with :
 - Indigenization
 - Shift in consumer behavior
 - Changes in operating models to thrive in the crisis
 - Procurement operations
3. Any growth opportunities in: Electric vehicles, Shared Mobility, etc.
4. Building resilience in the supply chain to ensure how such situations can be dealt better in the future.

The Tentative Program is as follows:

Time	Programme
1500 hrs.	Welcome & introduction by ACMA
1505 hrs.	Opening remarks by Mr. Mohit Gulyani, Senior Director, Moglix
1530 hrs.	Panel Discussion Moderator – Mr. Mohit Gulyani, Senior Director, Moglix Panellists <ol style="list-style-type: none">1. Mr. Vijay Sethi, CIO, Head- HR & Head- CSR, Hero MotoCorp.2. Ms. Shradha Suri, Regional Chairperson–ACMA (NR) & MD, Subros3. Mr. Abhimanyu Sharaff, Executive Director, Vikas Group4. Mr. Aakash Minda, CEO, Minda Corporation - (Spark Minda)*5. Mr. Rahul Garg, CEO & Founder, Moglix6. One more Speaker to be finalised
1630 hrs.	Q & A
1700 hrs.	Vote of Thanks / Adjourn

(*) Invited

Please note that this is a free webinar and that no participation fee to be made.

Please use this link to register for free participation at this Webinar:

<https://forms.gle/AoqczhDDwAxchNu6A>

We request members to take advantage of this session and join/nominate their personnel in large numbers.

Sd./-
Regional Secretary