

9th MSME SUMMIT

Bracing-up for Transformation
Opportunities & Challenges for SMEs



21st March, 2023 | New Delhi

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Automotive Component Manufacturers Association of India
The Capital Court, 6th Floor, Olof Palme Marg,
Munirka, New Delhi : 110 067

www.acma@acma.in

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ABOUT ACMA



Automotive Component Manufacturers Association of India

The Automotive Component Manufacturers Association of India (ACMA) is the apex body representing the interest of the Indian Auto Component Industry. Its membership of over 800 manufacturers contributes to more than 85 % of the auto component industry's turnover in the organized sector. ACMA is an ISO 9001:2015 Certified Association.

ACMA's charter is to develop a globally competitive Indian Auto Component Industry & strengthen its role in national economic development and also to promote business through international alliances.

The automotive value chain which spans across different geographies of the country, is a large, integrated and complex network of OEMs and suppliers. Today, it contributes 6% of the country's National GDP, 49% of the national Manufacturing GDP and is responsible for over 30 million jobs. The auto component industry is dominated by SMEs, which are the key drivers of India's economic growth and the 'Make in India' program.

The auto component industry manufactures a wide variety of products including engine parts, drive transmission and steering parts, body & chassis, suspension & braking parts, equipment & electrical parts, besides others. With the normalcy returning to business, post the pandemic, and with vehicle sales and exports gaining momentum, the Auto Component Industry registered a growth of 22% in turnover to Rs.4.21 lakh crore (USD 56.50 billion) for the year 2021-22.

The sales of OEMs during the year 2021-22, in the domestic market stood at Rs.3.41 lakh crore (USD 45.80 billion), growing by 21.40 %, when compared to the previous year. Exports of auto components witnessed growth of 42.9 % to Rs.1.42 lakh crore (USD 19.00 billion) in 2021-22 from Rs 0.98 lakh crore (USD 13.30 billion) in 2020-21. Exports to Europe saw a growth of 39 percent, while North America & Asia, accounted for growth of 46 % and 40 % respectively.

Component imports rose by 33.20 % to Rs.1.36 lakh crore (USD 18.30 billion) in 2021-22 from Rs.1.02 lakh crore (USD 13.80 billion) in 2020-21. China accounted for 30 % of imports followed by Europe and North America at 39 % and 36 % respectively. The auto component aftermarket witnessed a growth of 14.50 %. Its turnover in FY 21-22 stood at Rs. 74,203 crore (USD 10.00 billion) compared to Rs. 64,524 crore (USD 8.70 billion) in the previous year.

ACMA's active involvement in the trade promotion, technology up-gradation, quality enhancement and collection & dissemination of information has made it a vital catalyst for the component industry's development in India. Its other activities include participation in international trade fairs, sending trade delegations overseas and bringing out publications on various subjects related to the automotive industry.

ACMA also contributes in upgradation of manufacturing practices by skilling & mentoring of its members through various cluster programs and special projects such as 'Asset Turnover Improvement', 'Uptime Improvement', 'Zero Defect Quality' and 'Sustainable Manufacturing' among others.

ACMA is also well represented on a number of panels, committees and councils of the Government of India through which it helps in the formulation of policies and regulations pertaining to the Indian automotive industry.

For exchange of information & for co-operation in trade matters, ACMA has signed MoUs with its counterparts in Argentina, Australia, Brazil, Canada, Egypt, France, Germany, Hungary, Iran, Italy, Japan, Kazakhstan, Malaysia, Mexico, Nigeria, Pakistan, Poland, Russia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Tunisia, Turkey, UK, USA and Uzbekistan.

Further information and data on the Indian automotive industry is available on the ACMA

Website: www.acma.in

Disclaimer

This Publication, is compiled entirely from submissions made by the listed companies. While every effort has been taken to ensure that the contents of the directory are accurate and current, ACMA cannot be held responsible for any omission or error and is not liable for any loss or dispute arising from the use of the information provided.



PROGRAM

PROGRAM

01:00 p.m.	Registration
02:00 p.m.	<p>Inaugural Session</p> <p>Welcome Address by Mr. Vikrampati Singhania, Chairman NR, ACMA</p> <p>Address by Mr. Sunjay J Kapur, President, ACMA</p> <p>Key Note Address by Mr. Sreekant Somany, Chairman-MSME Committee, CII & CMD, Somany Ceramics Ltd.</p> <p>Address by Chief Guest, Shri Narayan Rane, Hon'ble Union Minister, MSME</p> <p>Vote of Thanks Mrs. Shradha Suri Marwah, Vice President, ACMA & Chairperson-Pillar-1</p>
02:50 p.m.	<p>Session Chairman : Mr. Sanjay Malhotra, Chairman SME & SCM Committee, ACMA</p> <p>Theme presentation by</p> <p>Mr. Anand Jayaraman, Director ,PwC</p> <p>Bracing-up for Transformation – Opportunities & Challenges for SMEs</p> <p>Q&A</p>
03:20 p.m.	<p>Panel Discussion : Reinforcing Financial Confidence</p> <p>Moderator : Mr. Sanjay Malhotra, Chairman SME_SCM Committee, ACMA</p> <ul style="list-style-type: none"> - Innovative Finance Tools – Mr. Abhishek Rathor, Channel Head – Business Loans (D2C), Godrej Capital Pvt. Ltd. - Digital framework and compliances – Mr. J. S. Rangar, MD, Stork Rubber Products Pvt. Ltd. - SME Financial Opportunity Landscape – Mr. S.R. Meena, GM-Incharge, SIDBI - Cost of Finance Optimization – Mr. Shamsher Dewan, Sr. Vice President, ICRA <p>Q&A</p>
04:00-04:15	Tea/Coffee Break
04:15 p.m.	<p>Panel Discussion : Building Credibility</p> <p>Moderator : Mr. Som Kapoor, Future of Mobility Leader – Consulting Partner, EY India Automotive</p> <ul style="list-style-type: none"> - Re-defining the SME space – Mr. Anand Jayaraman, Director ,PwC - Engineering and Design – Mr. Akhilesh Agarwal, Associate Vice President – Strategy & Special Projects, The Hi-Tech Gears Ltd. - De-risking dependency – Aftermarket an Opportunity – Mr. Vishal Lalani, Managing Director, Indication Instruments Ltd. <p>Q&A</p>
05:00 p.m.	<p>Special Plenary "Managing Customers Expectation – Bridging the Gap"</p> <p>Mr. Vipin Garg, Executive Vice President-QA, Maruti Suzuki India Ltd.</p> <p>Mr. Sunil Arora, Co-Chairperson Pillar-3 ACMA & MD, Abilities India Pistons & Rings Ltd.</p> <p>Q&A</p>
05:30 p.m.	Summing up & Vote of Thanks by Mr. Sanjay Malhotra



PROFILES



Shri Narayan Rane

Hon'ble Minister

Ministry of Micro, Small Medium Enterprises

Member's Name : Shri Narayan Rane

Father's Name : Shri Tatu Sitaram Rane

Mother's Name : Shrimati Laxmibai Tatu Rane

Date of Birth : 10 April 1952

Place of Birth : Konkan, Ratnagiri (Maharashtra)

Marital Status : Married

Spouse's Name : Shrimati Neelam

Children : Two sons

Educational Qualification : 11th Std. (Passed S.S.C.) Educated at Pune Divisional Board

Profession : Agriculturalist and Businessman

Permanent Address : House No. 179, Varvade-Falshiyewadi, Fanasnagar, Tal. Kankavli, Dist. Sindhudurg 416602

Present Address : 28, Akbar Raod, New Delhi - 110011

Tel. : 011-23793020, 011-23010310

Positions Held:

1985-91 Municipal Councillor, Chembur, Mumbai Municipal Corporation 1990-2014 Member, Maharashtra Legislative Assembly 1991-95 Member, Panchayat Raj Committee, Maharashtra Legislative Assembly 1991-93 Member, Irrigation Committee, Maharashtra Legislative Assembly March 1995-March 1996 Cabinet Minister, Dairy Development, Animal Husbandry and Fisheries, Government of Maharashtra 1996 Minister, Revenue and Rehabilitation and Khar Lands and Ports, Government of Maharashtra 1 Feb. - 17 Oct. 1999 Chief Minister of Maharashtra Oct. 1999 - July 2005 Leader of Opposition, Maharashtra Legislative Assembly Aug. 2005 - Dec. 2008 Minister of Revenue, Government of Maharashtra Feb. 2009- Nov. 2009 Minister of Industries, Government of Maharashtra Nov. 2009 - Nov. 2010 Minister of Revenue, Government of Maharashtra Nov. 2009 - 2010 Minister of Revenue, Khar Lands and Rehabilitation and Relief work Earthquake Rehabilitation, Government of Maharashtra 2010-2014 Minister of Industries, Ports, Employment and Self Employment, Government of Maharashtra July 2016 - Sept. 2017 Member, Maharashtra State Legislative Council April 2018 Elected to Rajya Sabha Sept. 2018 - May 2019 and Sept. 2019 onwards Member, Committee on Agriculture Oct. 2019 onwards Member, Consultative Committee for the Ministry of Youth Affairs and Sports Freedom Fighter : No

Sports, Clubs, Favourite Pastimes and Recreation :

Cricket, travelling reading; was actively involved in sports activities and represented, the Department of Income Tax in their cricket team 1971-84.

Other Information :

Served in the Income Tax Department, Government of India, 1971-84; appointed as Shiv Sena Shakha Pramukh in Chembur area, 1984; Member, (i) Tree Authority Committee, Mumbai Municipal Corporation, 1985-91, (ii) Nair Hospital Advisory Committee, Mumbai Municipal Corporation, 1985-91; Chairman, BEST Committee, 1988-91; General Secretary, BEST Kamgar Sena, 1987-96; President, Maharashtra Housing Board Federation Union, Subhash Nagar, Chembur since 1988; In-charge Leader, (i) Gadchiroli District, 1987- 90 and (ii) Ratnagiri and Sindhudurg districts, 1992; played major part in the victory of Shiv Sena and B.J.P. in Zila Parishad elections held in March 1997 for Ratnagiri and Sindhudurg districts; Deputy Leader of Shiv Sena, Konkan Region and State of Goa; appointed as leader, Shiv Sena, 2003; joined the I.N.C. in July 2005

**Mr. Vikrampati Singhania**

*Chairman NR, ACMA
Managing Director, JK Fenner (India) Ltd
Managing Director, JK Agri Genetics Ltd*

Mr. Singhania is a fourth-generation industrialist belonging to one of the largest industrial groups in India – J.K. Organisation. JK Organisation is an over 125 years old business house with leadership across multiple sectors. The Group is present in 100 countries apart from all India presence with annual sales revenue of over US\$ 4.15 billion. The Group manufactures and markets a wide range of products from Paper, Automobile Tyres, Cement, Auto Components, Textiles, Agri Products, etc.

Mr Singhania did his Master's Degree in Commerce from Kanpur University and his MBA from Fuqua School of Business, Duke University, USA.

Positions held

Mr. Singhania is a Director of JK Organisation, Managing Director of J.K. Fenner (India) Ltd, one the leading automotive parts manufacturing company in the country. He is also Managing Director of JK Agri Genetics Ltd, which produces and markets hybrid seeds.

He was the Dy Managing Director, JK Tyre & Industries Ltd., one of the largest Tyre manufacturers in India till January, 2016.

He also heads the Group's interest in Auto Ancillary, Hybrid Seeds, Power and New Businesses. He is also responsible for starting CliniRx Research Private Ltd., a full service Clinical Research Organisation of the Group, of which he is the Chairman.

Mr Singhania is also deeply involved in the Motors Sports activity of the Organisation.

Association with Professional Bodies

- Member of Fuqua Indian Advisory Board of Duke University, USA
- Member of Managing Committee, The Associated Chambers of Commerce & Industry of India (ASSOCHAM).
- Member of Executive Committee of Automotive Component Manufacturers Association of India (ACMA).

**Mr. Sunjay J Kapur***Chairman, Sona Comstar**President, ACMA (Automotive Component Manufacturers Association of India)**Co-Chairman, CII Manufacturing Council (Confederation of Indian Industry)*

Mr. Sunjay J Kapur is the Chairman of Sona Comstar (Sona BLW Precision Forgings Limited), one of India's leading automotive technology companies, as also listed on the BSE Ltd. and the National Stock Exchange. Founded in 1995, the company is the largest manufacturer of precision forged gears in the world, with a dominant market share. The business expanded and is primarily engaged in designing, manufacturing, and supplying highly engineered, mission-critical automotive systems and components to automotive OEMs and now is forging ahead in the global Electric Vehicle market.

Sunjay is the elected President (2021-2023) of the Automotive Component Manufacturers Association of India. Prior to this, he was Chairman of the Electric Mobility Committee (2015-2016) and Chairman of the Sustainable Development Committee (2014-2017) at ACMA.

Sunjay is also a member of the National Council of Confederation of Indian Industry and a part of various CII council's and committees.

He heads various prestigious boards in the country including the Doon school and has always been passionate about encouraging entrepreneurs/innovators/startups in the country and collaborated with CNBC for a unique reality show called 'Masterpreneur India' (aired on CNBC Awaaz in 2015).

Sunjay completed his schooling from The Doon School, India, He graduated with a bachelor's degree in Business Administration from the University of Buckingham, U.K.

In addition to this, he was in the class of 2006 of 'The Birthing of Giants' at MIT, USA (a 3-year program by EO, MIT, and Inc. Magazine), completed his post-graduation from Harvard Business School in Owner President Management. He has also done a program on 'Growth in the Family Enterprise' at the Indian School of Business and University of Pennsylvania (Wharton). He is an alumnus of the revered institutions, The Doon School and Harvard Business School.

Sunjay's love for sport has been intense from his days at The Doon School and is an ace sports man (swimming, water polo, tennis, and field hockey). Sunjay is an enlisted member of the Indian Polo Association (IPA), he has his own polo team- Sona Polo. Sona Polo is amongst the top professional playing teams of the country and has won several prestigious tournaments under his captaincy in India, USA, and the UK.

Please visit: www.sunjaykapur.com

**Mr. Sreekant Somany**

*Chairman & MD
Somany Ceramics Ltd.*

Mr. Sreekant Somany is Chairman & Managing Director of Somany Ceramics Limited, India's leading manufacturer's of Tiles, Sanitary ware & Bath fittings. He has spearheaded Brand SOMANY to become a household name in India and abroad.

He pioneered a revolutionary "High abrasion technology called VC SHIELD" for tiles and holds the honor to make SOMANY the first Indian ceramic tile company to have received a PATENT under Indian Patent Act.

He is a recipient of the prestigious Corporate Technical Achievement award from the American Ceramic Society.

He is being associated with various industry bodies, Founder & Past Chairman of Confederation of Constructions Products and Services (CCPS), Past Chairman of Indian Council for Ceramic Tiles and Sanitary ware (ICCTAS), Past Chairman of the Confederation of Indian Industry Northern Region; Past President of the Indian Ceramic Society, Active member of the CII National Council, Chairman of CII National SME Council.

Being a multi faceted personality he actively pursues hobbies like Trekking, Photography, Gardening and music and holds many awards and distinctions for many of them.



Mrs. Shradha Suri Marwah

Chairperson & Managing Director, Subros Ltd.

Vice President ACMA (Automotive Component Manufacturers Association of India)

Member CII (Confederation of Indian Industry) Northern Regional Council

Mrs. Shradha Suri Marwah is the Chairperson & Managing Director of Subros Ltd., a 36-year-old company recognised as a leader in the design and manufacture of thermal products for passenger and commercial vehicles. Headquartered in New Delhi, Subros is a joint venture between the Suri Group, Denso Corporation Japan and Suzuki Motor Corporation Japan. Recently, Subros forayed into residential and commercial thermal solutions.

Shradha Joined the company in 2001 and became Managing Director in 2008 and Chairperson & Managing Director in 2021.

Shradha is the elected Vice President (2021–23) of Automotive Components Manufacturers Association (ACMA). She is also the Chairperson of Pillar 1 (Business Development) and Co-Chair of Pillar 2 (Government Affairs & Strategic Affairs). Prior to this she was the Chairperson of Northern Region (2020-21) and Co Chair of Northern Region (2018-20). Shradha has also held various portfolios such as Chairperson of Raw Material Committee, Chairperson of MSME Committee and Chairperson of HR & IR Sub pillar since 2013.

Shradha is also a member of the CII Northern Regional Council and Co-chair of Regional Committee on Advanced Manufacturing and member of CII Manufacturing Council as well as member of Committee on Making Manufacturing Future Ready. She is also an Executive Committee Member of Maruti Suzuki Supplier Welfare Association (MSSWA).

Shradha has a Bachelor's degree in Economics from the University of Delhi. She also went on to earn two post-graduate degrees- a Master's degree in Management and a Master's degree in Economics & Information Systems from The London School of Economics and Political Science (LSE), University of London.

**Mr. Vinnie Mehta**

Director General
ACMA

Mr. Vinnie Mehta, Director General, ACMA is an Electrical Engineer from IIT-BHU, an MBA from FMS, University of Delhi and a Masters in International Trade from the Indian Institute of Foreign Trade (IIFT).

He has been actively involved in promotion, growth and development of the auto component industry in India. Prior to joining ACMA, he headed the Manufacturers' Association for Information Technology (MAIT), the apex body of the IT hardware Industry in India



Mr. Sanjay Malhotra
Managing Director
Jumps Auto Industries Limited

Sanjay Malhotra is Managing Director of Jumps Group, a diversified manufacturer of automotive components with a global footprint.

He is a qualified chartered accountant, who worked in Autoguide for some years before laying the foundation of the group along with his father in the year 2000. At ACMA, He has been a member of the Executive Committee for a number of years. He presently heads the SME & SCM Committee as well as the Working Group on Tax and Finance.

The mother company Jumps Auto, is a manufacturer of Starter Motors and Alternators that are exported to 50+ countries in the world. Honasco, a Germany based manufacturer of Technical Plastic Parts was acquired and integrated into the group in 2014 and has manufacturing plants in Germany, Poland and India. Jumps Tronic is the newest pillar in the group and focusses on Electronic PCBA's and Mechatronics for the EV Industry.

The group counts the world's leading OEM's as its customers and is led by long-standing professional teams at all locations.

**Mr. Anand Jayaraman***Director**PwC*Management Consulting - Automotive

Mr. Anand is a Director in PwC India Management Consulting team and serves OEMs, Tier 1 clients and leading smart & electric mobility startups in the Automotive Sector.

Anand has 25+ years industry experience at Ford Motor Company, and his functional expertise lies at the intersection of Purchasing, Product Engineering, Supply chain, vendor development & manufacturing domains of the auto industry. He has worked in India, Thailand, Australia, USA, South Africa and China.

He has been part of various cross functional teams tackling complex business problems. He brings deep expertise to solve the most critical automotive industry problems that require strategy development, operations transformation, innovation, digital and analytics improvement.

Over his career spanning 25 years, he has worked with a diverse set of suppliers of varying maturity and manufacturing scale and has honed his ability to provide practical help to small and medium sized companies, to tackle competition and challenge them like for like.

He holds an MBA from Indian School of Business and is also an alum of Columbia Business School where he undertook a leadership program focused on competitive strategy & execution skills. Besides he has completed short programs at IIM Ahmedabad on Corporate Finance and IIM Bengaluru on Business analytics.

**Mr. Abhishek Rathor**

*Head Channel D2C
Godrej Capital*

- Abhishek heads the D2C vertical of business loans to SME without collateral . The vertical looks to bridge the gap between present void in SME lending and desired plan
- He joined GC in Jan 23 and is based out of the Mumbai office in India. He has a total of 12 years of work experience
- He is currently involved in assessing working capital needs of MSME , alliancing with various govt as well as private entities , driving marketing strategies to cater to SME space
- He is a qualified MBA finance with gold medals in Mathematics from Delhi University

Skills

- Credit assessment
- Working capital needs assessment
- Distribution and geographical penetration to new markets
- Digital acquisition of MSME clients
- Providing finance solutions both on asset as well as liability side

Professional experience

- Started with Kotak Mahindra Bank Ltd in underwriting of MSME industry . Typically Working capital fundings both backed with collateral as well as without collateral
- Worked with Bajaj Finance Ltd for 10 years in the MSME domain involving underwriting, collections and sales . Covered Pan India geographies and built a successful model of sourcing and serving to SME clients through without collateral funding to MSME for short term needs.
- Worked in Poonawalla Fincorp Ltd (erstwhile Magma Fincorp) . Expanded the incumbent business to vast territories and increased the AR substantially.
- Partnered with CRISIL during BFL stint to help BFL clients get CRISIL accredited and helped them manage their finances in a more structured and bankable way.



Mr. J. S. Rangar
Managing Director
Stork Rubber Products Pvt. Ltd.

Mr. J S Rangar, Managing Director, M/s Stork Rubber Products Pvt. Ltd., an alumini of The Doon School, Dehra Doon, he graduated in Economics Hons from Delhi University before pursuing his master's in economics followed by MBA from Faculty of Management Studies, Delhi University. With almost 18 years of service experience with various organisations he started his own business in 1995 to manufacture automotive parts focused at the export and domestic OEM markets. Today he is assisted by his two young sons in the running of the 4 factories the group has. He is a keen golfer and very active in various industry forums.

Company Name : Stork Rubber Products Pvt. Ltd.

Postal Address : Stork Building, 38th KM, NH 8, Berhampur Road, Khandsa, Gurgaon, 122001, Haryana

Phone : +91-0124-4679481

Fax : +91-0124-4679431

Email : jsrangar@storkrubber.com

Website : www.storkrubber.com

**Mr. S.R. Meena**GM-Incharge
SIDBI

Mr. S. R. Meena is a General Manager with Small Industries Development Bank of India (SIDBI), presently heading its New Delhi Region taking care the operations of the Bank in the States of Delhi, Uttarakhand and Madhya Pradesh. Sh. Meena holds bachelor's degree in Commerce and Master's in Economics from University of Rajasthan. He is also Certified Associates of Indian Institute of Bankers. In his more than 26 years' stint at SIDBI, Sh. Meena held several key positions in SIDBI including Heading of Bank's Regional Office at Guwahati taking care of 8 States of Northeast and West Bengal. He has also headed some of the large size branches of the Bank and Loan Processing Cell.

He has taken several initiatives for development of MSME Eco-system in our country which includes setting-up of state dedicated Start-up funds in 3 States. He has also been instrumental for designing a special scheme for SMEs for one State to get higher coverage under Credit Guarantee Fund Trust for Small and Micro Enterprises [CGTMSE]. He has also worked closely with various industry associations and NGOs to create awareness; skill upgradation and hand hold the entrepreneurs in setting-up and funding of MSMEs.

Sh. Meena has also held Board level positions in 2 large size Indian NBFC-MFIs, one Small Finance Bank and 2 State Finance Corporations as a Nominee of SIDBI. Before, joining SIDBI, Sh. Meena has served Air India and Banking Division, Ministry of Finance, Government of India for about 3½ years.

Sh. Meena can be reached at srmeena@sidbi.in ; Telephone No. +91 11 23448350 and Mobile No. +91 98187 96555

**Mr. Shamsheer Dewan**

Sr. Vice President
ICRA

Mr. Shamsheer is Senior Vice President & Group Head at ICRA and has been in the rating agency for over 15 years now. Based out of Gurgaon, Shamsheer is part of the Corporate Ratings group and covers Automotive and Logistics sectors. He is also part of ICRA's Credit Rating Committee and has extensive experience of evaluating performance of companies across various sectors including Automotive, Logistics, Pharmaceutical, Healthcare, Travel & Tourism and Consumer Products.

Mr. Shamsheer has worked on various credit assignments for leading companies rated by ICRA and has been instrumental in developing ICRA's research offerings. He is MBA in Finance & Capital Markets from Narsee Monjee Mumbai.

**Mr. Som Kapoor**

Future of Mobility Leader – Consulting Partner
EY India Automotive

Mr. Som Kapoor is one of the highly accomplished executives who has been engaging with Automotive C-suite for over past two decades. Strategic and independent thought-leader focused on impact and results with expertise in Urban & Future of mobility. Currently, Som is advising mass production OEMs across the segment, First-tier suppliers, Petroleum companies and the Investment community on the impact of the Green Mobility Revolution and Future of Automotive Retail. In the Passenger vehicle segment, in particular the Luxury OEMs, Som has been engaging and successfully executing mandates on agenda of Network Retail, Customer Experience & Future of Mobility.

Som has travelled widely across the globe across various countries. This lends Som Kapoor with an acute vision and perspective that is profusely rewarding for the establishment.

He contributes to knowledge creation and policy deliberations in the best ways to enable India to grow its Automotive sector. He has partnered with India's leading automotive industry associations (ACMA, FADA, SIAM etc) to help catalyse growth.

Areas of Interest:

Som is an enthusiast and takes keen interest in playing Golf. He has participated in many Golf tours within India and abroad at a professional level.

He also exhibits a passion for BMWs, specifically Mini Countryman as his Mini strikes a perfect balance of sticking to its roots and yet being modern at the same time.

Qualification:

Som holds a Post Graduate degree in Management from Indian Institute of Foreign Trade, New Delhi.

**Mr. Akhilesh Agarwal**

Associate Vice President – Strategy & Special Projects
The Hi-Tech Gears Ltd.

Mr. Akhilesh Agarwal is the Associate Vice President for Strategy & Special Projects at The Hi-Tech Gears. He has a rich experience of 30 years and worked in many key functions of manufacturing e.g. Strategy Planning & Implementation, Business planning, Project Management, and Production Control Projects, Business Development, Lean Manufacturing, Product Design, Customer Support & service, etc., majorly in automotive industry in various multinational cultures.

He played the leading role in setting up the Greenfield project of Hi-Tech Gears at Bhiwadi that's awarded as Green Factory Building - Platinum rated project by Indian Green Building Council (IGBC) – the first factory in North India to get this prestigious rating.

Mr. Agarwal is an Engineering Graduate from Birla Institute of Technology & Science, Pilani. He holds a Masters degree in Materials Management from Indian Institute of Materials Management, Mumbai.

About The Hi-Tech Gears Limited:

The Hi-Tech Gears is engaged in manufacturing of Transmission Gears & Shafts, Driveline components, Engine Gears and Power Take Off components, produced to the most exacting standards, for Passenger vehicles - Two-wheelers & Cars, Commercial vehicles and non-automotive applications. The company has the engineering and manufacturing facilities in India, Canada and USA those serve renowned OEMs and Tier-1 & 2 suppliers at North America, Europe, Japan, India and many other global locations. The manufacturing facilities of The Hi-Tech Gears have fully integrated facilities from Forging to Finish Sub-Assemblies with State-of-the-Art Inspection labs and have been awarded many international coveted awards and recognitions. It remained the first company outside North America to win 'Shingo Prize' for operational excellence, awarded for 'TPM level-2' by Japan Institute of Plant Maintenance (JIPM), and secured 'Green Factory Building - Platinum rating' by Indian Green Building Council (IGBC), equivalent to LEEDS.



Mr. Vishal Lalani
Managing Director
Indication Instruments Ltd.

Mr. Vishal Lalani did his B E (Electrical) from Delhi College of Engineering, followed by an M.S. (Industrial and Management Engg) from Rensselaer Polytechnic Institute, USA

His portfolio of companies includes Indication Instruments Limited, India ; Veethree Electronics LLC, Bradenton Florida USA ; Veethree Technologies, UK all of which are in the area of Driver information systems and sensors

He was an executive committee member of ACMA (automotive components manufacturing association) from 2020-22. He is a member of Indian Angel Network and has been angel investing for the last 8-9 years



Mr. Vipin Garg
Executive Vice President
Quality Assurance
Maruti Suzuki India Ltd

Mr. Vipin Garg is working as Executive Vice President in Quality Assurance. Currently he is responsible for managing Quality functions i.e. Vendor Parts Quality, Vehicle Inspection, COP & Material Analysis in Maruti Suzuki India Ltd. He already has over 29 years of rich experience in Maruti Suzuki & has also worked in areas of Market & Plant Quality, New Parts Development and Regular Mass production Quality of Supplier parts. He has also played a major role in Establishing Robust Quality Systems at MSIL & Vendor Partners.

Mr. Vipin Garg holds a BE-Honours Degree (Mech. Engg) From IIT Roorkee & is associated with Maruti Suzuki India Limited since 1993.

By virtue of his experience, he has vast exposure of various processes at suppliers both at Tier-1 & Tier-2 Level and actively engaged in vendor guidance & Upgradation activity for ensuring sustainable Quality of Vendor Parts. Under his leaderships, MSIL QA Team has worked along with suppliers to successfully launch many new models with high product Quality. He is instrumental in driving digitalization in MSIL Quality Assurance especially in the area of IoT for capturing data in real-time to initiate pro-active actions. He has also been instrumental in promoting knowledge management through integration of various Quality database & using Data Analytics for effective decision-making.

He has also represented Automotive industry through SIAM for implementation of Recall Policy in India. He is also holding position of Vice Chairman in Northern Chapter of NIQR.

**Mr. Sunil Arora**

Co-Chairperson Pillar -3 ACMA and MD
Abilities India Pistons & Rings Ltd.

Mr. Sunil Arora, Managing Director, Abilities India Pistons & Rings Ltd., is a Mechanical Engineer from BITS Pilani. He holds onto his credit a wide industry experience nearly ten decades. Under his dynamic leadership, his company has received several national level & customer awards. Further he has steered the company from a domestic aftermarket player to an 80% export OEM supplier in a period of 5 years.

Currently, Mr. Arora is the Co-Chairman, ACMA Pillar 3, Skilling & Mentoring. Prior to that he was Chairman, Northern Zone & Chairman, MSME Committee of ACMA. He is also on the Executive Committee of AIMO (UP State Board).



THEME PRESENTATION

Bracing-up for Transformation – Opportunities & Challenges for SMEs

ACMA Annual SME Summit



Strictly private and confidential

*“The measure of **intelligence**
is the ability to change”*

- Albert Einstein



Strictly private and confidential



Director Management Consulting at PwC.

25 years Auto Industry experience.

Previously worked at **Ford Motor Company** prior to joining PwC.

Worked in **6 countries** across Operations side of business.

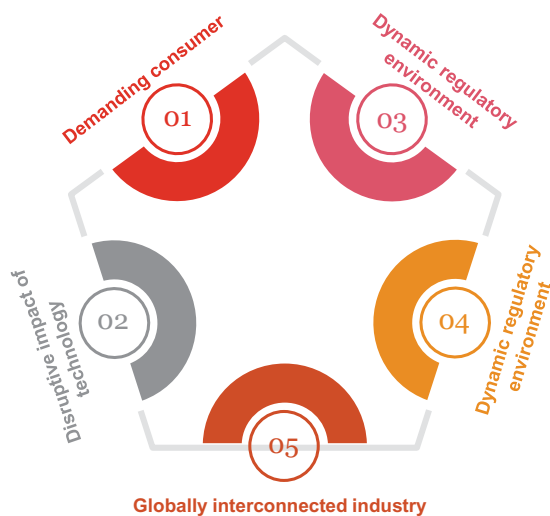
Performed roles in **5 functions** - purchasing, vendor development, product engineering, supply chain and manufacturing.

Have helped **small companies scale up capabilities** when Indian Auto industry experienced growth in late 90's.



Strictly private and confidential

5 trends are impacting on the automotive industry, globally.



PwC Source: PwC analysis

What are the 5 trends?

- 1 **Demanding consumer**
 - Rapidly evolving customer expectations
 - High level of product awareness
 - Increasing spend capacity
 - Increasing bargaining power of customers
- 2 **Disruptive impact of technology**
 - Rapid adoption of technology in vehicles, industry supply chain and business models
 - Disruption through innovative products and services (e.g., shared mobility)
- 3 **Dynamic regulatory environment**
 - Strict emission & ESG norms leading to major change in product and manufacturing approaches of auto companies.
 - Increasing investments for regulatory compliance for industry players
- 4 **Changing face of mobility infrastructure**
 - Electric vehicle infrastructure
 - Investment in road and highways
 - Smart cities
- 5 **Globally interconnected industry**
 - Shift in economic power to countries like India
 - Indian companies going global
 - Geo-political driven disruptions and shifts in supply chain footprint.

Driven by the global trends, **6 significant changes** are happening in the auto industry



PwC Source: PwC analysis

What is changing?

Electrification

- OEMs globally are embarking on electrification program to target Net zero emission vehicles.
- Tightening regulations to drive more efficient powertrains and use of clean sources of energy.

Connectivity

- Increasing telematics and interconnected vehicle systems
- Connected vehicle for service and infotainment delivery during travel
- Mechanism for OEMs to harness customer behaviors and usage data
- OTA updates of car's software for various functions of the vehicle

Electronics

- Increasing regulatory requirement require electronic controls for precise control and monitoring of various systems.
- Consumer preferences are increasing electronic gadgets in the automobile.

Data and Analytics

- Increasing application of data sciences across different aspects of the business.
- Data patterns and Artificial intelligence-based consumer services.

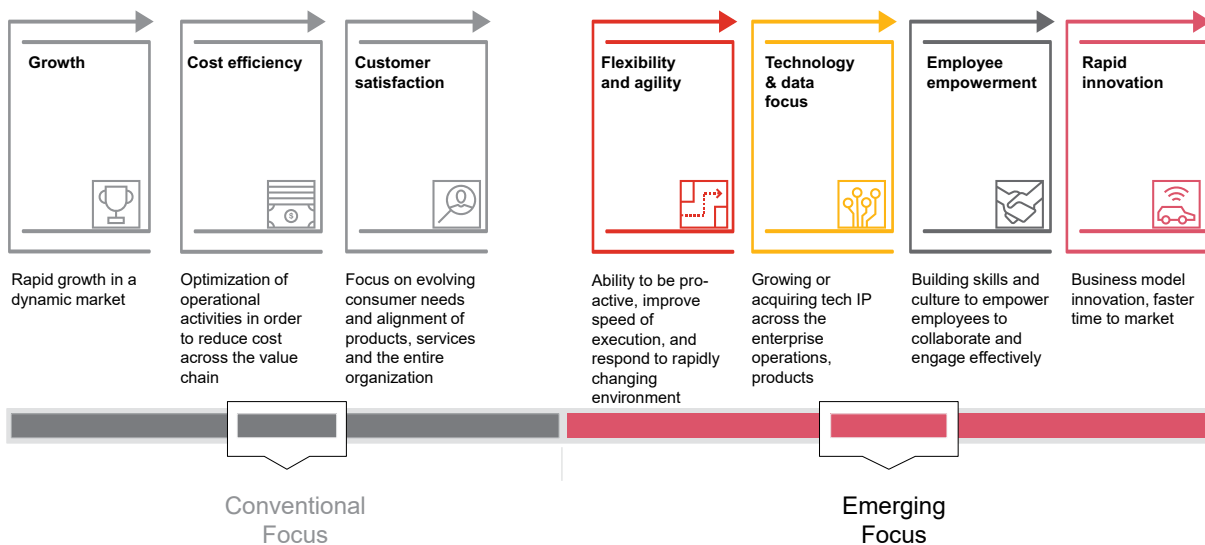
Material engineering

- Due to battery weight, light weighting materials technology is on the increase
- Increasing use of sustainable, advance composites, responsive and smart materials to meet ESG requirement.

Manufacturing excellence

- Increasing impetus on cost efficient, frugal and digital manufacturing
- Focus on design to remanufacture, reassemble & recycle
- Increase focus on reduction of waste

Amidst change, Companies must transform their business operating models. To stay competitive and relevant, **add 4 key focus areas to your transformation agenda.**



PwC

“Progress is impossible without **change**”

– *Walt Disney, entrepreneur and animation pioneer.*



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8 Transformation pillars that will help you navigate the disruptions.



Transformation can be achieved with **small and incremental steps**

Small incremental steps are **easier** than wholesale change....!!!!





1 Enable your functions with IT capability. Transform your ability to *generate and harvest* data.

What part of your Value Chain can you IT Enable

R&D	Time & cost reduction for NPD
Sourcing	Digital supply chain for real time visibility, Supplier risk
Manufacturing	Conversion costs, efficiencies, product quality, dynamic demand
Sales & Distribution	Enhance digital presence, CRM, transparency
Human Resources	Employee experience, digital ways of collaboration, paperless
IT	Security, Data quality, Performance Visibility, ERM
Finance	Transaction automation, Cost optimization

PwC Source: PwC analysis

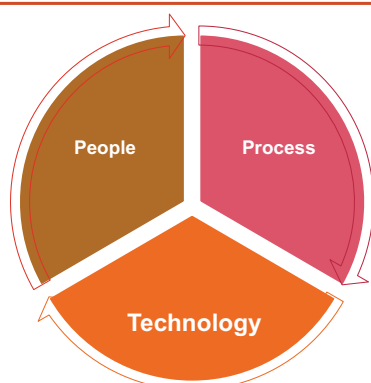
Smart choices that help you win

- 
01 Enable your functions with low-cost IT capability. Harvest data, wherever possible and build dashboards & simple analytics.
- 
02 Use basic low-cost tools and pay per use and subscription models to avoid upfront investment. (CAD CAM simulations, Salesforce, Zoho etc)
- 
03 Don't drive IT enablement decision based on RoI. Information and knowledge cannot be valued monetarily.
- 
04 Assess technology competencies within the organization and continuously train employees to be up to date on IT skills.

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2 Transform people capabilities. Build an agile organization with *nimble structure* and *progressive culture*.

3 Building blocks of Agile Organizations



Balancing tension between **flexibility and stability** is key for an Agile organization

PwC Source: PwC analysis

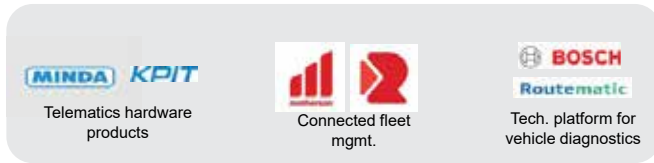
Smart choices that help you win

- 
01
 - Hire people with entrepreneurial mindset
 - Rotate jobs for cross skilling
 - Flatten your organization & decision making
 - Team structures based on business line/product segment and not functions
 - Empower people.
- 
02
 - Focus on standardization to bring down quality costs
 - Adopt Low-cost automation & error proofing
 - Bring in flexibility into your process
 - Implement Kaizen and believe in it.
- 
03
 - Focus on products that are simple in technology
 - Build strong core manufacturing competence for a focused portfolio
 - Invest in technology where it brings down big costs

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3 Embrace *partnerships and collaborations*. Access new capabilities through exchange of intellectual capabilities of new partners.

Big companies are partnering with start-ups. Why?



- 1 Access to technology & innovations
- 2 Want to learn the start up art of fail fast and pivoting
- 3 Competitive threat and FoMo



Tech startups are disrupting entire value chain.
Compete or collaborate?

PwSource: PwC analysis

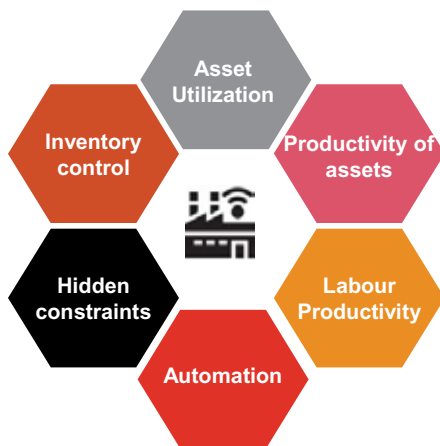
Smart choices that help you win

- 01 Cost effective to collaborate than to build capabilities from scratch
- 02 Scan for potential partners basis your critical needs and the potential for value complementation.
- 03 Leverage public consortiums to engage with start ups. They are very cost effective and efficient.
- 04 Implement learning mindset across organization, to absorb from working with start ups.

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4 Managing Costs – transform from *tracking to continuous reduction*, leveraging data.

Know & track your cost heads



Manufacturing & supply chain = 60% of your cost

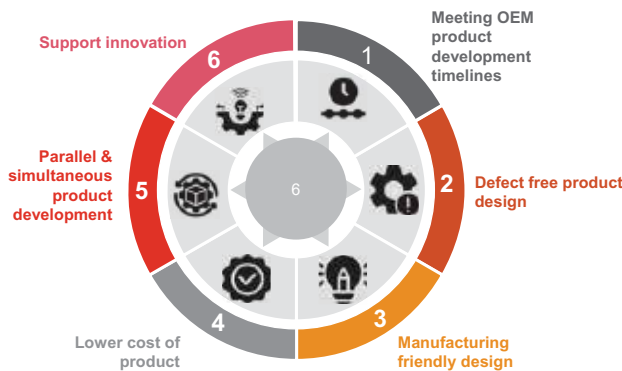
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Smart choices that help you win

- 01 Track downtime, implement simple production tools and quick changeover.
- 02 Build capability for real time reports & alerts using IoT services, focus on high-cost assets.
- 03 Improve labor safety; implement worker led Kaizen and involvement programs.
- 04 Use low-cost automation wherever feasible to standardize and reduce labor cost
- 05 Dashboard key metrics. Use software as a service instead of building your own
- 06 Implement ERP systems and use simple scanning/labels to keep inventory status live.

5 Transform product development from conventional methods to *digitally enabled engineering capability*.

Customers' expectation on product Engineering



PwC Source: PwC analysis

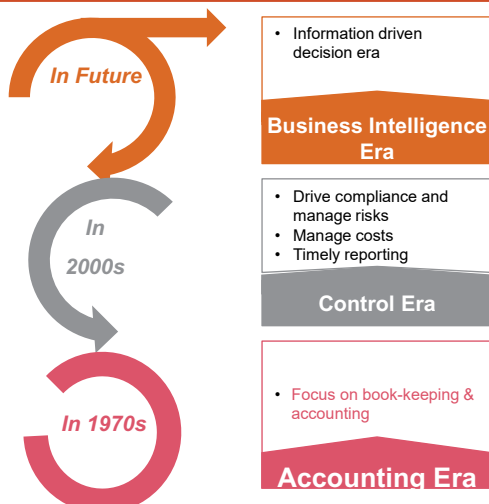
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Smart choices that help you win

- 01 Use simple tools like MS office to manage project resources and timeline
- 02 Apply simulation tools where possible.
- 03 Integrated production feedback early in design. Digital twins is a new concept for Prod. Dev.
- 04 Simplify designs. Become modular and re-use designs.
- 05 Collaborative product design . R&D to not work in silos
- 06 Encourage product innovation and reward successful ideas

6 Transform your finance function from a control post to being a *data source to guide business decisions*.

Financial Management of the future



PwC Source: PwC analysis

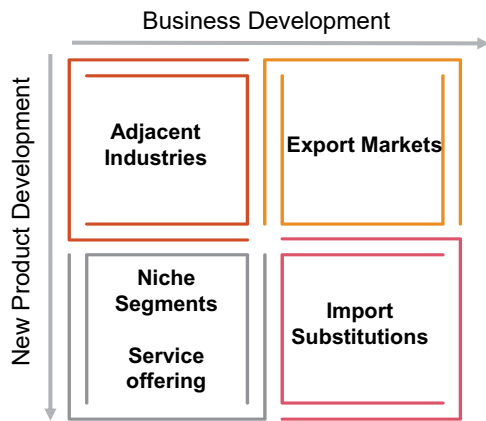
Smart choices that help you win

- 01 Capture revenue, spend & quality and product returns data
- 02 Drive investment decision making and business plans using finance data.
- 03 Automate smart & system approvals to minimize delays
- 04 Ensure governance are tightened to avoid risk of fraud, error and cybercrime
- 05 Leverage 3rd party shared services if possible.





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7 Growth Transformation – Build a *diverse business* with multiple revenue streams.

Redefine Growth



Smart choices that help you win

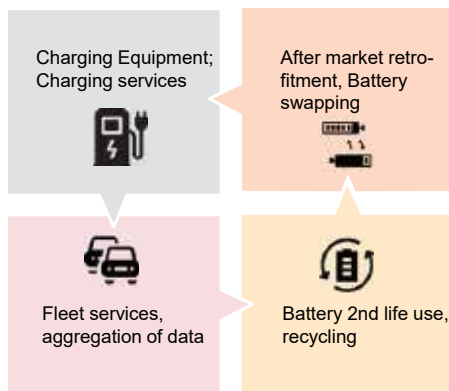
-  **01** Keep scanning for opportunities in adjacent industries- Agri machinery, defense, aerospace
-  **02** Look out for risk-free key export markets. Interact with Global Purchasing Offices.
-  **03** Build niche offerings Complement products with services.
-  **04** Based on strengths, develop new products which are majorly imported. Leverage Make In India drive.

PwCSource: PwC research & analysis

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8 Pursue *Electrification* opportunities. Convert industry disruption into your opportunity for growth.

New Electrification opportunities








Smart choices that help you win

- 01** Pursue import substitution opportunities aggressively in EV auto parts
- 02** Focus on component categories that will contribute to EV sales & shared mobility
- 03** Charging infrastructure requires active participation of several players. Investigate opportunities in this space.
- 04** If aligned with your strategy, enter the battery recycling and replacement segment.
- 05** Businesses are looking for fleet operators. These is a fast-growing service segment.

PwC Source: PwC analysis

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Electrification at OEM's and *Localization* norms, is creating new opportunities for auto component players.

Battery Pack	Power Electronics & Distribution	Electric Motor	Transmission	Others
				
Battery cells & packaging systems	Power management system	Traction motor	Differential	System integration (Mech. & electrical)
Battery mgmt. system (Controller)	Wiring harness, Connectors, jacketing	Motor controller	Fixed gear transmission	Collision protection system
Battery thermal management	DC converter	Cooling system for motor & controller	Integrated gearbox	Electric power steering/brakes, regen. braking
On-board battery charging system	Relays, Shunts			Light-weighting of other sub-systems
	Power cable charger			EV air conditioning/heating system
				Retro fitment options

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"Change *before* you have to."

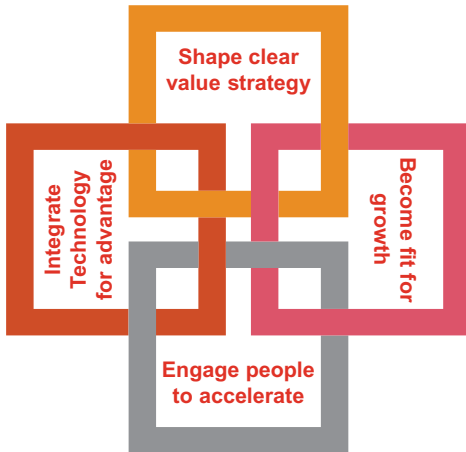
- Jack Welch



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Culture- transformation's invisible enabler. Mobilize change by building a culture that complements your growth aspiration.

Transformation requires a culture change.



[Read – PwC Point of View on Culture and change management.](#)

<https://www.pwc.com/gx/en/services/people-organisation/culture-change-and-leadership.html>
PwC Source: PwC research & analysis

Smart choices that help you win

- • Articulate enterprise and functional strategy clearly
- • Establish clarity on differentiating capabilities needed to win with ecosystems
- • Shape focused portfolio that supports value creation plan
- • Establish operating model that supports strategy, growth and value objectives
- • Design organization and performance management model aligned to value creation plan
- • Establish competitive & adaptive cost structures
- • Develop holistic workforce strategy aligned to business imperatives, purpose and values
- • Drive proactive investments in upskilling and talent development to build people capabilities
- • Prioritize critical behaviors that shape the culture
- • Prioritize technology and data strategy clearly linked to business outcomes and shaped by frontline insights
- • Gain speed with technology and AI-enabled differentiation
- • Effectively leverage ecosystem capabilities

THANK YOU

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2ND ACMA FARM EQUIPMENT & IMPLEMENTS LOCALISATION EXPO (AFEILE) RADISSON BLU, FEROZEPUR ROAD, LUDHIANA (PUNJAB)



Date: 6th & 7th April, 2023

Time: 10.00 a.m. to 6.30 p.m.

The key objective of the event is to provide a platform to:

Tier-1 companies to display the components for which they look for both Buyers/ Suppliers.

Tier-2/3 companies to showcase their capabilities and display components for which they need buyers and explore new opportunities



Who Can Participate?

- Auto Component Manufacturers (both ACMA Members & Non-Members)
- Farm Equipment
- Off-Highway Vehicle Industry
- Earth Moving & Construction Equipment.

Cost of Participation

15 Stalls - Micro & SSI units (as per GOI guidelines)

- ACMA Member companies - Rs. 25,000/+ 18% GST = Rs. 29,500/-
- ACMA Non-Member companies - Rs. 35,000/+ 18% GST = Rs. 41,300/-

(Early bird offer - 10% discount for 15 cos. Only on first-come-first-serve basis with full payment)

All Category

- ACMA Members - Rs. 40,000/- + 18% GST = Rs. 47,200/-
- Non-Member - Rs. 50,000/- + 18% GST = Rs. 59,000/-

Any Additional delegate (more than 2 nos.) will be charged Rs. 4,000/- + GST per delegate



Facilities (Package Inclusions)

- 2 Days of Exhibition for better networking / B2B meetings opportunities.
- Standard Setup for B2B with "Table & Chair setup" for component display and meetings.
- Possession & Set-up on 6th April 2023 morning at 6.00 a.m.
- One Self standing panel per participating company.
- Lunch for two (2 Participants) company representatives for 2 days on 6th & 7th April
- Exhibitors' Directory



Brand Promotional Opportunity

ACMA Members

- Principal Sponsor - Rs. 2,00,000
- Associate Sponsor - Rs. 1,50,000

[ONE COMPLIMENTARY STALL + BRANDING]

Non-Members

- Principal Sponsor - Rs. 2,50,000
- Associate Sponsor - Rs. 2,00,000

Focussed OEMs

- ACE
- CLAAS Group
- CNH Industrial (India) Pvt. Ltd.
- Escorts Group
- International Tractors Ltd.
- Isuzu Motors India Pvt Ltd
- JCB India Ltd.
- John Deere India Pvt. Ltd.
- Mahindra & Mahindra Ltd.
- Piaggio Vehicles Pvt. Ltd.
- Preet Tractors Pvt Ltd.
- Tractors & Farm Equipment Ltd.
- Swaraj Mahindra

For more details on Sponsorship & Participation please mail us at

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ACMA FORTHCOMING EVENTS (2023-2024)



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Forthcoming Events

9TH MSME SUMMIT DOCUMENTATION PACK Awaited



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