

# TOOLS & DIES EXPO

ON VIRTUAL PLATFORM

## EXPLORE NEW OPPORTUNITIES

**Date:** 5-9 September, 2020

**Time:** 10 a.m. to 6 p.m. IST  
(Coinciding with SIAM & ACMA  
Annual Session)

ACMA in association with SIAM and International Purchasing Offices (IPO) Forum of ACMA is organizing a Virtual Tools and Dies Expo from 5-9 September, 2020, coinciding with SIAM and ACMA Annual Session.

The automotive industry is one of the main growth driver for Indian tools, dies and moulds industry. However, there is a need to improve the overall efficiency of the tools industry to bring in new domestic and export opportunities. Given the projections of a high growth in the industry on the back of increasing variety (model options) and shortening product life cycles, it is essential to look at ways and means to enhance the output and capability of this industry to make it mirror the growth of its peers in production hubs such as South Korea, Japan, China and Taiwan and also bring about high import substitution. With this objective, ACMA is organizing a Virtual Expo wherein participants will get an opportunity to

### FOCUS AREAS:

- Localisation
- Import substitution
- Technology development
- Partnership opportunities

**A step towards ATMANIRBHAR BHARAT**

- Interact with OEMs, Tier 1 companies, International Purchasing offices and other stakeholders
- Explore localization and import substitution
- Explore collaborative partnership for technology development

# OBJECTIVES & OPPORTUNITIES



- To improve the capabilities of Indian Tools & Dies Industry and bring all stake holders to a common platform
- 60% of the Tools Industry business is being catered to the Automotive Industry – to provide support and encouragement from the Industry, aligning with Government direction to make Atmanirbhar Bharat and to provide a platform for ACMA members as many companies have in-house capabilities and can also explore new opportunities
- Opportunity for B2B meetings with OEMs/ Tier 1s and International Purchasing offices among other stake holders
- Exploring new opportunities for Tools and Dies industry for both domestic and exports market
- Brand Development of Indian Tools & Dies Industry and integrating into the whole supply chain

## KEY HIGHLIGHTS OF THE EVENT

- Virtual expo to showcase 3D models of products that can be rotated 360°\*
- The show will witness over 70 exhibitors from the Tools and Dies industry
- B2B meetings will be organised with OEMs/ Tier 1s and International Purchasing offices (IPOs)\*
- Focused Conferences with eminent speakers from the Industry and Government

## VISITORS' PROFILE



Original Equipment  
Manufacturers



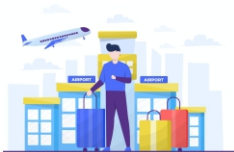
IPOs



Tier 1s



Global Partners from  
Tool & Die industry



International  
Visitors



Senior Government and Public Sector  
Undertaking (PSU) officials



Tool Room Visitors



Other Institutions and  
Stakeholders

## STANDARD BOOTH

### 1. 2D PRODUCT DISPLAY -

Showcase product in 2D display (1 No)

### 2. MEETING SCHEDULER -

Online calendar where visitors can pre-book a meeting time with the exhibitor

### 3. GRAPHICS PANELS -

Pop-out graphic panels (2 Nos)

### 4. VIDEO WALL -

Video of choice played on the backwall (1 No)

### 5. BROCHURE DOWNLOADS -

Visitors can download brochure / catalogue (1 No)

### 6. LIVE CHAT -

Engage with visitors through the chat embedded in the stall (1 No)

### 7. BRANDING -

Fascia branding above the stall to showcase Company Name & Logo (1 No)



## PREMIUM BOOTH

### 1. 3D PRODUCT -

Showcase 3D model of product that can be rotated 360° (2 Nos)

### 2. MEETING SCHEDULER -

Engage with customers by scheduling online meetings & calls with visitors (1 No)

### 3. GRAPHICS PANELS -

Interactive graphics that can be showcase images, writeups & hyperlinked to websites (2 Nos)

### 4. VIDEO WALL -

Video Display to showcase products & innovative technologies (1 No)

### 5. BROCHURE DOWNLOAD -

Go digital by allowing your visitors to download brochure / catalogue (1 No)

### 6. LIVE CHAT -

Engage with visitors through the chat embedded in the stall (1 No)

### 7. BRANDING -

Fascia branding above the stall to showcase Company Name & Logo (1 No)



**ACMA will be happy to take you through the features & usage of the Virtual Platform.**

# TOOLS REQUIREMENT BY THE INDUSTRY

## - An illustrative list

### PLASTIC COMMODITY

- HVAC parts
- Seat trims & Child parts
- Chrome parts (Emblems, Deco strips)
- Under hood and Bumper parts
- Lightning (Headlights and Tail Lights)

### INJECTION MOULDING

- Low wall thickness technology
- Hidden parting line for Bumpers and Dashboard
- Hot & Cold technology for glossy parts

### METAL COMMODITY

- Small sheet metal parts package
- Tail lamp mounting brackets
- Reinforcement parts
- Wheel housing, Rear, Outer, Upper
- Tailgate
- Connecting piece - Roof Frame L/R
- Support sealing channel L/R

### CASTING & FORGING

- Lightweight materials like Aluminum for Cylinder block, Cylinder head

### STAMPING

- Advanced Hydro forming technologies
- Hot Stamping technologies
- High speed stamping dies

### ASSEMBLY FIXTURES

- Robotic fixtures for BIW welding and other operations like hemming, etc.
- Conveyor lines
- Checking fixtures for entire BIW checking and other parts

### OTHERS

- New technologies for light weighting like long fibre technology, carbon fibre composites and glass composite
- 3D printing, prototyping & rapid tooling
- Warm forging
- Jigs & fixtures
- Other tools for raw materials, solution providers and machine tools
- Capacity and capability for outsourcing secondary operations to be improved upon to reduce manufacturing lead time

# TESTIMONIALS

**Sunil Kakkar**, Executive Director- Supply Chain, Maruti Suzuki India Ltd.:

MSIL is keen for 100% localisation of their tooling requirements. However, Indian tool rooms will require quick adaptation to global trends and technical capabilities which will be of paramount importance.



**Sunjay Kapur**, Vice President, ACMA & Chairman Sona Comstar:

ACMA in association with SIAM and IPO Forum of ACMA has taken this initiative to leverage the Tools and Dies, take it to the next level and integrate into the supply chain.



**K.V. Praveen**, Chairman IPO Forum & Director - Purchasing BCC India & Australia, Meritor:

India requires a speedy action and delivery to succeed in exports business.



**Sunil Deshmukh**, Head – Regional Sourcing, Corporate Purchase, ŠKODA AUTO Volkswagen India:

There is a huge opportunity in export of tool and die, however, to tap this potential we need to overcome some challenges related to production, technical capacities, lead time, quick response to engineering changes, meeting international quality requirement and adapting to new era 3D printing, prototyping, rapid tooling etc. Also, big investments are required to build new big size tool rooms.



**Hrishikesh Kulkarni**, Group Purchasing Director, Valeo India:

Indian tool rooms are competitive in most of the cases on pc price but not when it comes to Total Cost of Ownership, additional to infrastructure upgradation to be the best in class, Project Management and Reactivity to be in line with Customer Milestones needs to be improved. Sourcing from India is a priority for Valeo with a target to reach at least 10% of the global spend to buy from India. Valeo's global expectation from India on the Tooling Segment is Euro 30 M over the next 5 years.



**Manoj Patil**, Supplier Readiness Management, ŠKODA AUTO Volkswagen India:

Huge dependency on the Indian tooling industry due to mandate on increased localisation. Almost 80% tool requirement in numbers are localised and only 20% number of tools are being imported. Big tool sizes are being imported. Volkswagen is keen to maximise localisation. Indian tool makers are superior to Chinese tool makers in the language area. Indians well versed with English language.





# COST OF PARTICIPATION FOR EXHIBITORS

## PAYMENT STRUCTURE

Domestic Participants

Standard booth – INR 14,160 (Incl. of GST)

Premium booth – INR 23,600 (Incl. of GST)

International Participants

Standard booth - \$225

Premium booth - \$300

## SPONSORSHIP OPPORTUNITY

Domestic participant: INR 1 lac

International participant: \$1800

- Premium booth
- Sponsors Logo on Backdrop of the Seminar/ Event Flyer
- Branding opportunity at prominent locations
- Opportunity to run 60 seconds corporate video during the event
- 5 complimentary delegates to join the seminar

**REGISTRATION LINK** - <https://forms.gle/f259wf4Gw2Fs2DDh9>

## ABOUT ACMA

Established in 1959, ACMA (Automotive Component Manufacturers Association of India) is the apex body of the auto components industry in India. ACMA represents over 850+ members across the country. The turnover of the auto component Industry stands at \$57 B with exports of over \$14 B; 65 % of our exports are destined to Europe and USA.

## ABOUT SIAM

The Society of Indian Automobile Manufacturers (SIAM) is a not for profit apex national body representing all major vehicle and vehicular engine manufacturers in India. SIAM works towards supporting sustainable development of the Indian Automobile Industry with the vision that India emerges as the destination of choice in the world for design and manufacture of automobiles.

## ABOUT IPO FORUM

IPOs ( International Purchasing Offices) are playing an important role in interlinking the Indian Auto Component Industry and the OEMs & IPOs world -wide and are supporting the Industry. ACMA has taken an initiative of creating an IPO forum discuss some of the common issues of concern, share their experiences and deliberate future direction for IPOs. This Forum has also helped in strengthening further linkages between the IPOs and the industry.

## FOR REGISTRATIONS, CONTACT

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\* Limited opportunities