

# SIAM

Society of Indian Automobile Manufacturers

## ANNUAL REPORT 2018-19

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*Building the Nation, Responsibly*





***SIAM***

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**ANNUAL REPORT 2018-19**



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# PRESIDENT'S MESSAGE



Dear Colleagues,

The year gone by was a “trying and testing” period for the auto industry to say the least.

The year gone by, was clearly a tale of two halves. First six months of 2018-19 saw an impressive positive overall growth of 11%. However, from August onwards, various factors had a negative impact on consumer sentiments and dented the demand for vehicles. Consequently, the second half of the year saw a continuous slide in the fortunes of the industry which slowed the industry to a degrowth of 1%.

The main factors that contributed to the reversing the industry performance were the floods in Kerala last year, followed by a weak festival period, increase in cost of vehicle acquisition, low demand in rural markets, the liquidity crisis, and finally the slowdown in economic and industrial activity, which also affected consumer sentiments.

Increase in cost of acquisition of vehicles has been due to multiple reasons, including the upfront collection of long-term third-party insurance on purchase of two-wheelers and passenger vehicles as mandated by Supreme Court, implementation of various regulatory and safety norms over the last two years and increasing cost of retail finance. The increase in axle load limit for trucks overnight led to 20-25% increase in the freight carrying capacity of the on-road Medium and Heavy Goods Carrier which dented the demand for new CVs significantly. The affordability and availability of finance to retail and trade was both curtailed due to the liquidity crisis and tightening of lending norms by banks and NBFCs.

Today, the industry is going through one of the deepest slowdowns faced by the auto sector in the last 20 years.



SIAM had several interactions with Government at various levels to seek support for reviving the industry. A meeting with the Hon'ble Finance Minister was organized to discuss the issues the industry was battling with and provided suggestions for a recourse.

On 23<sup>rd</sup> Aug 2019, Government announced a series of measures to provide a boost to the Auto Sector, which included improved liquidity and affordability of retail finance as well as finance for dealers, removal of ban on purchase of vehicles by Government departments, increased depreciation by 15% for all types of vehicles purchased before 31<sup>st</sup> March 2020, deferment in the revision of one-time registration fee until June 2020, assurance that a Vehicle Scrappage Policy will be announced soon, clarifying that both EVs and ICE vehicles will continue to be registered in future and there will be no disruption in plying of BS IV vehicles on roads until the expiry of its registration period, it was also confirmed that the proposal on reduction in GST rates for all categories of vehicles to 18% from current 28% may be discussed at the GST council .

I would like to thank the Government for their swift response on Industry's requests for support.

Since last few months industry has been under tremendous pressure to reduce costs, retain employment and meet the challenges that includes an imminent shift to BS VI emission norms next year and the difficult task of liquidating the entire BS IV stocks before 31<sup>st</sup> March 20.

Notwithstanding the crisis in the conventional ICE vehicles, the industry continued its march towards green mobility. The year saw increased momentum in the area of electric vehicles which gained traction due to the launch of the FAME II Scheme by Department of Heavy Industry. Ministry of Finance also introduced definitions of CKDs and SKDs of electric vehicles and allowed lower duty imports for the CKDs of EVs as compared to ICE vehicles. Several other exemptions were made in the import duty structure of components of electric vehicles, reducing GST rate to 5% for electric vehicles of all categories and providing benefit of income tax deduction for electric vehicle purchase. Some states have also provided benefit of Zero Road Tax on electric vehicles. All these were highly positive policy changes made during the year to promote EVs in the country.

The increased focus of the Government on Improving India's Energy Security, by curtailing dependence on Import of crude oil, and Improving Environment, by reducing impact of CO2 and tailpipe emissions from transport sector, was supported by SIAM and a "Whitepaper on Alternate Fuel" was released during the year to provide the current availability of various Alternate Fuel types and a possible roadmap for increasing adoption of Alternative Fuels and the key enablers to achieve the vision.

On the regulatory front, we saw many regulations being finalized, such as the first stage of Fuel Consumption Regulation for Heavy Duty Vehicles and its implementation from 1<sup>st</sup> April 2020, along with BS VI Emission Norms; Fire Detection, Alarm and Suppression Systems for School Buses; Implementation of High Security Registration Plate (HSRP), mandating affixation by OEMs; and Implementation of new Safety Features,



such as speed alert system, seatbelt reminder, manual override, prohibition of child lock, driver airbag and rear park assist, for M1 category vehicles. Government also mandated all public service vehicles on-road to be fitted with vehicle tracking system and emergency/panic button. In order to make the CMVR Rules more comprehensive, SIAM took an initiative and recommended a revised Rule for Overall Dimensions of Motor Vehicles. With all these new regulations coming into force, the Indian vehicle industry is now meeting global levels in terms of safety and emissions standards.

Government felt that there was a pervasive need to improve the 'quality' of buses. Accordingly, a set of second-generation requirements for improving the performance, safety & comfort for OEM Built buses, was also notified by the Government.

The industry is making its efforts for leapfrogging from manufacturing BS IV to BS VI emission norm by the implementation date of 1<sup>st</sup> April 2020. A clarification for the switchover was provided by Government, through its notification that allowed the industry a limited period of three months after 1<sup>st</sup> April 2020, for exhausting the remaining stock of BS IV vehicles and 6 months for chassis. However, a latter clarification by the Supreme Court that only BS-VI compliant vehicle will be sold in India from 1<sup>st</sup> April 2020, further increased the pressure on the industry to be ready with BS VI vehicles, with all stocks of BS IV in its supply chain cleared by the implementation date.

SAFE & SIAM continued with its endeavor to promote road safety by reaching out to school students, drivers and general masses across the nation. SAFE touches more than fifteen lakh students in Delhi with the partnership with Delhi Traffic Police and imparted road safety education through various competitions, interactions, etc.

With its ambition to work on pollution control, a new initiative taken by SAFE, along with CII and SIAM, was initiation of an on-ground intervention in Patiala, Punjab to find solution to the problem of crop residue burning which is one of the causes of air pollution. A pilot project through the in-situ treatment of agricultural residues (stubble) was initiated. The outcomes of the project have been outstanding wherein about 75% stubble burning has been effectively reduced. Additionally, SAFE continued with its PUC drive on the World Environment Day across the nation. SAFE Annual Convention this year focused on safety outreach in Jharkhand, aimed at promoting road safety in the State. SAFE also joined hands with ACMA, ASDC, CII, FADA and FICCI in organizing a Road Safety Walk, at India Habitat Centre, New Delhi, as a part of the 1 Crore Steps initiative.

The emergence of Indian automotive industry as one of the largest has drawn the attention of the global automotive community. SIAM's global engagements therefore continued with vigour. International Motorcycle Manufacturers Association (IMMA) elected Mr Rakesh Sharma, Executive Director, Bajaj Auto, as its Vice President, during its Annual General Assembly in May 2019 at Yogyakarta, Indonesia.



The Indo-German Joint Working Group on Automobiles was hosted by Federal Ministry for Transport and Digital Infrastructure at Berlin with participation from SIAM, ACMA, Ministry of Heavy Industries and Public Enterprises, VDA and German Government. Discussions on developments related to policies on BS VI Emission norms in India, Electric Mobility, CO<sub>2</sub> regulations in Germany and India, Tighter Evaporative Emission control and FTA related were held. The year also saw closer engagement between SIAM and VDA of Germany as activities around the Partnership Project between the associations, which is supported by GIZ, intensified. A number of events were held under this Partnership Project, including two technical seminars in India.

The Japanese automotive industry through JAMA also organized a number of high-level meetings with SIAM, to update themselves on the rapidly evolving developments in the Indian automotive landscape. SIAM's participation in the GOI delegation at the WP-29 in Geneva also continued as before.

Exports have been an area of focus for the Government and SIAM is actively working with Government to support with enhancement of vehicle exports. In this regard, SIAM mounted delegation of exports members to Sri Lanka and Bangladesh for bilateral meetings with the Ministers and bureaucrats to solve the concerns of Indian companies in these markets. SIAM was actively engaged in getting better market access for Indian vehicles in key markets including Latin America. SIAM also provided its views on the proposed Foreign Trade Policy 2020 to provide boost to vehicle exports and be vehicle exporter friendly.

The 2<sup>nd</sup> Edition of the Indo-Bangla Automotive Show, a four-day event organized by SIAM, increased reach of Indian automotive industry in Bangladesh.

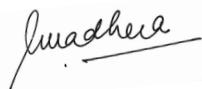
Government's focus on Make in India for Auto components translated into higher Customs Duty on additional auto-components in the Union Budget 2019-20. On the trade policy front, the discussion on RCEP strengthened and likely re-commencement of India-EU FTA negotiations was indicated. SIAM submitted an updated draft of the "Whitepaper on Trade Agreements that may Jeopardize Make in India Programme for Automobiles". Industry wide consultation on RCEP happened and SIAM actively participated to provide its views.

Government had issued a Steel Quality Order to review the list of exempted steel grades from BIS marking. SIAM worked closely with Ministry of Steel and provided necessary information due to which it was able to get exemption from BIS marking on selected standards of Auto Steel Grades until August 2019.

Competition Act has become increasingly important in India and it was felt that the awareness of the automotive fraternity needs to be enhanced. SIAM, along with Competition Commission of India (CCI) and ACMA, organized a Workshop to increase awareness on the Competition Act.

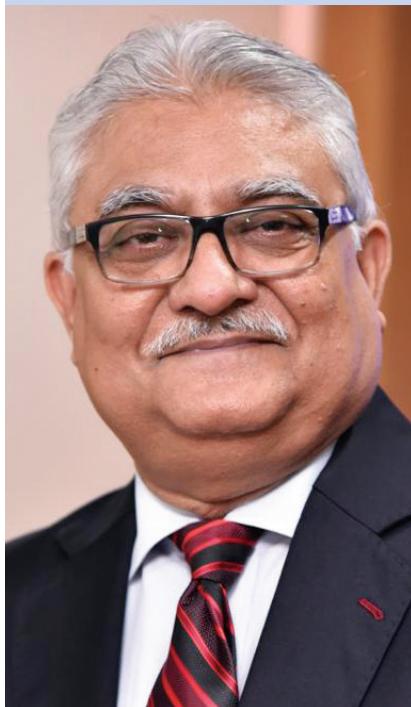


As my First year as President comes closer, I would like to say that the Presidentship has been a challenge that kept me on my toes throughout the year. The current slowdown we are witnessing may also be a signal to us that there could be major structural changes awaiting us in the future for which we need to prepare for in terms of company level strategies as well in terms of public policy advocacy. That is one task SIAM has taken upon itself for the ensuing year. Whatever the future may hold for us, this is also the time for all of us to remain as a closely-knit family and work together for the common good of all. As the Hon'ble PM says: "Sabka Saath, Sabka Vikas", and to Build the Nation, Responsibly.



Rajan Wadhera





**Mr Rajan Wadhera**  
President, SIAM and  
President (Automotive Sector),  
Mahindra & Mahindra Ltd.



**Mr Kenichi Ayukawa**  
Vice-President, SIAM and  
Managing Director & CEO  
Maruti Suzuki India Ltd.



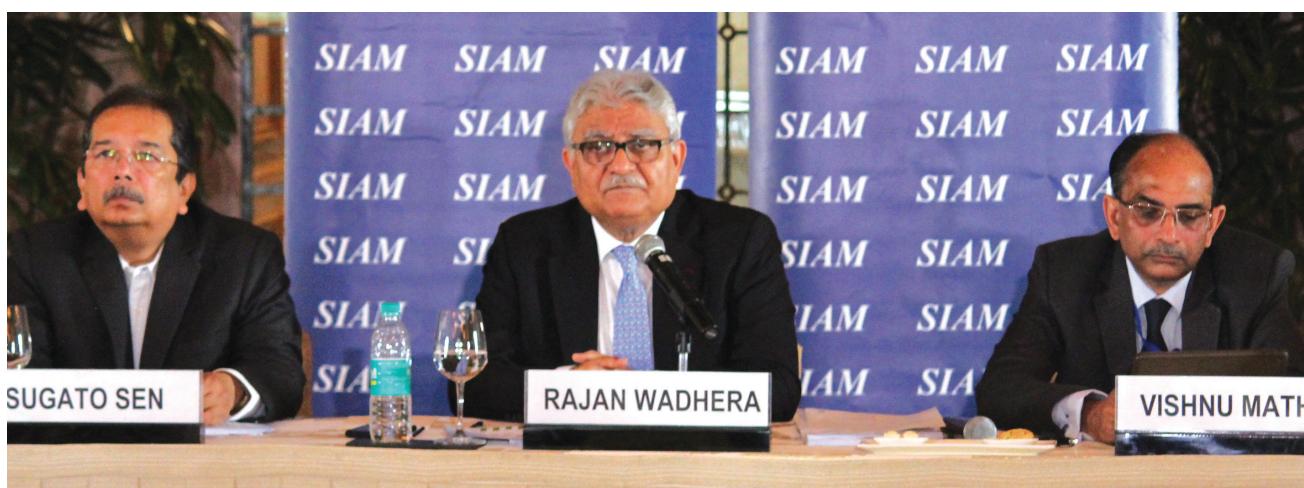
**Mr Vinod Aggarwal**  
Treasurer, SIAM and  
Managing Director & CEO  
VE Commercial Vehicles



(L-R): Mr Rajan Wadhera, Vice President and Incoming President, SIAM; Dr Abhay Firodia, Outgoing President, SIAM; and Mr Vishnu Mathur, Director General, SIAM at the first Executive Committee Meeting of the year (2018-19), New Delhi



(L-R): Mr Vinod Aggarwal, Treasurer, SIAM; Dr Pawan Goenka, Past President, SIAM; Mr Kenichi Ayukawa, Vice President, SIAM; Mr Rajan Wadhera, President, SIAM; and Mr Vishnu Mathur, Director General, SIAM during an Executive Committee Meeting, New Delhi



(L-R): Mr Sugato Sen, Deputy Director General, SIAM; Mr Rajan Wadhera, President, SIAM; and Mr Vishnu Mathur, Director General, SIAM during a Press Conference, New Delhi



# SIAM

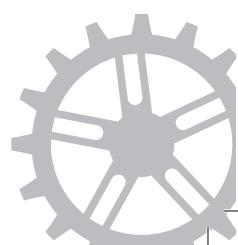
The Society of Indian Automobile Manufacturers (SIAM) is a not for profit apex national body representing all major vehicle and vehicular engine manufacturers in India.

SIAM provides a window to the Automobile Industry in India and works closely with stakeholders in the formulation of the economic and commercial policies, regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of Indian Automobile Industry. It publishes Monthly Industry Statistics, Monthly Commodity Price Monitor and other periodic reports. It also organises seminars and workshops on the topics of topical relevance and interest to the industry. For carrying out various public policy activities, particularly in the field of road safety and environment, SIAM has partnered with other stakeholders and set up the Society for Automotive Fitness & Environment (SAFE).

SIAM works closely with various Government departments, both central and state level and with international bodies like International Organisation of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinate with other counterpart international associations.

SIAM, jointly with ACMA and CII organises Auto Expo, a widely awaited biennial auto exhibition showcasing the trends in the Auto Industry. SIAM also organises a motor show in Dhaka, Bangladesh and regional as well as segment specific shows across the country.

SIAM aims to promote trade, reduce costs, expansion of market, promote safety, compliance with standards and promote growth with responsibility.



# Performance of The Automobile Industry in 2018-19

## Production

The industry produced a total 30,915,420 vehicles including Passenger Vehicles, Commercial Vehicles, Three Wheelers, Two Wheelers and Quadricycle in April-March 2019 as against 29,094,447 in April-March 2018, registering a growth of 6.26 percent over the same period last year.

## Domestic Sales

The sale of Passenger Vehicles grew by 2.70 percent in April-March 2019 over the same period last year. Within the Passenger Vehicles, the sales of Passenger Cars, Utility Vehicle & Vans grew by 2.05 percent, 2.08 percent and 13.10 percent respectively in April-March 2019 over the same period last year.

The overall Commercial Vehicles segment registered a growth of 17.55 percent in April- March 2019 as compared to the same period last year. Medium & Heavy Commercial Vehicles (M&HCVs) increased by 14.66 percent and Light Commercial Vehicles grew by 19.46 percent in April-March 2019 over the same period last year.

Three Wheelers sales increased by 10.27 percent in April-March 2019 over the same period last year. Within the Three Wheelers, Passenger Carrier sales registered a growth of 10.62 percent and Goods Carrier grew by 8.75 percent in April-March 2019 over April-March 2018.

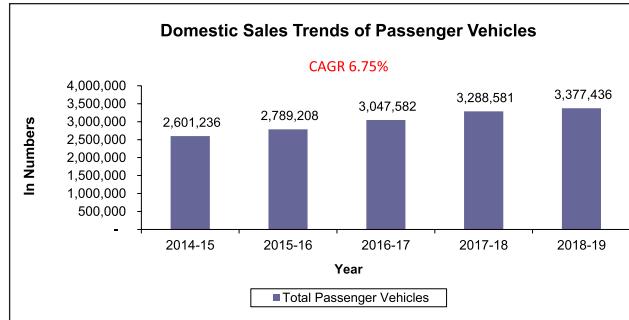
Two Wheelers sales registered a growth at 4.86 percent in April-March 2019 over April-March 2018. Within the Two Wheelers segment, Scooters declined by (-) 0.27 percent, whereas Motorcycles and Mopeds grew by 7.76 percent and 2.41 percent respectively in April-March 2019 over April-March 2018.

## Exports

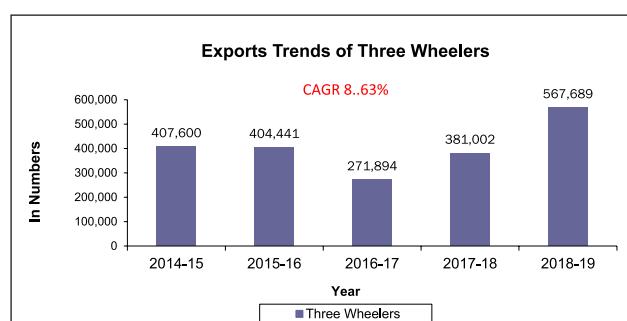
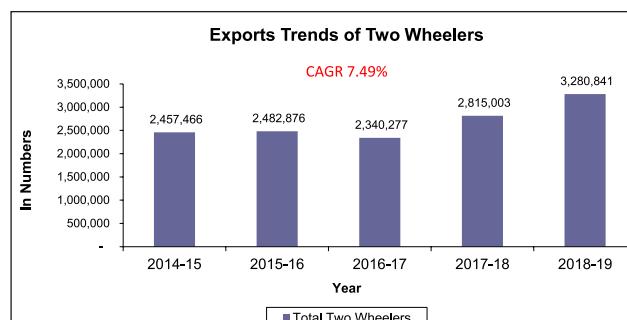
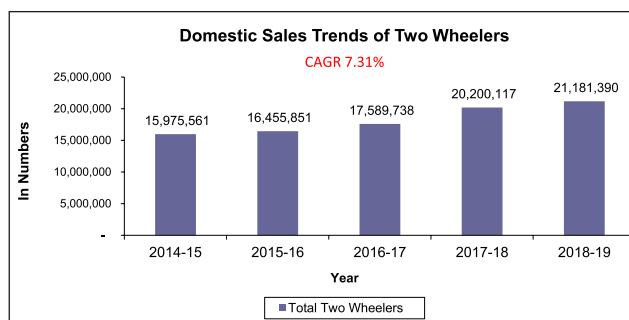
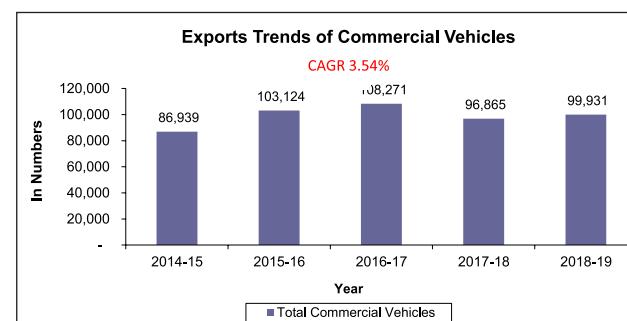
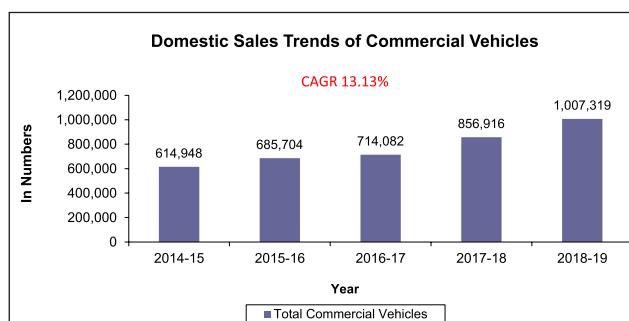
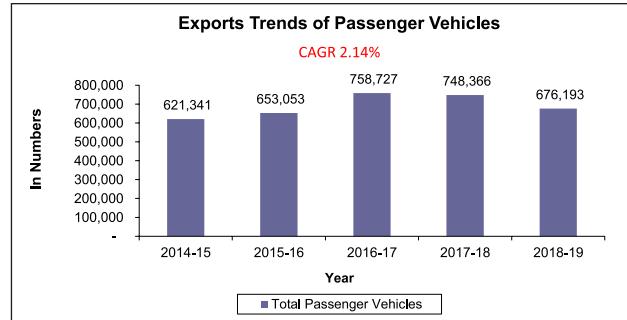
In April-March 2019, overall automobile exports grew by 14.50 percent. While Passenger Vehicles exports declined by (-) 9.64 percent, Commercial Vehicles, Three Wheelers and Two Wheelers registered a growth of 3.17 percent, 49.00 percent and 16.55 percent respectively in April-March 2019 over the same period last year.



## Domestic Sales Trends



## Exports Trends



Automobile Production Trends					
Category	(Number of Vehicles)				
	2014-15	2015-16	2016-17	2017-18	2018-19
Passenger Cars	2,422,158	2,565,970	2,711,911	2,746,658	2,710,057
Utility Vehicles	626,296	717,809	909,555	1,093,346	1,098,578
Vans	172,965	181,266	180,204	180,263	217,412
<b>Total Passenger Vehicles</b>	<b>3,221,419</b>	<b>3,465,045</b>	<b>3,801,670</b>	<b>4,020,267</b>	<b>4,026,047</b>
M&HCVs	268,558	341,287	342,761	344,592	444,202
LCVs	429,740	445,405	467,492	550,856	667,974
<b>Total Commercial Vehicles</b>	<b>698,298</b>	<b>786,692</b>	<b>810,253</b>	<b>895,448</b>	<b>1,112,176</b>
<b>Three Wheelers</b>	<b>949,019</b>	<b>934,104</b>	<b>783,721</b>	<b>1,022,181</b>	<b>1,268,723</b>
Scooters	4,722,747	5,276,138	5,926,499	7,117,795	7,095,163
Motorcycles	13,011,219	12,816,203	13,088,208	15,167,481	16,502,734
Mopeds	755,345	737,886	919,032	869,562	905,189
<b>Total Two Wheelers</b>	<b>18,489,311</b>	<b>18,830,227</b>	<b>19,933,739</b>	<b>23,154,838</b>	<b>24,503,086</b>
<b>Quadricycle*</b>	-	531	1,584	1,713	5,388
<b>Grand Total</b>	<b>23,358,047</b>	<b>24,016,599</b>	<b>25,330,967</b>	<b>29,094,447</b>	<b>30,915,420</b>

\*Only Oct-March 2016 data is available for 2015-16

Automobile Domestic Sales Trends					
Category	(Number of Vehicles)				
	2014-15	2015-16	2016-17	2017-18	2018-19
Passenger Cars	1,877,706	2,025,097	2,103,847	2,174,024	2,218,549
Utility Vehicles	552,135	586,576	761,998	922,322	941,461
Vans	171,395	177,535	181,737	192,235	217,426
<b>Total Passenger Vehicles</b>	<b>2,601,236</b>	<b>2,789,208</b>	<b>3,047,582</b>	<b>3,288,581</b>	<b>3,377,436</b>
M&HCVs	232,755	302,397	302,567	340,781	390,740
LCVs	382,193	383,307	411,515	516,135	616,579
<b>Total Commercial Vehicles</b>	<b>614,948</b>	<b>685,704</b>	<b>714,082</b>	<b>856,916</b>	<b>1,007,319</b>
<b>Three Wheelers</b>	<b>532,626</b>	<b>538,208</b>	<b>511,879</b>	<b>635,698</b>	<b>701,011</b>
Scooters	4,500,920	5,031,678	5,604,673	6,719,909	6,701,469
Motorcycles	10,726,013	10,700,406	11,094,547	12,620,690	13,599,678
Mopeds	748,628	723,767	890,518	859,518	880,243
<b>Total Two Wheelers</b>	<b>15,975,561</b>	<b>16,455,851</b>	<b>17,589,738</b>	<b>20,200,117</b>	<b>21,181,390</b>
<b>Quadricycle</b>	-	-	-	-	627
<b>Grand Total</b>	<b>19,724,371</b>	<b>20,468,971</b>	<b>21,863,281</b>	<b>24,981,312</b>	<b>26,267,783</b>

Automobile Exports Trends					
Category	(Number of Vehicles)				
	2014-15	2015-16	2016-17	2017-18	2018-19
Passenger Cars	542,112	532,630	602,134	580,153	513,912
Utility Vehicles	77,025	118,741	154,257	166,317	158,252
Vans	2,204	1,682	2,336	1,896	4,029
<b>Total Passenger Vehicles</b>	<b>621,341</b>	<b>653,053</b>	<b>758,727</b>	<b>748,366</b>	<b>676,193</b>
M&HCVs	30,652	35,197	43,719	44,093	48,674
LCVs	56,287	67,927	64,552	52,772	51,257
<b>Total Commercial Vehicles</b>	<b>86,939</b>	<b>103,124</b>	<b>108,271</b>	<b>96,865</b>	<b>99,931</b>
<b>Three Wheelers</b>	<b>407,600</b>	<b>404,441</b>	<b>271,894</b>	<b>381,002</b>	<b>567,689</b>
Scooters	195,407	257,481	292,828	314,284	398,316
Motorcycles	2,252,066	2,210,615	2,027,297	2,483,307	2,865,851
Mopeds	9,993	14,780	20,152	17,412	16,674
<b>Total Two Wheelers</b>	<b>2,457,466</b>	<b>2,482,876</b>	<b>2,340,277</b>	<b>2,815,003</b>	<b>3,280,841</b>
<b>Quadricycle</b>	-	334	1,556	1,605	4,400
<b>Grand Total</b>	<b>3,573,346</b>	<b>3,643,828</b>	<b>3,480,725</b>	<b>4,042,841</b>	<b>4,629,054</b>

\*Only Oct-March 2016 data is available for 2015-16



# Global Auto Industry performance in 2018

The last 12 months has been a trial by fire for the industry, with a combination of factors leading to global vehicle sales falling by a full 1 million units from 96.7 in 2017 to 95.7 million in 2018, excluding two-wheeler and three-wheeler sales. The market shrank by 1.1%.

The largest declines were in Asia and Europe, by 1.8% and 1.4% respectively. China, Germany, Iran, Canada and UK led the market down while Russia, India, Thailand, Portugal, Romania, Indonesia and Brazil cushioned the fall.

Apart from the specific countries that saw growth, Africa and South America looked promising. Boosted by Morocco, Egypt and South Africa, Africa grew by 12%, while South America grew by 4% led by Brazil.

Did any clear patterns emerge in terms of consumer behaviour and sentiments through the year? A few clear ones did apart from the US-China economic stand-off and the sanctions against Iran. Electric mobility has surely had a bigger impact on ICE vehicle sales in 2018 than any previous year. We shall spend some time on it in a moment. The young generation in Europe is possibly getting 'disillusioned' with personal mobility. New regulations on fuel efficiency [like WLTP in EU] and de-congestion have also held back potential buyers from taking the final step.

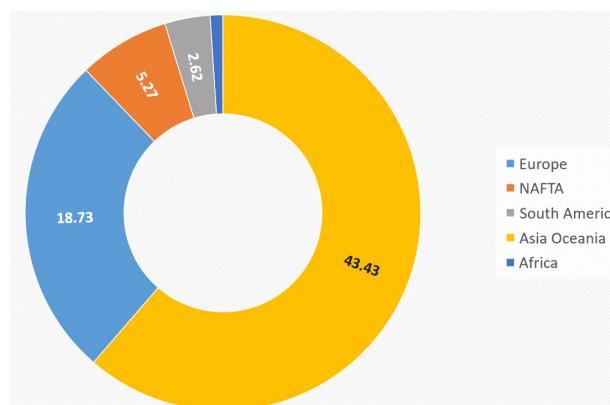
Now, about electric vehicles in 2018...well they had a terrific year, growing by 64% over 2017 to 2.1 million units [3 million were added from 2011 to 2017.] BEVs were 69% while PHEVs were 31%, accounting for 2.2% of total global vehicle sales, finishing the year on a high at 3.8% in December! China accounted for 1.2 million, a full 500,000 units higher than in 2017, contributing to 56% of sales and 63% of growth. US, Norway, Germany, UK, Japan and France followed but considerable distance.

If we hypothecate 0 EV sales and add the de-growth of 1.1 million units in 2018, it basically wipes out the

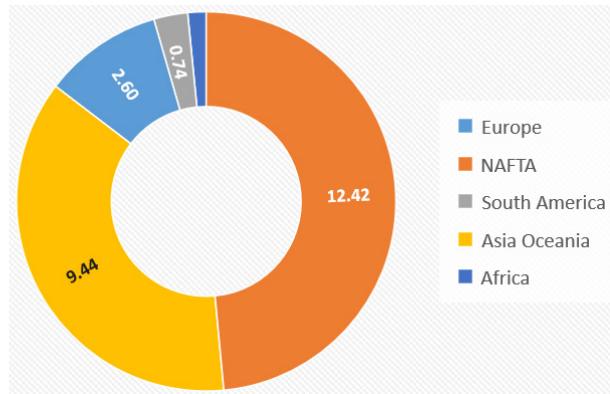
entire South American market. Such was the impact of a generally depressed scenario, with many economists predicting the world moving into a hard and protracted depression!

Passenger Vehicles sales have led the downward move dropping by 3.2% over 2017; by a full 2.3 million units to stand at 70.56 million. China leads the fall with close to 1.3 million units. Followed by Iran, South Korea and Taiwan. The rest of Asia Oceania countered China's 5.1% drop by growth in India, Indonesia, Malaysia and Thailand. However, India's modest growth by 2.6% and Japan remaining flat did not really help matters. Europe has de-grown by 1.8% led by Germany, UK and Italy. East Europe led by Russia continues to grow handsomely as a region in spite of a little dip in Poland.

## 70.79 million PVs sold in 2018



## 25.61 million CVs [including light trucks] sold in 2018



NAFTA fell by 11% with US, Canada and Mexico showing a dip in sales that we have been reading about month-on-month. South America continued on their second straight year of growth at 5% over 2017. Africa turned around and showed promising growth on the shoulders of Morocco.

Commercial Vehicles sales saw good growth by 4% to 25.61 million units over 2017.

Heavy vehicles grew by 3.5% led by strong sales in NAFTA and South America. The US, Canada, Mexico and Brazil contributed to this growth. Asia Oceania was flat with China's dip being countered by a 43% rise in India. Indonesia also saw good growth while Japan was flat. The African market grew by 50% led by Egypt. The

positive numbers were let down by a de-growth of 4.3% In Europe, including a significant drop in Russia.

Light commercial vehicles, almost 75% of the total CV market, grew by 4.3% led by NAFTA making up close to 55% of sales. Asia Oceania also saw significant growth by 3.7% led by stupendous increases in China [by 12.6%], India [31.5%], Indonesia [14%] and Thailand [10%] more than cushioning Iran's big drop.

Bus sales continues to be an area of concern for the second straight year, dropping by 7.1% over 2017. Asia Oceania saw the biggest drop of close to 13%. The much needed focus and adoption of public transport, both intra and inter countries, remains.

The Big 7 of PVs (As per Production in Mn Units)	
China	23.52
Japan	8.35
Germany	5.12
<b>India</b>	<b>4.06</b>
South Korea	3.66
USA	2.79
Brazil	2.38

The Big 7 of CVs (As per Production in Mn Units)	
USA	8.51
China	4.27
Mexico	2.52
Japan	1.35
Canada	1.34
Thailand	1.29
<b>India</b>	<b>1.06</b>

The Global Big 7 (As per Production in Mn Units)	
China	27.80
USA	11.31
Japan	9.72
<b>India</b>	<b>5.17</b>
Germany	5.12
Mexico	4.10
South Korea	4.02

All data OICA except for EV data which is from EV-volumes.com. Data does not include 2-wheeler and 3-wheeler sales. Classification of regions / zones by OICA for publishing of data has been modified w.e.f. 2018 over 2017. We request you not to compare annual data without taking into account the modifications.

## Building the Nation, Responsibly

The Indian automobile industry is central to our country's economy, in terms of growth, purchasing power, consumer confidence and our global stature.

The automobile industry is 7% of the country's GDP employing 8 million people directly and over 29 million people indirectly, through the backward and forward linkages.

We are the largest 2-wheeler maker, 2<sup>nd</sup> largest heavy bus maker, 3<sup>rd</sup> largest heavy truck maker, 4<sup>th</sup> largest car maker and 7<sup>th</sup> largest commercial vehicle maker in the world.

By 2026, the industry aims to be one of the 3<sup>rd</sup> largest in the world, contributing to 12% of India's GDP and employing an additional 65 million people, directly and indirectly.

The numbers above are the end and not the means.

The means are the initiatives that the industry has undertaken over the years, especially the last 15 years in:

- democratising mobility through public and private transport
- ensuring energy security
- cohabiting with other industries
- adopting global standards in emissions, safety and manufacturing
- building sustainable communities
- continuous skill upgradation
- increasing consumer consciousness
- social green and safety initiatives

### The industry is...

Not just about numbers. But empathy.

Not just about diversity. But inclusiveness.

Not just about exports. But national pride.

Not just about vehicles. But mobility.

Not just economic contribution. But nation building.

Not just building the nation. But building it responsibly!

# SIAM Annual Activities

## July 2018

- 5<sup>th</sup> Electric Mobility Group Meeting
- First Meeting of CII Task Force on Bioenergy
- Task force meeting under NITI Aayog for Engine Conversion
- Workshop on Road Safety for Traffic Officials in Delhi
- Monthly Data Release
- Launch of 1 Crore Steps
- 28<sup>th</sup> International Harmonization Group Meeting
- 1<sup>st</sup> Connected Vehicles Group Meeting
- Clean Fuel Technology Group Meeting
- Two-days Workshop on Industrial Relations (IR) in Pune
- Taxation Group Offsite Meeting
- Logistics Conclave
- Meeting on Commercial Vehicle Technical Issues
- 4<sup>th</sup> MoPNG Steering Committee on Light & Medium Duty FE Regulations
- Two Wheeler Group Meeting
- SIAM-JAMA Two Wheeler Group Meeting, New Delhi
- Meeting with Principal Secretary & Transport Commissioner, West Bengal
- CRRI Conference on Impact of Road Surface on FE
- Taxation Group Offsite Meeting, Shimla
- Exports Group Meeting
- Increase in Axle Weight for heavy vehicles

## August 2018

- School Bus Safety Conclave
- National & International Regulations Council Meeting
- Aftermarket Parts Group Meeting
- Taxation Group Meeting
- Monthly Data Release
- Meeting with Petroleum Industry with DG BIS
- SIAM JAMA Exhaust Emission Group Meeting, Pune
- Emissions and Conservation Group Meeting
- MoRTH meeting on Tightening of FE Norms and 2W FE Norms
- Meeting with Transport Minister, Government of West Bengal
- Meeting with Secretary, MoPNG for Switchover from BS IV to BS VI
- Meeting with Amitabh Kant, CEO, NITI Aayog - Switchover from BS IV to BS VI
- Taxation Group Meeting, New Delhi
- **Sukh Da Sah Project - Anti Stubble Burning**

## September 2018

- National Biogas Day Workshop on Roadmap for Compressed Biogas (CBG)
- Launch of Road Safety Mega School Campaign
- GST Workshop
- 6<sup>th</sup> WVSCOP Workshop
- Monthly Data Release
- SIAM CSR Group Meeting
- Meeting with Mr PK Mohanty, Consultant & Co-Convenor, Law Committee on GST
- Meeting with Mr Yogender Garg, Principal Commissioner, GST Policy
- Meeting with Mr SK Rahman, ADG, DG-GST
- SIAM VDA Meeting on RDE
- GST Workshop
- IAA-CV, Hannover
- Exports Group Meeting with Mr B S Bhalla
- **Sukh Da Sah Project - Anti Stubble Burning**

## October 2018

- 7<sup>th</sup> Electric Mobility Group Meeting
- Signing of Memorandum of Understanding for Fuel Quality Survey Project
- Seminar on Safety & Technology
- CMVR & Safety Group Meeting

- Press Conference
- SIAM JAMA Meetings
- Two-days Workshop on Industrial Relations (IR) in Chennai
- Meeting with Chief Secretary, Government of Delhi
- Meeting with IRDAI, Hyderabad
- Meeting with Principal Secretary & Transport Minister, Government of West Bengal
- Exports Group Delegation visit to Sri Lanka
- 29<sup>th</sup> APEC AD, Thailand
- Visit to China International Auto Products Expo
- Sukh Da Sah Project - Anti Stubble Burning
- Commencement of registration of two wheelers in West Bengal
- Reduction in insurance premium of two wheelers
- Implementation of all crash regulations for new models
- Permit exemption for battery operated vehicles, ethanol and methanol fuelled vehicles.
- Delicensing of radio frequencies for automotive use.

## November 2018

- Indo-German project-oriented workshop, Amity University
- Road Safety Competitions at Schools
- Aftermarket Parts Group Meeting
- Meeting with Mr PK Mohanty, Consultant & Co-Convenor, Law Committee on GST
- Monthly Data Release
- 2<sup>nd</sup> Connected Vehicles Group Meeting
- 11<sup>th</sup> AAEF Conference with JARA
- Meeting with Mr GD Lohani, JS, CBIC
- Meeting with Dr John Joseph, Member (Tax Policy), CBIC
- Three Wheeler Group Meeting
- Meeting with Joint Secretary, MoRTH
- Meeting with PNGRB on CNG Vehicles
- PCRA meeting on FE Regulations for CNG Vehicles
- Launch of ICAT IRDE Report
- Meeting with PNGRB on CNG Vehicles
- PCRA meeting on FE Regulations for CNG Vehicles
- Launch of ICAT IRDE Report
- **Sukh Da Sah Project - Anti Stubble Burning**

## December 2018

- Finance, Leasing Insurance Group Meeting
- Styling & Design Group Meeting
- Sourcing Group Meeting
- Logistics Group Meeting
- Monthly Data Release
- Stakeholder Consultation on Draft Delhi Electric Vehicle Policy 2018
- Winter Cycle of SIAM Fuel Quality Survey
- Safe Mobility Program at Jammu
- 3<sup>rd</sup> Connected Vehicles Group Meeting
- 42<sup>nd</sup> CMVR & Safety Group Meeting
- 29<sup>th</sup> International Harmonisation Group Meeting
- National & International Regulations Council Meeting
- CSR Conclave & Awards
- Taxation Group Meeting
- IMMA Road Safety Working Group, New Delhi
- IMMA 2<sup>nd</sup> Global Policy Workshop, New Delhi
- ICAT Seminar on Passive Safety
- UP Road Safety Workshop, Lucknow
- Congestion Workshop at IIC, New Delhi
- Meeting with MoRTH on Insurance
- Meeting with Delhi Government on Low Floor Buses
- Taxation Group Meeting
- **Commencement of Fuel Quality Survey by SIAM**

## January 2019

- Meeting with IRDAI
- Trade Fair Group Meeting
- 8<sup>th</sup> Electric Mobility Group Meeting

# Activities & Milestones

- Final Road Safety Competitions with Schools
- Press Conference
- CSR Group Meeting
- Winter Cycle of SIAM Fuel Quality Survey
- Meeting of CMVR Group & HSRP Association
- Recycling Group Meeting
- Technical Council Meeting
- Clean Fuel Technology Group Meeting
- Aftermarket Parts Group Meeting
- Meeting with Mr SK Rahman, ADG, DG-GST
- Meeting with Mr Yogender Garg, Principal Commissioner, GST Policy
- Emissions & Conservation Group Meeting
- ARAI SIAT 2019
- Meeting with TERI on Source Apportionment
- Meeting at NITI Aayog for 2-3W EVs
- Meeting on HSRP with Suppliers & FADA
- 13<sup>th</sup> Looking Ahead Conclave 2019

## February 2019

- Styling & Design Conclave and Automotive Design Challenge
- Vehicle Classification Group Meeting
- Indo-Bangla Automotive Show
- National Road Safety Week
- Monthly Data Release
- Seminar on Emerging Trends in Safety on Rads
- Road Safty Rolling Trophy to the best school
- 43<sup>rd</sup> CMVR & Safety Group Meeting
- Launch of the SIAM-ACMA-ATKearney Report on Digital Transformation Roadmap
- JASIC INDIA FORUM Meeting
- National Road Safety Brochure Launch
- CSR Group Meeting
- Meeting with Mr Neeraj Prasad, Commissioner (GST-Investigation)
- Meeting with Transport & Industry Ministry, Government of Bangladesh
- OICA General Assembly, Paris
- [Launch of the SIAM-ACMA Digital Transformation Roadmap](#)

## March 2019

- Workshop on the Competition Law
- Automotive Design Workshop
- Trade Fair Group Meeting
- Indo-Bangla Automotive Show
- Monthly Data Release
- 9<sup>th</sup> Electric Mobility Group Meeting
- International Conference on International Material Data System (IMDS) and End-of-Life-Vehicle (ELV) Regulations
- Stubble Burning Project
- 4<sup>th</sup> Connected Vehicles Group Meeting
- SIAM Workshop - Emergence of the ADAS & Connected Vehicles Landscape in India
- Service Group Meeting
- 30<sup>th</sup> International Harmonisation Group Meeting
- Indo-German Working Group Meeting, Berlin
- SIAM-ACMA-VDA Meeting, Berlin
- VDA Technical Congress, Berlin
- SIAM Emissions & Conservation Group Meeting, Hyderabad
- SIAM & FADA Two Wheeler Meeting, Kolkata
- Economic Research Group Meeting
- Seoul Motor Show 2019, Korea
- [Release of Phase-II of FAME India Scheme](#)
- [Launch of SIAM White Paper on Electric Vehicles](#)

## April 2019

- Road Safety Interaction Program with School
- CMVR & Safety Group Meeting
- Recycling Group visit to GARC, Chennai
- Press Conference
- CSE Round Table on BS 6 Emission Norms
- Meeting with MoH on Electric Two Wheelers
- Meeting with MoH on BS 6
- Meeting with IIP, Dehradun on CNG Emissions
- China Auto Forum, Shanghai
- Visit to Taiwan Auto Components Show
- [Implementation for ABS for two wheelers and M1 category vehicles](#)
- HSRP and Coloured Stickers implementation by vehicle manufacturers
- Enhanced requirement for safety of buses
- Compliance by all M1 manufactures with FE Regulations
- [Fire detection and alarm system \(FDAS\) for all buses](#)

## May 2019

- Finance, Leasing and Insurance Group Meeting
- xEV Localization – Conference and Exhibition
- Trade Fair Group Meeting
- Summer Cycle of SIAM Fuel Quality Survey
- Monthly Data Release
- UN Global Road Safety Week
- 5<sup>th</sup> Connected Vehicles Group Meeting
- Auto DX Governing Council Meeting
- 30<sup>th</sup> International Harmonisation Group Meeting
- Service Group Meeting
- National & International Regulations Council Meeting
- Clean Fuel Technology Group Meeting
- 4<sup>th</sup> Automotive HR Conclave in Chennai
- Meeting with Revenue Secretary-Pre Budget Meeting for Union Budget 2019-20
- SIAM JAMA Two Wheeler Meeting
- FE Tightening Meeting at BEE
- IMMA Technical Committee & General Assembly
- SIAM-ACMA-VDA Review Workshop
- FOURIN - Automotive Industry Forum, Nagoya , Japan
- Exports Group Meeting
- ERG Core Group Meeting

## June 2019

- Meeting with IRDAI
- SAFE Annual Convention 2019
- IT Group Meeting
- Summer Cycle of SIAM Fuel Quality Survey
- Monthly Data Release
- CMVR & Safety Group Meeting
- 31<sup>st</sup> International Harmonisation Group Meeting
- Aftermarket Parts Group Meeting
- Roundtable Workshop on Vehicular Technologies
- Meeting with BEE on Tightening of FE Norms
- HDFE Meeting
- CNG Leakage Test Meeting
- Transport Energy Sector Data
- 30<sup>th</sup> APEC AD, Bali

- Activity • Milestone

# SIAM 58<sup>th</sup> ANNUAL CONVENTION 2018



(L-R): Mr Ram Venkataramani, President, ACMA & Executive Director, IP Rings; Mr Rakesh Bharti Mittal, President, CII & Vice Chairman, Bharti Enterprises; Dr Abhay Firodia, President, SIAM & Chairman, Force Motors; Mr Anant G Geete, Hon'ble Minister, Ministry of Heavy Industries & Public Enterprises, Government of India; Mr Rajan Wadhera, Vice President, SIAM & President – Automotive Sector, Mahindra & Mahindra; and Mr Vishnu Mathur, Director General, SIAM at the Inaugural Session of 58<sup>th</sup> SIAM Annual Convention

Society of Indian Automobile Manufacturers (SIAM) organized its 58<sup>th</sup> Annual Convention on 6<sup>th</sup> September 2018 in New Delhi titled “Building the Nation, Responsibly, Future of Mobility in India”.

The Convention was attended by several Cabinet and State Ministers, Industry Leaders, Senior Bureaucrats from the Government and industry professionals.

At the inaugural session of the SIAM convention, the speakers highlighted the need for a long- term regulatory and policy roadmap for India's Auto sector and moderating GST taxation, as it heads towards global transition to electric vehicle and future mobility.

Dr Abhay Firodia, President, SIAM & Chairman, Force Motors urged the Government to address the need for a long-term regulatory policy roadmap for India's Auto sector. Union Minister of Heavy Industries and Public Enterprises, Mr Anant G Geete assured that the Government would soon come out with the new Auto policy and assured all aspects of the industry would be discussed with the industry and considered before finalizing the new auto policy.

Mr Nitin Gadkari, Minister of Road Transport, Highways announced exemption of commercial vehicles, buses, taxis and all vehicles running on alternative fuel from the permit requirements. As long-term focus areas for the Government, he listed three areas (i) reduce imports (ii) increase exports and (iii) reduce pollution.

Speaking at the Convention, Mr Babul Supriyo, Union Minister of State, Ministry of Heavy Industries & Public Enterprises said the Government has provided incentives for electric mobility and policies would support electrical vehicles. He further added that “the increased focus on safety, is impacting the technological development in the auto industry,”

Mr John Simlett, Global Leader Future of Mobility, E&Y said, 78 per cent of investors feel that disruptions readiness will become decision-making factor for investments over the next five years. “The future will be less about the advance technology and more about new ways of applying it.”

Mr Guenter Butschek, CEO & Managing Director, Tata Motors said “There must be diffusion across industries,



a connected vehicle platform, and inclusivity in order to revolutionize mobility. We envision E-mobility as the future with better support through incentivisation,”

Mr Peyman Kargar, Chairman, Nissan Africa, Middle East and India Region was of the view that a car should be the third place where a customer feels good between home and workplace. India, he said is soon going to become the 3<sup>rd</sup> largest in car sales by 2022. In regards to ‘Mobility Revolution’, there are two big challenges at hand, in the form of global warming and congestion, he explained.

Mr Swatantra Dev Singh, Transport Minister, Uttar Pradesh government said his state is an important market for the auto industry as it is changing considerably. “Road safety has been a key concern for us. We have established driver training schools across the state with prime focus in rural areas. We have also started the online tax payment services and perhaps are the first ones to do so”, Mr Singh informed.

Mr Kailash Gahlot, Transport Minister, Delhi Government said Delhi has one of the most progressive road safety policy and his government has an ambitious target to bring down the accident rate by 80 per cent. “There is a need for constructive collaboration between the state government and auto industry to tackle challenges like charging infrastructure and using the bus depot spaces for electrification of public transport.

Dr Dirk Wisselmann, Senior Advisor, Automated Driving, BMW Group said: “There are great opportunities for the players when it comes to autonomous and connected

cars. There are various tasks, which can be delegated to an automated cars, such as steering and lane monitoring. Higher automation levels require more complex models uses of cars which require additional technologies and additional sensors. At BMW, safety is our first priority, we have studied the current safety situation and investigated cases of accidents to understand how such situations can be avoided,” said Dr Wisselmann.

At the panel discussion on Readiness for Automotive Mission Plan 2016-26 Mr Amitabh Kant, CEO, NITI Aayog said: “we are in the age of disruption whether we like it or not. In the latest Morgan Stanley Report, India will be the No. 1 market for Auto and manufacturing of Auto equipment. There are challenges of charging and standards. This can only be ensured by the State Governments and that we need to deal with. How fast we can accelerate, involve subsidies. If we can ride this wave of disruption, we can generate a lot more jobs and growth,” he pointed out.

Dr Pawan Goenka, Past President, SIAM and Managing Director, Mahindra & Mahindra, emphasised on the need for localising advanced technologies as this will help grow the industry and also create new employment opportunities. The auto industry needs to stay focused on increasing its share of GDP from current 7.1% to 12% by 2026”.

The series of sessions were titled “Transformations Vs Disruptions – The Enablers” followed by a special session titled “Focus on Future Technologies and “Readiness for Automotive Mission Plan 2016-26.



# ECONOMIC & COMMERCIAL AFFAIRS



APEC Automotive Dialogue, Bali, Indonesia

## International Relations Building

Being a leading automobile industry of the world, SIAM is an active part of the global automobile fraternity. The society works closely with the global automotive fraternity to understand developments happening in the automobility space.

The engagement with global automotive associations and regulatory bodies, such as OICA, IMMA, APEC Automotive Dialogue, and UNECE Transport Division, has deepened in the recent past and regular bilateral dialogues happen with counterpart associations such as Japan Automobile Manufacturers' Association (JAMA), Korea Automobile Manufacturers' Association (KAMA), China Association of Automobile Manufacturers (CAAM), Federation of Automotive Industries of the Philippines (PAFI), Association

of Indonesian Automotive Industries (GAIKINDO), American Automotive Policy Council (AAPC), Vietnam Automobile Manufacturers' Association (VAMA) and Malaysian Automotive Association (MAA), VDA (German Association of the Automotive Industry) among others.

Participation in the meetings of UNECE Transport Division, OICA and IMMA provides SIAM an opportunity to participate in the global technical regulation formation, exchange of information, understand global trade flows and development in automotive policies, and understand development of automotive technologies and standards worldwide. It has also helped attracting investment and in connecting SIAM members with global auto players for strategic tie-ups for technology and market access.

SIAM as a guest member continues to be actively engaged in Asia Pacific Economic Cooperation Automotive Dialogue (APEC AD). Bilateral meeting with JAMA has been taking place on the sidelines of APEC AD.

As it has in the past, SIAM continued its engagement with many of these bodies in 2018-19, and participated in the OICA General Assembly in February 2019 and the APEC Automotive Dialogue, etc. SIAM also participated at China Auto Forum and FOURIN's India Automotive Industry Forum.



Participation in Seoul Motor Show





Meeting on VDA India Outlook on 2019, Berlin, Germany

### ACMA, SIAM and VDA Association Partnership Programme

A partnership project between ACMA, SIAM and VDA was initiated in the year 2017. The objective of the project is to build closer relationship between Indian Automotive Industry with German Auto Industry and work on issues of common interest. The project is supported by the German Government. Under the aegis of the three-year ACMA, SIAM and VDA association partnership programme, a workshop on RDE and a conference on Safer & Sustainable Road Transportation with German experts was organized in India. For capacity building, three secretariat employees were invited to participate in the VDA Technical Congress 2019 under the ambit of the project. As a part of the project, capacity building of SIAM and ACMA secretariat will also be undertaken. Work was also initiated on the “Future of Mobility in India” study, with SIAM Economic Research Group spearheading the endeavor.

Looking at the benefits accruing to industry through the partnership programme, a further prolonging of the partnership for a three-year period was proposed by VDA to the German Ministry for Economic Cooperation and Development (BMZ). A review workshop of stakeholders was organised by Sequa, the Project Manager, in cooperation with BMZ to evaluate the extension. Based on the results of the first phase, the project is likely to be extended for the 2<sup>nd</sup> Phase till 2022



Review Workshop of the SIAM-ACMA-VDA Partnership Programme, New Delhi

### Indo-German Joint Working Group on Automotive Sector

The Indo-German Working Group on Automobiles was hosted by Federal Ministry for Transport and Digital Infrastructure at Berlin with participation from SIAM,



Indo-German Joint Working Group Meeting, Berlin, Germany



ACMA, MoH&PE, VDA and German Government. Mr Bernhard Mattes, President, VDA, also joined the discussions and issues related to policies on BS VI Emission norms in India, CO2 regulations in Germany and India, Tighter Evaporative Emission control and FTA were discussed. Detail discussions were also held on Electric Mobility wherein Mr Pravin Agrawal, Joint Secretary, MoH&PE gave an overview of FAME II and German representatives shared their plans for augmenting EVs in the vehicle fleet. It was noted that major car companies of Europe have come together for a high-power charging network across Europe known as 'Ionity'. Ionity will build a European High-Power Charging Network every 120 km and install 400 Charging stations by 2020 with up to 2,400 chargers. The High-Power Charging will have up to 350 kW (CCS Standard) which is seven times faster than the charging infrastructure that is presently available.

#### **Working Relation with Ceylon Motor Traders Association (CMTA)**

SIAM had signed a Memorandum of Association with CMTA to formalize working partner relationship long back. However, formal interactions were not taking place regularly. Hence both associations decided the following:

- A visit of CMTA delegation, including Sri Lankan Government officials, to India for technical meeting with SIAM members every alternate year, which could include a visit to India's testing centers.

- A visit of SIAM delegation Sri Lanka every alternate year to discuss trade and other issues with the Government and Industry. During the same visit, a half-day session to discuss the developments in both the automobile industries can take place, with regards to trade, taxation, regulations, etc.

Going forward, SIAM will continue to engage with global automotive associations and counterpart associations to understand developments happening in the global automotive arena. SIAM shall also plan Auto Trade Dialogue, alongside Auto Expo – The Motor Show 2020, in February 2020.

#### **Trade Policy**

India started liberalization from 1985, which gained momentum after 1991. Import quotas, high tariffs and production quotas were removed and restriction on foreign investment was curtailed. After becoming a member of WTO, Government of India started engaging in negotiations of preferential/free trade agreements. India currently has trade agreements with Japan, Korea, ASEAN, Chile, Thailand, Malaysia, SAFTA, Sri Lanka, Singapore, etc.

Most of these countries are manufacturing hubs of the world and hence India has a large trade deficit with these nations.

The below table gives a depiction of the trade deficit India has with its partners, clearly showcasing a large trade deficit, which has increased over the years.

Category	Total Trade (in INR crores)	2017-18	Trade Balance (in INR crores)			
			2017-18	2013-14	2007-08	2002-03
INDONESIA	1,31,522.87	3%	-80,399.36	-59,695.55	-10,727.75	-2,685.02
JAPAN	1,01,251.24	2%	-40,239.25	-15,958.24	-9,942.21	134.04
KOREA RP	1,34,174.28	3%	-76,671.40	-49,811.66	-12,826.37	-4,245.05
MALAYSIA	94,819.49	2%	-21,343.08	-30,488.51	-13,838.85	-3,465.31
THAILAND	69,539.29	1%	-22,436.69	-9,948.93	-1,985.23	1,607.67
Total	5,31,307.17	11%	-2,41,089.78	-1,65,902.88	-49,320.41	-8,653.67
India's Total	49,57,229.16	100%	-10,44,514.20	-8,10,422.82	-3,56,448.18	-42,068.60





Hon'ble Minister for Commerce & Industry Shri Piyush Goyal during RCEP related industry consultation, New Delhi

SIAM has always held the view that India should avoid FTAs with competing countries so that domestic production and employment are not adversely impacted.

SIAM also identified a list of countries in which enhanced market access would be beneficial for automobile exports, which includes neighboring markets, markets in Africa, Latin America and ASEAN. Request has been made to Government of India for engaging in trade agreements with these markets, and for negotiating lower tariff rates and removal of non-tariff barriers in the automotive segment to enhance exports from India.

Currently, the Government of India is negotiating an agreement with the European Union (EU) and the Regional Comprehensive Economic Partnership (RCEP). SIAM actively participated in the discussions with Ministry of Commerce to communicate its views on these negotiations. A paper on “Trade Agreements that may Jeopardize the Make in India Programme” was also submitted to the Government by SIAM.

SIAM will continue to engage with Government of India to ensure that the Trade Policy remains conducive to the sustained growth and development of the auto industry and to achieve better access to key automobile markets for enhancing exports.

## Exports

With a remarkable growth of 20.2% from 2000-01 to 2018-19, vehicle and vehicular engine exports in 2018-19 stood at USD 84,000 crores, amounting to nearly



Members at Exports Group Meeting, New Delhi

4% of total merchandise exports from India. Vehicles & components together are about 8% of merchandise exports from India. A share of the components being exported are CKD kits by vehicle manufacturers, which are assembled by subsidiary or distribution partners of member companies in the exports market.

Between 2014-15 and 2018-19, India's merchandise exports has witnessed flat growth at CAGR of 1.6%, imports have grown by CAGR of 3.5%, total trade by CAGR of 2.7% and the trade balance has deteriorated by CAGR of 7.5%. Against this backdrop, the automobile industry has been one industry that has positively affected India's Balance of Trade. The Indian automobile industry has been exporting vehicles to over 150 nations. Almost 17% of passenger vehicles, 9% of commercial vehicles, 13% of two-wheelers and 45% of three-wheelers manufactured in India are exported.

The growth in exports can be seen from the figures provided below:

Category	2000-01	2017-18	CAGR
Passenger Vehicles	27,112	6,76,193	19.6%
Commercial Vehicles	13,770	99,931	11.6%
Two Wheelers	111,138	32,80,841	20.7%
Three Wheelers	16,263	5,67,689	21.8%
<b>Grand Total</b>	<b>168,283</b>	<b>4,624,654</b>	<b>20.2%</b>



India specific models are generally low-priced and hence have found strong acceptance in emerging markets. Hence, it is also seen that the share of exports to Latin America and Africa have increased, while to Europe it has declined.

As per the Automotive Mission Plan 2016-26, vehicle exports have the potential to reach INR 2,23,300 crore (USD 33.3 billion) by 2026 on the conservative side, and INR 2,95,000 crore (USD 44 billion) on the optimistic side if easier access to the exports markets is made available.

SIAM is working towards getting exports issues resolved so that exports of vehicles from the country could increase.

Some of the concerns that we are working on at present include the following:

- New export scheme to compensate for embedded taxes and internal inefficiencies.
- No benefit for exports to neighbouring markets such as Nepal & Bhutan.
- Frequent change in technical regulations or quotas being imposed in exports markets
- Tariff disadvantage in exports markets

SIAM is looking closely at 24 markets to develop regulations and testing facilities to enhance exports. It is also working with Government to reduce barriers to increase exports share in key export markets, including Algeria, Egypt, Nigeria, South Africa, Peru, Colombia, Philippines, Myanmar and Vietnam, due to tariff disadvantage.

The negotiations for a trade agreement with Peru is ongoing, and talks have also started with Colombia. SIAM continues to engage with Government to provide suggestions on improving exports of vehicles from India. SIAM is planning to organize a meeting of automobile associations in SAARC countries to increase foothold in this area.

SIAM has also proposed a Mutual Recognition Agreement (MRA) for technical regulations alignment in exports markets, which Government of India has already started pursuing with Sri Lanka, Chile and

Peru. Going forward, it will be proposed in other exports markets as well.

Quota restriction imposed by Indonesia on vehicle imports were raised with Ministry of Commerce & Industry for closure.

### International Delegations

SIAM took a delegation of SIAM members to Sri Lanka for bilateral meetings with the association and Ministers and bureaucrats to solve the concerns of Indian companies in the Sri Lankan market.



Meeting with the then Minister of State for Finance, Sri Lanka



Meeting with the then Minister of State for Road Transport, Sri Lanka

Subsequently, a document with policy recommendations for the auto policy was submitted to Government of Sri Lanka.

SIAM took a delegation of SIAM members to Bangladesh for bilateral meetings with the Government of Bangladesh during the Indo-Bangla Automotive Show and had some very fruitful meetings.





Meeting with the Tariff Commission, Bangladesh



Meeting with the Tariff Commission, Bangladesh

## Economic Research

With the mobility space witnessing a sea of changes in all aspects of business, SIAM Economic Research Group decided to decipher the future by engaging in a study that focuses on "Future of Mobility in India". This is a joint initiative of SIAM, ACMA and supported by VDA.

The aim of the study "Future of Mobility in India" is to examine how developments in technology, infrastructure, public transportation, policy, and consumer preference in India will drive changes in mobility in India. Mobility encompasses movement of people as well as goods.

Some of the major scopes to be covered under the study would be to make fair projections of vehicles volumes in the coming years, to explore the effect of government regulations on adoption of alternative modes of transportation, smart cities, etc. on vehicle demand along with incorporating the percentage share

of Mobility across mass transportation like Metro Rail, Mono Rail, Government/private bus transportations and specifically vehicular mobility that will be addressed by Auto Industry.

The group was also active in publishing the Economy Monitor that provides information on the key economic parameters that are important for the industry.

## 13<sup>th</sup> SIAM Looking Ahead Conclave – Recalibrate to Sustain in Changing Times

SIAM organized the 13<sup>th</sup> Looking Ahead Conclave - Recalibrate to Sustain in Changing Times on January 10, 2019 at New Delhi.

Mr N Raja, Chairman, SIAM Economic Research Group (ERG) & Deputy Managing Director, Toyota Kirloskar Motor and Mr B Srinivas, Co-Chairman of ERG and Senior Vice-President-Strategy and Product Planning, VECV, led the discussions.



Inaugural Session of the 13<sup>th</sup> SIAM Looking Ahead Conclave, New Delhi



Discussions during 13<sup>th</sup> SIAM Looking Ahead Conclave, New Delhi



The session on performance of Financial Sector was chaired by Mr B Srinivas, Senior Vice-President-Strategy and Product Planning, VE Commercial Vehicles. The other participants in the session included Mr Sameer Narang, Chief Economist, Bank of Baroda, Mr V Ravi, CFO, Mahindra Finance, and Ms Yuvika Oberoi, Senior Vice president, Yes Bank.

The panel discussion on Challenges for Auto Industry was moderated by Mr. Kumar Rakesh, Assistant Vice President, BNP Paribas, who also provided a brief presentation on the background on the session. The panelists included Mr C V Raman, Executive Director, Maruti Suzuki India; Mr N Raja, Chairman SIAM Economic Research Group & Deputy Managing Director, Toyota Kirloskar Motor and Mr A K Taneja, Managing Director & CEO, Shriram Pistons & Rings.

Projections on the demand for Indian Automobile Market was provided by Mr Prasad Koparkar, Senior Director, CRISIL Research and Mr Aswin Kumar, Program Manager, Mobility Practice, Frost & Sullivan.

SIAM Economic Research will continue to work on the following matters:

- Study on Future of Mobility in India
- Generate demand forecast for the industry

### Taxation Policy, Procedural & Direct Tax

The SIAM Taxation Policy, Procedural and Direct tax group has remained actively engaged over the last one year to discuss the challenges faced by the industry and has held several deliberations with Government and other stakeholders to resolve these challenges.



Members during Taxation Group Meeting, New Delhi



SIAM GST Workshop, New Delhi

Various suggestions of the industry were put forth to the Government to seek support and clarifications over the industry's challenges.

While the automobile industry became accustomed within a year of GST implementation, there were still certain issues that required immediate resolutions. One such challenge was being faced by the Commercial Vehicle OEMs with regards to classification of body building activity as goods or services under GST where the OEMs faced difficulties due to differential duty on Commercial vehicles body building. Suitable submissions were made to various government officials to seek a clarification on this issue.

With GST implementation simplifying tax structure in the country, old taxes like NCCD, Automobile Cess, R&D Cess on Import of Technology and Infra Cess were repealed under GST. However, the automobile industry faced challenges when certain Government departments issued letters regarding payment of infrastructure cess and NCCD on the stock lying in the manufacturing units of the OEMs prior to GST implementation but have been cleared from the factory under the GST Regime. As these vehicles were supplied on or from 1<sup>st</sup> July 2017 onwards, they were subjected to GST regime under which taxes such as infra cess and NCCD were subsumed. A specific request in this regard was conveyed to Ministry of Finance (MOF) to issue suitable instructions to avoid any unwanted litigation on the same.

The industry's woes were further heightened when public notices were issued to advise automobile traders



to mandatorily declare the Unique Quantity Code (UQC) as per the Indian Customs Tariff, in addition to the commercial UQC currently being declared as per invoice of the supplier. Since attempts were made to comply with the requirement of the issued public notice while filing the bill of entry, the industry encountered various challenges to implement them. This led to unwarranted penalty & fine imposed on the importers as the bill of entry was getting stuck.

As the indirect taxation system in the country completed one year of successful GST implementation on 1<sup>st</sup> July 2018, it was essential for the automobile industry to review the changes under the new tax regime and plan a way forward. With an aim to discuss current developments and impending concerns under GST, a workshop was organised that saw participation from several SIAM member companies. Leading consultants and eminent industry members were invited to make presentations on topics, such as GST Laws & Rules, Impact of GST on Business & Exports, E-way Bill and Logistics and GST Returns. The workshop was attended by professionals from different spheres of automobile industry like Taxation, Logistics, Sourcing, Marketing, Planning, Exports, etc. and provided a forum to gain valuable insights and quality interactions.

### **Union Budget**

Similar to previous years, the SIAM Taxation Group remained actively engaged with Ministry of Finance, Department of Heavy Industry, Department for Promotion of Industry and Internal Trade and Department of Commerce for submitting representations ahead of the Union Budget and also to highlight some of the issues arising out of the budget. The group put forth suitable suggestions for the consideration of the Government with regards to reduction in GST rates for ICE based automobiles from 28% to 18%, for Electric Vehicles of all categories from 12% to 5%, reconsideration of Customs Duty on CKDs, CBUs & Components, applicability of NIL Customs duty on additional Electric Vehicle Components, etc.

SIAM Taxation Group continues to take-up the challenges listed below. These challenges also formed a part of our Post Union Budget 2018-19 suggestions:

- Reduction in GST rates for Automobiles across all categories of vehicles
- Reinstate Customs Duty rates in respect of automobile completely knocked down units (CKDs) and Components.
- Lower Corporate Tax Rate for all domestic companies
- Extension of weighted deduction benefits on Research and Development (R&D) expenditure
- Scheme for Fleet Modernisation to incentivise replacement of vehicles, which were registered before the year 2000 when the first emission norms were introduced.



Automobile Industry Meeting with the Hon'ble Finance Minister  
Smt. Nirmala Sitharaman



Automobile Industry Meeting with the Hon'ble Finance Minister  
Smt. Nirmala Sitharaman

### **Finance, Leasing & Insurance**

The SIAM Finance, Leasing and Insurance Group remained actively engaged during last year to take charge of the issues being faced on the Vehicle Finance, Leasing and Insurance fronts.





Meeting with IRDAI on Vehicle Insurance, Hyderabad

For the first time in September 2018, Long-Term Third-Party insurance cover was introduced after the Supreme Court mandated the three and five-year third-party liability cover for new Four-Wheelers and Two-Wheelers respectively at the time of purchase. Also, significant increase was made in Compulsory Personal Accident (CPA) Cover for Owner Driver from INR 1 lakh and INR 2 lakhs for Two Wheelers and Passenger Vehicles respectively, to INR 15 lakhs for all categories of vehicles. SIAM met Insurance Regulatory and Development Authority of India (IRDAI) on insurance matters several times during the year and got many issues clarified including Long-Term Third-Party insurance cover for Taxis.

SIAM and Finance Industry Development Council (FIDC) met several times during last year to discuss vehicle financing scenario in the country and made several submissions to the Ministry of Finance seeking the required support to promote liquidity in the system.

SIAM also initiated working on strengthening the vehicle leasing scenario in the country that is still at a very nascent stage in India.

The group also plans to focus on procedural issues related to vehicle loans, vehicle leasing for retail customers, insurance of Electric Vehicles, etc.

### Outbound Logistics

The SIAM Logistics group remained actively engaged with Railway Board throughout the year with the objective to promote Railways as an additional mode of vehicle transportation and to increase its modal share in finished vehicle transportation. Railway Board officials were forthcoming in understanding the issues of the Automobile industry and offered their support wherever possible.

Despite the automobile industry going through a slowdown phase, the modal share of Railways in Passenger Vehicles increased from 4% to 7% and this has a potential to increase further.

On SIAM recommendations the Railway Board has agreed to induct around 20 more NMG rakes in a timely manner to enhance the capacity. Currently, there are 25 NMG rakes and 19 BCACBM rakes being used in the system.

With an objective to expand the reach of Railways to remote locations of the country, Railway Board has opened a few terminals in North-East part of the country, such as Rangapani, Jirania and Baihata. Automobile Manufacturers have started evaluating the viability of



Members during Finance, Leasing & Insurance Group Meeting, New Delhi



Members during Logistics Group Meeting, New Delhi



using these locations. Along with this, Railway Board has also opened several ICDs and Container Terminals for loading / unloading of Automobiles in rakes. This will increase the number of terminals present in the country.

Several suggestions related to NMG wagon design were also made to the Railway Board. It was also informed to the Board that a few dedicated rakes to North-East may be considered for transportation of Two-Wheelers in double-deck formats.

Maintenance of Automobile Wagons was one of the biggest concerns of automobile manufacturers over the last one year. A few major issues are - requirement of lashing mechanism in wagons, timely maintenance of wagons, availability of wheels, etc.

Railways has erected Barriers, less than 4.75 mts in height, at several Level Crossings in the country. This has been done at almost all the locations where electrification has been done. As a result of this, inconvenience has been caused to Vehicle Carriers (Trucks/Trailers), having height of 4.75 mts, to cross the barriers, leading to loss of fuel, time and delays in delivery of vehicles at dealerships/exports. This problem is not only for domestic movement, but also for deliveries for exports. SIAM met several officials at the Department of Logistics and at Railway Board to discuss the possible solution for this issue and made numerous submissions. Railway Board has informed SIAM that they have a proposal to construct an Overbridge or an Underpass at all the Level Crossings on Electric Traction lines. They have requested SIAM to provide a list of critical locations where either an Overbridge or an Underpass may be constructed on priority to facilitate movement of vehicle carriers, which has already been provided.

Inland Waterways Authority of India (IWAI) has been working on developing several waterways in the country to promote transportation of Goods and Passengers in the country. One of the initiatives taken by IWAI is development of a Multi-Modal Terminal at Varanasi on NW-1 that connects Varanasi to Haldia in West Bengal. The Government organised several stakeholder interactions in the last one year to discuss possible solutions to revive Coastal Shipping in the country. SIAM participated in these interactions and gave its

inputs to make Coastal Shipping a feasible mode of transportation in the country.

The Department of Logistics, Ministry of Commerce, released a Draft Logistics Policy to enhance logistics efficiency in the country and recommended several new initiatives. SIAM also gave its inputs on the policy, along with action points, to promote finished vehicle transportation, through various modes of transportation, many of which are likely to be incorporated in the final action plan.

#### 5<sup>th</sup> SIAM Automotive Logistics Conclave

SIAM organised the 5<sup>th</sup> edition of Automotive Logistics Conclave on "Value Creation Through Operational Efficiency" on 26<sup>th</sup> & 27<sup>th</sup> July 2018 at Hotel Taj Mahal, New Delhi. The event was attended by Mr Anurag Mehrotra, Managing Director, Ford India, who urged the Government to create better Multi-Modal Infrastructure as logistics have a strategic role to play in India's economy and must make use of the latest technology and must be operationally fit. The conference was also attended by several eminent speakers from Road, Railways, Waterways, Consulting sectors, etc. The two-day conclave primarily focused on promoting Operational Efficiencies across all the modes of vehicle transportation.

The group will remain engaged with several Government departments to promote the usage of additional modes of transportation also with an intent to improve overall efficiencies in finished vehicle transportation.



Inaugural Session of 5<sup>th</sup> SIAM Automotive Logistics Conclave, New Delhi



## Strategic Sourcing

SIAM Sourcing Group looks after matters related to various inputs including raw material, components and consumables. The SIAM group worked on several issues related to procurement of raw material and components in the last one year.



Members during Sourcing Group Meeting, New Delhi

The SIAM group worked with the Ministry of Steel on the issue of Steel Quality Control Order, which is a Non-Tariff Barrier (NTB) imposed by the Government of India to curb imports of Steel in the country and to promote usage of Domestic Steel. Ministry of Steel released a Steel Quality Control Order on 13<sup>th</sup> August 2018.

As per the order, Steel Grades falling under the purview of the order need to have mandatory BIS marking and those which are not covered could be included in the exemption list.

At present, automobile manufacturers purchase around 90% of Steel from domestic sources and only high-grade special steel is being imported that are either not produced in the country or the quality produced is not as per the desired standard.

As per the direction of the Ministry, SIAM collected data of Steel Grades being imported by its member companies and submitted them to the Ministry, multiple times in various formats, for examination and also had several meetings with the senior officials regarding exempting the Grades, having very low import volume.

Steel Ministry had formed a Technical Committee to examine Steel Grades to be considered for inclusion in

the exemption list. The committee met several times in the last one year to discuss the requests received from consumer industries.

Apart from this, SIAM also requested the Ministry to defer the date of implementation of the Quality Control Order by atleast a year to enable foreign steel mills to procure the required BIS marking, since it is a highly time-consuming exercise. The order was supposed to come in force from 18<sup>th</sup> December 2018 onwards. Since December 2018, the Quality Control Order has been extended, for a select few Standards, thrice upto August 2019.

SIAM is a member of the Inter-Ministerial Committee (IMC) of the Government on mandatory BIS marking of Automotive Pneumatic Tyres and Tubes chaired by the Additional Director General of Foreign Trade (DGFT). IMC reviews the list of tyres not produced domestically that are notified for import for aftersales service by OEMs and their authorised dealers, without BIS marking. This list of tyre sizes is, thereafter, notified by Department of Industrial Policy and Promotion (DIPP). The current list has 667 tyre sizes not manufactured domestically. The list has been reviewed to delete tyre sizes that are now being manufactured domestically.

SIAM publishes a monthly Commodity Price Monitor – a Compendium of open market prices of various Raw Material Commodity Prices published on monthly basis. SIAM Sourcing group reviews the list of commodities and their respective prices being published in the monitor from time to time. The publication is meant to reflect the price trends and is not meant for price negotiation.

SIAM arranged for Sourcing Group delegations to Chinese (CIAPE) and Taiwanese (TAMPA) Auto Component Shows last year. Several senior officials from Sourcing/Procurement departments of member companies participated in these shows. SIAM also arranged for one-on-one interactions between members and exhibitors there regarding new technologies and components.

## Vehicle Classification

SIAM Vehicle Classification, Sales Reporting and Analysis Group during a meeting reviewed the entire





Members during Vehicle Classification, Sales Reporting & Analysis Group Meeting, New Delhi

classification followed by SIAM for preparing Statistical Reports. Based on the suggestions given by member companies, several changes have been proposed in the existing classification and new categories have also been added suitably.

It was decided that both existing and the new classification formats will be continued in parallel till the end of FY 2019-20. From 1<sup>st</sup> April 2020, members will share data based upon the new format and SIAM will prepare Statistical Reports based upon them.

#### Implementation of VAHAN 4.0 Portal

SIAM remained engaged with member companies and NIC towards the implementation of Vahan 4.0 portal across the country. In the last one year, Vahan 4.0 portal has been implemented in the entire country except in the states of Madhya Pradesh, Andhra Pradesh and Telangana where private softwares have been used for

Vahan 4.0 portal

vehicle registrations. Over the year, SIAM coordinated with member companies in solving their problems in accessing the Vahan portal.

Vahan 4.0 portal has now been linked to several services, such as CNG kit, High Security Registration Plate (HSRP), Vehicle Location Tracking Device (VLTD), Speed Limiting Device (SLD), Traffic Police for Enforcement activities, etc. It is proposed that Vahan 4.0 portal will also be used for monitoring renewal of Vehicle Insurance in the country.

#### Automotive Styling & Design

SIAM has been promoting capacity building in the area of Styling & Design of vehicles and has been striving to develop capabilities in India. Among other objectives, SIAM seeks to build bridges between the Styling & Design community in India and their global counterparts to share information and enhance mutual skills and capabilities.

SIAM members continuously engaged with most of the Design institutes in the country to understand their curriculum, review students' portfolios, share knowledge with students and exchange ideas with faculty members related to Transportation Design domain.

#### 13<sup>th</sup> SIAM Styling & Design Conclave

Apart from this, SIAM organised the 13<sup>th</sup> edition of Styling & Design Conclave and the 11<sup>th</sup> edition of the Automotive Design Challenge (ADC) on 22<sup>nd</sup> February 2019 in Jaipur. The theme for the conclave was "Shaping Tomorrow's Mobility Business". Several



(L-R) Mr Sugato Sen, Deputy Director General, SIAM, Mr Anil Saini, Chairman of the Styling & Design Group and Mr Saurabh Singh, Co-Chairman of the Styling & Design Group at the Conclave





Mr Xavier De La Chapelle speaking in SIAM Styling & Design Conclave, Jaipur



Top-10 ADC 2018 participants at the SIAM Styling & Design Conclave, Jaipur

eminent speakers from India and abroad attended the day-long conference.

After the final round of evaluation of ADC 2018, First prize was won by Neeraj Ravindra Jawale from NID, second prize by Samarjitsingh Waghela also from NID, and third prize by Sidharth Rath from DYPDC. More than 60 students participated in ADC 2018.

The SIAM Group also conducted a Design Workshop for students in New Delhi, to create design awareness and thinking amongst the student community and to promote design as a curriculum. Senior Designers from Maruti Suzuki and HMSI attended the workshop as trainers and interacted with the students.

### Human Capital Initiatives

SIAM Human Capital Group under the Chairmanship of Mr. N V Balachandar, President - Human Resources, Communication & CSR, Ashok Leyland Ltd. works on various issues related to ASDC, Human Resources,

Industrial Relations, Labour, Benchmarking, Compensation & Benefits, etc.

In 2018, SIAM organized two two-days workshop on 'Industrial Relations Capability Building'. The objective of the workshop was to build capacity in the area of "Industrial Relations (IR)" within Suppliers' Community to enable them to work more efficiently and effectively to deliver best to their customers - OEMs. The first series of the Workshop was held on 12<sup>th</sup> & 13<sup>th</sup> July 2018 in Pune and the second series was held on 24<sup>th</sup> & 25<sup>th</sup> October 2018 in Chennai. These workshops were mentored by practicing IR colleagues from the industry and focused on basic IR process and programs, like Awareness of Labour Laws, Contract Labour Management, Current IR Scenario, Disciplinary Actions, Compliance Management, etc.

The 4<sup>th</sup> edition of Automotive HR Conclave was organized on 10<sup>th</sup> May 2019 in Chennai with the theme 'Digitization and Disruption: HR Reimagined and Redefined' in association with ACMA and FADA. The conference covered several key issues relevant to the emerging megatrends in a digitally disrupted work environment, digital solutions and the capabilities required for the future, the workforce strategy and re-skilling the workforce to prepare for the jobs of the future. The HR conclave was aimed at creating awareness for business leaders, HR managers and young HR executives from the automotive industry to collectively dialogue on the various challenges faced by organizations and leaders today in the automotive space in the backdrop of a new paradigm.

During the year SIAM regularly interacted with Automotive Skills Development Council (ASDC) to look



Dignitaries at the 4<sup>th</sup> HR Conclave, Chennai



into their activities and also guide ASDC on overall policy directions. Members of the group are actively supporting activities being carried out by ASDC.

2019 marked the 11<sup>th</sup> year of the Compensation and Benefits Benchmarking survey for the SIAM members conducted by Aon. This association has been instrumental in streamlining compensation levels in the Auto industry and have introduced a professional approach towards managing pay across organizations. Additionally, similar to every year, key industry trends, insights and analytics on workforce were presented to the executive committee and the human capital group of SIAM. In addition to the compensation and benefits benchmarking study, the following modules were also included:

- Executive Compensation Study
- Sales & Services Study
- R&D Study
- Productivity Study

More than 20 Automobile OEMs participated in the survey across segments of passenger vehicles, commercial vehicles and two wheelers.

SIAM Members have a common uniform process for sharing benchmarking data and feedback from members on various issues. In the past one year, members have shared data on GET Induction Program, Salary Increase Projection, Creche Facility, Notice Period, Personal Insurance Accident Policy, Travel Policy, Product Discount Policy for staff, etc.

#### **Industrial Relations Workshop - 24<sup>th</sup> & 25<sup>th</sup> October 2018, Chennai**



Members at the Industrial Relations Workshop, Chennai



Members at the Industrial Relations Workshop, Chennai

#### **Industrial Relations Workshop - 12<sup>th</sup> & 13<sup>th</sup> July 2018, Pune**



Members at the Industrial Relations Workshop, Pune

#### **Initiative On Corporate Social Responsibility**

SIAM organised 3<sup>rd</sup> SIAM CSR Conclave on 19<sup>th</sup> December 2018 in New Delhi. The event witnessed the presence of dignitaries from the Government, automotive industry, and NGOs who came together to





(L to R) Mr. Naveen Soni Chairman, SIAM CSR Group and Vice President – External Affairs, Toyota Kirloskar Motor; Mr Sushant Naik, Co-Chairman, SIAM CSR Group, National Head – Government Affairs, Tata Motors; Mr Abhay Damle, Joint Secretary, Ministry of Road Transport and Highways, Government of India; Mr Taj Hassan, Special Commissioner – Traffic, Delhi Police; Mr. Sugato Sen, Deputy Director General, SIAM

discuss the best approaches towards road safety and the importance of road safety programmes.

The conclave saw the participation of Mr Abhay Damle, Joint Secretary, Ministry of Road Transport and Highways, Government of India, Mr Taj Hassan, Special Commissioner – Traffic, Delhi Police continuing the session on the learnings of road safety, Mr Dinesh Tyagi, Director, International Centre for Automotive Technology (ICAT)

Mr Naveen Soni, Chairman, SIAM CSR Group and Vice President – External Affairs, Toyota Kirloskar Motor and Mr Sushant Naik, Co-Chairman, SIAM CSR Group, National Head – Government Affairs, Tata Motors



(L to R) Mr. Kailash Gahlot, Hon'ble Minister of Transport, Govt. of NCT of Delhi; Mr Sushant Naik, Co-Chairman, SIAM CSR Group, National Head – Government Affairs, Tata Motors; Mr. Rama Shankar Pandey, Managing Director, Hella India; Ms Niraj Seth, Associate Partner, Advisory Services, Ernst & Young; Mr. Naveen Soni Chairman, SIAM CSR Group and Vice President – External Affairs, Toyota Kirloskar Motor

announced that the year 2019 will be observed at National Road Safety Year and different road safety activities will be undertaken by SIAM and Member companies in the country.

The event was graced by Mr Kailash Gahlot, Hon'ble Minister of Transport, Government of NCT of Delhi as Chief Guest who focused on 'The Commitment' of the road and transport authorities and stated, "We need to engage with stakeholders regularly. Delhi government is open to suggestions for improvement of the situations for both the pedestrians and the commuters."

The conclave concluded with an award ceremony, which also marked the 1<sup>st</sup> SIAM CSR awards. This was an initiative from SIAM to recognise NGOs engaged with SIAM Members in CSR activities.

Category	Winner NGO	Nominated by
Environmental Rejuvenation	Jankidevi Bajaj Gram Vikas Sanstha	Bajaj Auto
Safety	Savelife Foundation	Mahindra & Mahindra
Health & Sanitation	Senha NGO	Toyota Kirloskar Motor
Skills & Education	Learning Links Foundation	Ashok Leyland
Innovation	Paani Foundation	Bajaj Auto
Special Mention	Blooming Buds	Volkswagen India



## Vehicle Scrappage

Over the years, SIAM and Automobile industry have been actively promoting Scrapping of End-of-Life Vehicles (ELVs) more than 20 years old. SIAM has been coordinating with the Ministry of Road Transport & Highways (MoRTH) and other Government departments to work out modalities for the proposed policy on Vehicle Scrapping.

MoRTH released a Draft Notification on 24<sup>th</sup> July 2019 proposing to increase the registration charges of new vehicles by 10 to 20 times from the present level, depending upon the vehicle category. SIAM in its submission has opposed the Government's move to increase in registration charges of new vehicles since the industry is already going through a bad phase.

In addition to this, SIAM supported the disincentivisation move by the Government to nudge replacement of older vehicles by ways of increased fee for renewal of registration, frequency of mandatory fitness certification and increased fitness certification fee.

## Trade Fairs

SIAM Trade Fairs group works with an aim to increase the visibility of the Automobile industry.

The Group acts as the Organizing Committee for India's largest Biennial event 'Auto Expo - The Motor Show' jointly organized with Automotive Component Manufacturers Association of India (ACMA) and Confederation of Indian Industry (CII) at the India Expo Mart (IEML) in Greater Noida.

Today, the Auto Expo is reckoned to be one of the premier Auto Shows in the world and is a part of the



Members at Trade Fairs Group Meeting, New Delhi



7 - 12 FEBRUARY 2020  
INDIA EXPO MART, GREATER NOIDA, UTTAR PRADESH, INDIA

global calendar of OICA recognised Auto Shows. For the Indian auto industry, the Auto Expo is a launch pad for new models and a showcase of contemporary as well as future mobility technologies, manufacturing capabilities and the high growth potential that exists in the Indian market for personal and public mobility.

Apart from organizing the series of Auto Expos, the Group organized the 2<sup>nd</sup> successful edition of Indo-Bangla Automotive Show in Dhaka, Bangladesh from 1<sup>st</sup> March to 4<sup>th</sup> March 2019. The show created vast business opportunities for the automotive industry in India and Bangladesh. The four-day fair organised from March 2019 saw an overwhelming response from general public and media in Dhaka, Bangladesh. Several high-level delegation and roundtables were organised on the side lines of the show.

SIAM continues to engage members during the preparation for the Auto Expo - The Motor Show 2020. The dates for Auto Expo - The Motor Show 2020 are 7<sup>th</sup> to 14<sup>th</sup> February 2020 with 5<sup>th</sup> February being the exclusive Media day and the 6<sup>th</sup> being the formal inauguration.

## 2<sup>nd</sup> Indo-Bangla Automotive Show

The 2<sup>nd</sup> edition of the Indo-Bangla Automotive Show, a four-day event, organized by SIAM, which culminated successfully on March 4, 2019. The event saw participation of Industry leaders from both the countries and saw a huge surge in footfalls, compared to the previous edition.

Leading Indian automotive manufacturers along with their Bangladeshi partners and automotive component manufacturers participated in the show





Inaugural Ceremony of the 2<sup>nd</sup> Indo-Bangla Automotive Show, Dhaka

Ashok Leyland, Bajaj Auto, Eicher Motors, Force Motors, Hero MotoCorp, Mahindra & Mahindra, Maruti-Suzuki, SML Isuzu, TATA Motors, TVS Motors, Aftab Autos, Ifad Autos, Karnaphuli, Niloy Motors, Nitol Motors, Rancon Auto, Rangs Motors, Runner Motors, Uttara Motors among others participated at the event in addition to more than 35 Indian component manufacturers, tyre manufacturers, oil and lube companies, International Centre for Automotive Technology (ICAT), etc.

Inaugurated on 1<sup>st</sup> March 2019 by Mr Tipu Munshi, Hon'ble Minister, Ministry of Commerce, Government of the People's Republic of Bangladesh the automotive show witnessed multiple launches and unveils of best-in-class products by the Indian auto makers. In the two wheelers category, Hero MotoCorp unveiled its flagship model 'Passion X Pro' Motorcycle and

'Maestro Edge' Scooter and launched the 'iSMART plus' motorcycle. Bajaj showcased the face-lifted version of one of its bestselling motorcycles, 'Pulsar' 160 cc. Similarly, in the four-wheeler segment, Suzuki launched 'Ciaz and Ertiga' Smart Hybrid vehicles.

In the commercial vehicle and special application vehicle space, Mahindra & Mahindra launched 'Motor Grader' construction equipment vehicle, SML Isuzu launched 'Samrat HS' Light Commercial Vehicle (LCV), Eicher motors launched Pro 6031 Heavy Commercial Vehicle (HCV) and TATA Motors launched 1212 CRX Light Commercial Vehicle (LCV) and LPT 1615 Heavy Commercial Vehicle (HCV), whereas Force Motors in association with BK Automobiles Ltd. launched the Traveler Special Care Ambulance and a Light Commercial Vehicle (LCV), 'Shaktimaan 400' at the



Inaugural Ceremony of the 2<sup>nd</sup> Indo-Bangla Automotive Show, Dhaka



automotive show. The event also had on display several innovative world class products.

SIAM also organized a “Roundtable on Sustainable Road Transportation”, which focused on looking at avenues for collaboration between Bangladesh and Indian Automotive industry and providing information on Indian regulations and testing agencies to the Bangladesh counterparts.

A high-level delegation on Auto Policy including senior industry leaders from India were present at the event. Discussions on Auto Policy with government officials of Bangladesh were also held, as a part of the event.

The Automotive Component Manufacturers Association of India (ACMA) organised a meeting with two-wheeler component manufacturers on the side-lines of the show. The objective was to deliberate on viable collaboration opportunities for component manufacturers in Bangladesh.

The event was supported by Ministry of Heavy Industries & Public Enterprises, Government of India, High Commission of India in Dhaka, Bangladesh Automobile Assemblers & Manufacturers Association (BAAMA), Bangladesh Motorcycle Assemblers & Manufacturers Association (BMAMA) & India-Bangladesh Chamber of Commerce and Industry (IBCCI).

#### **SIAM interaction with Bangladesh**

To promote socio-economic development, stability, and welfare economics, and collective self-reliance with member countries under SAARC, SIAM on the sidelines of Indo Bangla Motor Show in Dhaka, Bangladesh, had meetings with Bangladesh Road Transport Authority (BRTA) and Bangladesh University of Engineering and Technology (BUET). In the meetings

members exchanged information regarding various issues/updates related to road safety, training, driving behavior, two wheelers, issues related to driving license, etc. It was learnt that individuals passing out from BUET mostly get employed at Bangladesh Road Transport Authority (BRTA) to help frame regulations. BUET expressed that SIAM may consider providing with a platform for BUET and BRTA to interact with SIAM members for better understanding of subjects related to Indian test procedures, manufacturing process, type approval process, etc. Senior Government officials from BRTA expressed their views and concerns in Bangladesh regarding various issues/updates related to road safety, road transportation issues, traffic management, electric vehicles, three-wheeler regulation, compliance to body building rules, etc. BRTA apprised SIAM that BUET plays an important role in formulating rules and regulations related to type approval, old vs new vehicles comparison, parts certification, etc.

#### **Workshop On Competition Issues In Automotive Industry**

SIAM along with Competition Commission of India (CCI) and ACMA organised a Workshop on 8<sup>th</sup> March 2019 in New Delhi to create awareness about the Competition Act in the Automotive industry.

Following were the topics covered in the Workshop –

- Abuse of Dominance
- Cartel & Leniency
- Vertical Restraints

The Workshop was attended by senior officials from CCI, Automotive industry (OEMs, Suppliers and Dealers) and Consultants. The outcome of the workshop will be an Advocacy Paper to be prepared by CCI.



Inaugural Session of the Workshop on Competition Issues in Automotive Industry, New Delhi





**Glimpses of the 2<sup>nd</sup> Indo-Bangla Automotive Show, Dhaka**



# TECHNICAL AFFAIRS



Members at SIAM National & International Regulation Council Meeting, New Delhi

## SIAM National and International Regulation Council

SIAM National & International Regulation Council under the chairmanship of Chairman Mr Sumit Sawhney, Renault India Pvt Ltd and Co Chairmanship of Mr Abraham Joseph, Bajaj Auto Ltd. comprises of SIAM groups on CMVR & Safety Regulations, International Harmonization, Emissions & Conservation, Two Wheeler and Three Wheeler Group. In its recent meetings the council discussed on various topics including HSRP implementation issue, Implementation of VLT and emergency button, AEBS, BS VI fuel availability from 1<sup>st</sup> April 2020 across India, Two Wheeler performance parameters for EVs, etc.

## SIAM Technical Council

SIAM Technical Council under the chairmanship of Mr K N Radhakrishnan, Whole Time Director & CEO, TVS Motor Company and Co Chairmanship of Mr R S Sachdeva, Chief Operating Officer VECV comprises of SIAM Groups on E-Mobility, Connected Vehicles, Clean Fuel Technology, Recycling & Materials, Styling & Design. The council in its recent meetings deliberated on various issues/forthcoming events including roll out of FAME 2; Guidelines floated by CPCB on environmentally sound management of End-of Life vehicles. It was discussed during the meeting to prepare a report on process of ELV and put forward industry position appropriately



Members at SIAM Technical Council Meeting, Bengaluru

with the government. Other agenda items included Emergence of ADAS & Connected Vehicles Landscape in India workshop; Styling & Design Conclave held on 22<sup>nd</sup> February 2019 in Jaipur, Interactive Round Table between Industry and Academia, Design Workshops for Professionals; discussions regarding declaring the year 2020 as "Year of Clean Air".

## Emission & Conservation

### Implementation Schedule of BS VI Emission Norms gets Further Compressed

Government of India in 2016 September had notified that it would be mandatory for vehicle manufacturers to manufacture only BS VI vehicles from 1<sup>st</sup> April 2020. Ministry of Road Transport and Highways, issued a

notification in February 2018, clarifying that BS IV vehicle manufactured till 31<sup>st</sup> March 2020, would be allowed to be registered till 30<sup>th</sup> June 2020, in case of fully built vehicles, and 30<sup>th</sup> September 2020, in case of drive away chassis, thereby giving a definitive date to the vehicle manufacturers to ensure that there are no stocks of BS IV vehicles at the dealerships beyond these dates. However, based on several representations, Hon'ble Supreme Court in October 2018, "read down" the MoRTH notification and interpreted that no BS IV vehicles will be either sold or registered from 1<sup>st</sup> April 2020. This, in effect has resulted in further reduction in time available to vehicle manufacturers for developing BS VI vehicles, as in the new scenario, there shouldn't be any stock of BS IV vehicles available in any of the dealerships across the country after 31<sup>st</sup> March 2020. Further any driveaway chassis built on BS IV platform would have to be registered latest by 31<sup>st</sup> March 2020. Based on the preliminary estimates, there are more than 1,000 models / variants of Cars, Two-Wheelers, Three-Wheelers, Trucks and Buses which are to be certified for BS VI emission norms before they are produced and shipped to the dealers across the length and breadth of the country. Hence, in effect, the probable cut-off date for manufacturing of BS IV vehicles for vehicle manufacturers has to be much before 31<sup>st</sup> March 2020.

Vehicle manufacturers are also in a dilemma whether to launch BS VI vehicles earlier in the market, as the commitment from the Oil Industry to supply BS VI fuel across the country is only from 1<sup>st</sup> April 2020. Due to huge number of vehicle models, manufacturers would have no option but to launch BS VI vehicles in phases prior to April 2020, however such vehicles would be forced to run on BS IV fuel, wherever BS VI fuel is not available, and emission performance of such vehicles would not be as desired by the vehicle manufacturers. Longer exposure of BS IV fuels to BS VI vehicles would potentially impact the vehicle's emission aftertreatment devices, hence such exposures should be avoided to the extent possible.

#### Coloured Stickers for Petrol & Diesel Vehicles

Environment Pollution (Prevention) Control Authority (EPCA) has suggested that petrol and Diesel vehicles should be distinctively identified by putting a suitable

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NATIONAL CAPITAL TERRITORY OF DELHI

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TRANSPORT DEPARTMENT  
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Colored coded 3<sup>rd</sup> Registration Mark

coloured sticker to enable the authorities to enforce restrictions in plying of vehicles operating on certain fuels, whenever the ambient air quality deteriorates beyond a certain permissible limit. Ministry of Road Transport and Highways has notified that the background colour of the 3<sup>rd</sup> Registration Plate for Petrol and Diesel vehicles should be 'Light Blue' and 'Orange' in colour respectively while all other vehicles should have a 'Grey' colour. The 3<sup>rd</sup> Registration Plate is a sticker affixed on the front wind screen of the vehicle.

#### Fuel Consumption Regulations for Light, Medium and Heavy Duty Vehicles from 1<sup>st</sup> April 2020

Change in the maximum axle weight of the Heavy-Duty Vehicles have resulted in reviewing the earlier notified Fuel Consumption Regulations for Heavy Duty Vehicles which was planned to be implemented from 1<sup>st</sup> April 2018. Government of India has finalised that the first stage of Fuel Consumption Regulation for Heavy Duty Vehicles (+12 tons) would be implemented from 1<sup>st</sup> April 2020 along with BS VI Emission Norms. It has



been decided that the regulation would be based on the test done on Constant Speed Fuel Consumption (CSFC) and the compliance would have to be model specific, instead of Corporate Average compliance for Fuel consumption regulation of Cars. Ministry of Power has also issued a notification mandating that Light & Medium Duty vehicles would also have to meet the Fuel Consumption regulations from 1<sup>st</sup> April 2020.

#### **Need for Institutionalizing Source Apportionment Studies in India**

Ministry of Earth Sciences (MoES) had released a report on Emission Inventory prepared by Indian Institute of Tropical Meteorology, Pune (IITM) wherein it is estimated that the PM 2.5 emissions from Transport Sector constitute to as much as 41% of the total ambient PM 2.5 emissions in National Capital Region, which is far higher than the earlier estimates of about 20% done for Delhi, by Indian Institute of Technology, Kanpur earlier, as a part of the Source Apportionment Study done on behalf of Delhi Pollution Control Committee. Another recent study by ARAI-TERI indicated that contribution from Transport Sector is about 28% in winters. It is observed that the results of studies of Emission Inventory or Source Apportionment are found to be at large variance when done by different institutions. Hence, it is important to institutionalize Source Apportionment Studies so that such studies

are undertaken by one organisation of Government of India on a regular basis, to enable policy makers take suitable decisions based on such uniform and comparable studies.

#### **SIAM Members undertook Voluntary In-Service Emission Testing**

In 2018-19, SIAM members undertook a voluntary exercise to test mass emissions of In-use vehicles which were already being used by the consumers. This activity was done for the first time by SIAM members for BS IV vehicles, to understand the intricacies of test vehicles of customers, as a build-up for mandatory In-Service Conformity for BS VI vehicles which will come in effect from 1<sup>st</sup> April 2020. This exercise clearly indicated that if a vehicle is maintained as per the vehicle manufacturers recommendation, then the emissions of the vehicles will remain within the stipulated limits.

#### **2<sup>nd</sup> SIAM JAMA Exhaust Emissions Group Meeting**

The 2<sup>nd</sup> SIAM JAMA (Japanese Automobile Manufacturers Association, Inc.) Exhaust Emission group meeting was held on 28<sup>th</sup> July 2018 at Pune to exchange detail information on four-wheeler Heavy Duty Fuel Consumption regulations, Real Drive Emission (RDE) developments and future Emission regulations that are likely to come up across the world.



Members at 2<sup>nd</sup> SIAM JAMA Exhaust Emissions Group Meeting, Pune





SIAM meeting with VDA on Global RDE, New Delhi

### SIAM meeting with VDA on Global RDE

German automobile association, VDA met SIAM at New Delhi on 7<sup>th</sup> September 2018, to exchange information on Indian Real Driving Emissions (RDE) regulatory scenario and timelines, and also to explain the regulatory advancement within Europe along with the developments in UN WP.29 (Working Party on Harmonization of Vehicle Regulations), which has initiated work to develop a new Global Technical Regulation (GTR) on Global RDE, under the 1998 Agreement.

### SIAM Voluntary Fuel Efficiency Labels for Passenger Cars

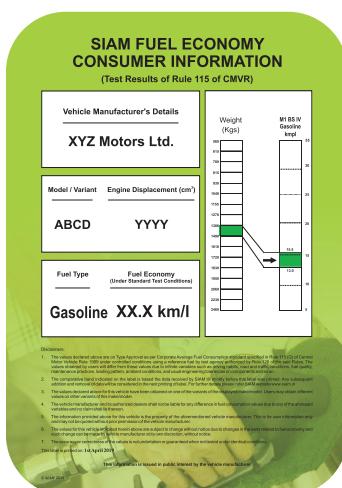
SIAM released the 10<sup>th</sup> fuel efficiency declaration of passenger car models in June 2019, as annual

voluntary practice by SIAM members. The latest Fuel Efficiency data for passenger cars is also available at SIAM's web portal, and all SIAM members voluntarily follow the practice of displaying the Green Fuel Efficiency labels corresponding to their vehicles at point of sale. Under advice of SIAM Emissions & Conservation Group. Industry has also commenced display of SIAM Voluntary Fuel Efficiency Labelling for Two-Wheelers.

### Fuels

Over the recent years the growing concerns on environment and crude oil dependency has made "mobility" the key driver to meet these national objectives. With electric mobility the ultimate objective to achieve zero emissions, a path which is less disruptive needs to be undertaken. Internal Combustion Engine (ICE) vehicles after years of developmental process have come a long way from two-stroke engines with no emission monitors to the present-day BS-6 four-stroke engines with emissions highly controlled that make them one of cleanest combustion processes. Moreover, vehicles nowadays are capable of running on blends of alternative fuels like ethanol and biodiesel.

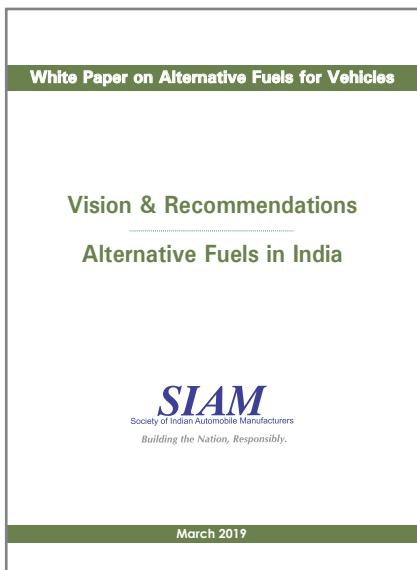
In support of National Policy on Biofuels, 2018, by Government of India, SIAM on behalf of automobile industry has released a White Paper on "Alternative Fuels for Vehicles in India" in March 2019. In this White Paper a phased approach for implementation of various alternative fuel options has been proposed. It is envisioned that the industry will shift to 100%



Sample image of SIAM voluntary FE label for Passenger Cars displayed at point of sale



E10 (10% ethanol in gasoline) compatible SI engine vehicles by 2020 and 100% E20 (20% ethanol in gasoline) compatible SI engine vehicles by 2030. Also, all CI engine vehicles will be made B7 (7% biodiesel in diesel) compliant from 2020. Apart from the above fuel options, one of the low hanging fruits is CNG. Industry already has models compatible with CNG as standalone fuel or integrated with any existing gasoline vehicle. However, it can be observed that presently only a few million plus cities have sufficient infrastructure for CNG compatible vehicles. Other fuel options like methanol (upto 3% blend in gasoline), DME, ED95, LNG may also be considered for specific vehicle categories depending upon their pan-India availability. Through the White Paper SIAM has recommended that consistent fuel availability throughout the country is an important aspect which will drive adoption of such vehicles for the benefit of environment. After 2030 it is expected that hybrid electric vehicles compatible to run on alternative fuels as described above will be introduced in the Indian market and will further supplement the National Objectives of clean environment and reduction of crude oils in a way which will not be disruptive for the industry.



SIAM White Paper on Alternative Fuels for Vehicles

While consistent fuel availability is a concern which needs to be taken care off, fuel quality is another factor which determines the nature of vehicular exhaust. It is also to be noted that fuel properties like Sulphur content, metal contamination can deteriorate the emission control equipment and some other fuel-properties such as RON / MON, RVP, Aromatics, Active Sulphur, etc. If



(L-R) Director General, SIAM, President, SIAM and Director, IIP at the MoU Signing Ceremony for Fuel Quality Survey Project

not monitored, variation in these properties may result in engine malfunction as well. To understand quality of fuel in India, SIAM has undertaken a study with Indian Institute of Petroleum-Dehradun (IIP) in 5 Indian Cities namely Chennai, Jamshedpur, Guwahati, Shimla and Bikaner. Samples from fueling stations in these cities were collected by SIAM during winter and summer months and sent to IIP for testing. The preliminary results of samples collected in winter season indicate that some of the samples have RON, RVP, Aromatics & Benzene content beyond the specified limits. The results of samples collected in summer months are yet to be revealed.

## Two-Wheeler Group

**Rakesh Sharma, Executive Director, Bajaj Auto (SIAM) elected as Vice President of IMMA**

International Motorcycle Manufacturers Association (IMMA), based out of Geneva elected Mr Rakesh Sharma, Executive Director, Bajaj Auto as its Vice



SIAM Delegation with IMMA President, Vice President and IMMA, Secretary General during the IMMA General Assembly, Indonesia





(L-R): Mr Rakesh Sharma, ED, Bajaj Auto & Vice President, IMMA along with Mr Johannes Loman, Director, Astra Honda, Indonesia & President, IMMA and Mr Edwin Bastiaensen, Secretary General, IMMA after the election at Yogyakarta on 8<sup>th</sup> May 2019, Indonesia

President, representing the Society of Indian Automobile Manufacturers (SIAM) during its Annual General Assembly held on 8<sup>th</sup> May 2019 at Yogyakarta, Indonesia. IMMA has membership of Powered Two and Three-Wheeler (PTWs) manufacturers association from various countries across the world including USA, UK, Canada, Australia, German, France, Italy, Spain, UK, Japan, Thailand, Vietnam, Taiwan, Indonesia, Malaysia, apart from SIAM in India. IMMA promotes mobility through safe, sustainable motorcycling by advocating the development and harmonization of technical regulations in United Nations, affecting the motorcycle industry and by advancing inclusive policies for motorcycling.

#### **Registration of Two-Wheelers in West Bengal**

Registration of Two-Wheelers in the State of West Bengal was severely affected from July to September 2018 as Government of West Bengal made it mandatory that as proposed buyer of a Two-Wheeler

should possess a driving license, citing concerns of road safety. Since, the Motor Vehicle Act does not restrict sale of a vehicle to an individual who does not have a driving license, SIAM filed a petition in the Kolkata High Court against the Government order, after suitable representation to the State Government. SIAM Two-Wheeler manufacturers offered to work closely with Government of West Bengal to address the concerns of Road Safety and thereafter withdrew its petition. Presently, registration of Two-Wheelers is allowed in the State of West Bengal once an application of Learner's license is made by the proposed purchaser. Recently, Government of Tripura has also issued a similar order mandating registration of Two-Wheelers on production of a valid Driving license and a helmet by the proposed purchaser.

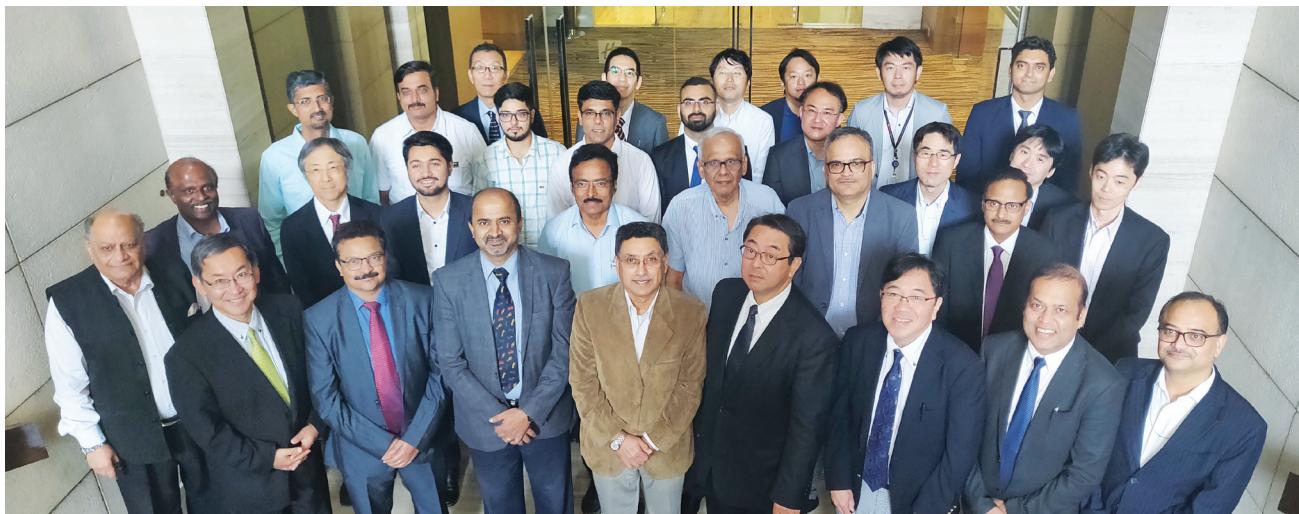
#### **SIAM - JAMA Annual Two-Wheeler Technical Regulations Meeting**

SIAM JAMA Two-Wheeler Group meeting was held to discuss the developments of regulations in India and seek detail information from JAMA on various new regulations that are likely to come up in Japan and other developed economies. JAMA shared the concept of swapping batteries for EV vehicles for Two Wheelers wherein four major two-wheeler companies viz. Honda, Suzuki, Yamaha and Kawasaki of Japan have formed a consortium to ensure that swappable batteries are considered for Electric two wheelers which will make it convenient for the users to charge their vehicle in a very short time. The concept of swappable batteries is being promoted in South East Asian region by JAMA and it is already implemented in some of the islands of Philippines. Discussions and sharing of issues related to In-Use Performance Ratio, implementation



SIAM Two Wheelers Group Members with West Bengal FADA Members, Kolkata





SIAM-JAMA Two-Wheeler Members, New Delhi

of Electronic Stability Control (ESC), Hazard lights and Seating of pillion with both legs on one side for two-wheelers are being discussed.

#### **Environmental Test Procedures under United Nations Framework for Two-Wheelers**

As a Contracting Party to the 1998 Agreement for harmonization of vehicle regulations, India has been working with IMMA on developing environmental performance requirements (EPPR) of two wheeled vehicles world-wide as one of the various improvement areas to mitigate emissions from new two wheelers. The EPPR working group comprises of European Commission representative as Chair, IMMA and SIAM as secretariat and various active members including India, Japan, China, European Commission, South Korea, the USA, various important NGOs and technical consultants to the United Nations.

#### **International Motorcycle Manufacturers' Association conducts its Global Policy Workshop in New Delhi**

International Motorcycle Manufacturers Association (IMMA) through SIAM organized its 2<sup>nd</sup> Global Policy Workshop in New Delhi, on 5<sup>th</sup> December 2018. The workshop focused on issues impacting the Two-Wheeler Industry across the world, primarily including electric powered two wheelers, intelligent transport systems (ITS) including automated driving and its impact on Two Wheelers and safety issues in low and medium-income countries. During the workshop, the regional member associations of IMMA from

India, Thailand, Indonesia, Japan, Europe and the USA shared their challenges and brainstormed on the possible ways in which IMMA can intervene in addressing these challenges.

#### **Bangladesh Motorcycle Policy 2018**

Government of Bangladesh is looking at a target of 15 Lakhs Motorcycles market by the year 2027 and expects GDP contribution from Motorcycles to be increased from 0.5% to 2.5% by 2025. It has also proposed that from 10% locally manufactured Motorcycle, share of local manufacturing is to be increased to 50% by 2027, hence would consider Tax Holiday for local manufacturing. Bangladesh does not allow manufacturing of more than 165 cc motorcycles, however for export upto 250cc motorcycle can be manufactured. Government of Bangladesh is considering setting up Automobile Testing Centre (ATC), as presently some preliminary test for Type Approval is done designated Technical Institute of Bangladesh.

#### **Three Wheeler Group**

##### **Removal of Permits for Three-Wheelers in Delhi**

A petition was filed in the Hon'ble Supreme Court requesting removal of the cap on the number of permits issued by Transport Department, Government of NCT of Delhi for registration of new passenger Three Wheelers. Presently, no new permits for three wheelers are issued by Transport Department of Delhi, as per the earlier directions of the Hon'ble Supreme Court. EPCA was asked to give its recommendation on the same.



After detail discussions with manufacturers, EPCA suggested that they would consider recommending removal of cap on permits in Delhi and NCR, to the Hon'ble Supreme Court, provided such new CNG passenger three-wheelers are compliant to BS VI emission norms.

### **CMVR & Safety Group**

The automobile sector continues to dominate as one of the most regulated sectors in India. The previous year saw many more regulations being mandated by the government, moving a step towards international harmonization, safer and more efficient vehicular ecosystem.

#### **Enhanced Requirements for Buses**

Government felt that there was a pervasive need to improve the 'quality' of buses as the existing rules under AIS-052 on Bus Body Code had not done enough. Accordingly, the government issued a set of second-generation requirements for improving the performance, safety & comfort of buses. These new requirements specified in AIS-153 seek to improve the power-to-weight ratio, acceleration, noise, vibration and harshness, fire safety and access for differently abled passengers of typical buses of more than 22 seats. These rules came into force on 1<sup>st</sup> April 2019. However, it is unfortunate that these rules have been made applicable only to bus bodies built by OEMs and not to those built by aftermarket body builder thus increasing the disparity in price and safety of these two categories of vehicles. Considering that, the percentage of aftermarket bus numbers far exceeds the OEM built bus numbers, the government has been requested to extend these rules to the aftermarket body builders also or else the goals of increased safety, comfort and performance of buses would just not be realized on the road.

#### **Fire Detection, Alarm and Suppression Systems for School Buses**

To address the concerns regarding regular buses deployed by schools, a new standard derived from AIS-052: Bus Body Code on School Bus Code was created. AIS-063 is dedicated purely to addressing the requirements of school buses. Considering that a significant majority of the bus fire accidents on Indian Roads originate from the engine bay of the vehicle, there

is a sense of urgency as evidenced by the formulation of FDSS requirements and specified in Urban Bus Specification II for implementing the required fire safety technologies. These technologies have been mandated for implementation for school buses from April 2019 and April 2020 for FDAS and FDSS respectively.

#### **Implementation for new Safety Features for M1 category vehicles**

Another major step towards improving and supplementing road and vehicular safety taken by the government is enhancement in use of safety belt warnings to improve driver safety; a speed alert system to alert the driver in case of speeding beyond 100kmph; facilitation of occupant exit with a manual override of door locks in case of electric power failure in a centrally locked vehicle; reduce possibilities of accidents, such as child run-over, while parking in reverse gear and mandating airbags as an additional passive safety measure. Some of these will be unique initiatives for India that have not been mandated elsewhere. These features will be applicable to all cars manufactured on and after 1<sup>st</sup> July 2019. The reverse parking alert system has also been made applicable to all new buses and good vehicles manufactured on and after 1<sup>st</sup> April 2020.

#### **High Security Registration Plate**

Government of India notified the implementation of High Security Registration Plates (HSRP) from 1<sup>st</sup> April 2019 through the vehicle manufacturers vide final GSR notification 1162(E) dated 4<sup>th</sup> December 2018 and addressed the technical aspects vide SO 6052(E) dated 6<sup>th</sup> December 2018. Ever since 2001, when it was first announced, HSRP has seen full implementation in only 16 states in India, and this shift in responsibility is taking place to ensure successful pan India introduction of the same. As per the notification, OEMs will need to supply the blank plates to their dealers to place a mark of registration on the car along with the colored sticker. Members raised serious concerns regarding the process of implementation given the three-month lead time and the current bandwidth available with the OEM and dealers, as the responsibility for providing requisite infrastructure required for HSRP embossing and affixation by the dealers, is given to the OEMs. The HSRP notifications released had a few critical anomalies compared with existing practices, such as:





CMVR Group in discussions with Mr Sanjay Mendiratta, NIC for HSRP linkages with Vahan, New Delhi

- Continuation of the existing practice of Temporary Registration of vehicles, such as for drive away chassis
- How the affixation of HSRP would be carried out at dealer end when the Rule demands the fitment to happen at the premise of the RTO
- Would the previous directions of the Supreme Court still be applicable, or would OEMs have to adhere to the new notifications, without being in contempt of court
- Would the facility for embossing would have to be made available with every dealer or could a cluster of dealers access a unified facility for the same?

When industry could not get any relief on these issues from the government, SIAM filed a petition seeking relief on the issues related to fitting HSRP at OEMs end at the Hon'ble Supreme Court. Apart from the above it also needs to be realized that this unprecedented shift in responsibility came with less than four months of lead time for implementation.

On certain implementation-associated issues SIAM continues to deliberate with the Government, such as uploading of the HSRP unique ID for vehicle over the Vahan/equivalent portal. Further, post the implementation of HSRP Order 2019, vehicle manufacturers have been facing various difficulties at RTO and at State levels, which are hindering implementation of HSRP uniformly across the country pursuant to the amendment of Rule 50 of the Central Motor Vehicle Rules, 1989. Written Instructions and Advisories have been issued by the States of West Bengal, Tamil Nadu, Meghalaya, Telangana and

Jammu & Kashmir, directing continuation of existing HSRP regime in their States, which is in contravention of the amended Rule 50. As a result, vehicle manufacturers and dealers have become uncertain, as to whether they need to supply HSRP with new vehicles, or not in these States. In some States, the local HSRP suppliers who were awarded contracts by the State Governments earlier, have carried out protests and are threatening those OEMs who are carrying out HSRP fitment at dealer's end as per the amended Rule 50.

SIAM has urged MoRTH to release necessary rules and advisories to address these concerns and remove hurdles that have come up and are hampering registration of new vehicles.

As per the latest advisory of 1<sup>st</sup> July 2019, the responsibility of fitment of HSRP onto the vehicles already in service is now of the OEM's dealer, which was earlier that of the state appointed vendor, if any.

### **Increase in Axle load**

Government has been studying the possible initiatives for improving transportation efficiency in India which was observed to be behind several developed economies. Based on the recommendations of the consultative group and of the heavy truck transporters, Government issued notifications for immediate increase in heavy vehicle axle loads in July-August 2018 resulting in the gross vehicle weights of rigid trucks and tractor-trailer combinations by 11%-14%. The heaviest rigid truck and the heaviest tractor-trailer now have maximum gross weights of 49T and 55T, respectively. Vehicles in manufacturing pipelines were also grandfathered considering the immediate implementation of rules.

### **National Permit and Permit Exemptions**

Scaling up efforts to push eco-friendly transportation in the country and boost non-conventional fuels, the government decided to do away with permits for electric vehicles and methanol and ethanol fueled vehicles.

### **Revision of Speed limit for new Taxi Permits for Delhi**

SIAM met with Mr Anshu Prakash, Chief Secretary, Delhi to discuss permit condition of Delhi Transport Dept





SIAM CMVR & Safety Group Meeting, New Delhi

which requires fixing speed governors on all taxis with a maximum speed limit of 40 km/h. This had resulted in sudden stoppage of passenger vehicle registrations in Delhi

Since the Hon'ble Supreme Court has not specified 40 km as the max speed of passenger vehicles, Delhi Transport Department has considered SIAM's submission for clearing all pending registration of taxis and also commenced the process for changing the Permit condition.

### Connected Vehicles Group

#### Workshop on Emergence of ADAS & Connected Vehicles Landscape in India

With the world changing at a pace faster than ever, SIAM's Connected Vehicle Group acts as a forum to discuss the upcoming mega trends on Internet of Things, shared mobility and autonomous vehicles for its members and deliberate the overall progress

on such subjects. Such disruptive technologies are expected to lead to the successful introduction and rapid penetration of new mobility solutions.

In the recent past, the need to develop intelligent mobility solutions for sustainable transportation has been recognized globally. While India is the largest manufacturer of two wheelers in the country and 5<sup>th</sup> largest market for cars, at present, the country is grappling with mobility challenges in the form of road safety, traffic congestion, fuel consumption issues, etc. in cities where concentrated growth has taken place over the years. One of the prime reasons contributing towards this is the slow growth of infrastructure as against the rise of population and vehicles through the years. However, greater mobility with seamless last mile connectivity continues to be a governing factor that contributes towards the economic growth of the country. In the quest to reduce emissions and improve safety of vehicles, industry accepted the challenge of



Members at Connected Vehicles Group Meeting, New Delhi





Dignitaries during Panel on Global Trends at Workshop on Emergence of ADAS & Connected Vehicles Landscape in India, Mumbai

leapfrogging BS V and introducing BS VI in a span of three years and has introduced ABS, Crash Testing, Reverse Parking Assist, Airbags, Automatic Headlight On, Vehicle Tracking Device and so on, adopting from developed nations. However, it is recognized that India being a cost-sensitive market, the solutions so introduced need to be affordable apart from sustainable.

ADAS and connected vehicle ecosystems have taken center-stage to solve issues such as traffic, road safety and environmental deterioration. Given India's IT prowess, developing and adapting ITS-enabled ecosystems could be a significant transformation in the Indian landscape of mobility. Although OEMs in India have the necessary technology available with them to provide mobility solutions it is a matter of policy and infrastructure that India currently needs to develop, learning from developing countries, with all stakeholders joining hands together.

To promote knowledge sharing amongst stakeholders on best practices and learnings on development of ADAS and Connected Vehicles Ecosystem, SIAM – as an initiative of its Connected Vehicles Group - organized a one-day workshop on The Emergence of ADAS & Connected Vehicles Landscape in India on 29<sup>th</sup> March in Mumbai.

The workshop stressed upon:

- V2X Communication: highlighting Role of Government & OEMs
- India-specific solutions for verticals such as traffic, environment, safety, etc.
- ADAS for Cars, Buses, Trucks & Two-Wheeler

The workshop saw participation from all major vehicle manufacturers, technology providers such as Bosch, Continental, Intel etc., consultancies such as A T Kearney and PwC and suppliers. Topics, such as Relevance of ADAS in India – Implications on Improving Road Safety, Productivity & Creation of New Age Business Models, Impact Analysis of Introduction of ADAS in India, Global Mega Trends on Connected and Automated Driving, International Best Practices and Learnings for all vehicle categories to Cyber Security and Data Security Risks & Threats were taken up for discussion.

The Group is now focused on formulating a roadmap for introduction of ADAS in India.

#### **Strengthening Public Buses Services with Vehicle Location Tracking Device**

After witnessing unsuccessful implementation of Vehicle Location Tracking (VLT) device and emergency button due to partially implemented backend systems, the government last April in 2018 postponed the implementation of VLT devices. In October 2018, the ministry mandated the feature of all public service vehicles from 1<sup>st</sup> April 2019 and for transport vehicles plying under national permits from November 2018. Provisions have been made at the Vahan portal for uploading VLT device number against the vehicle the device is fitted on. With proper and responsive backend systems, we are confident that this measure by the government will reap the desired benefits and significantly contribute towards making public transportation safer for all commuters.



## ITS Discussions at NITI Aayog

Last year NITI Aayog constituted a National ITS Committee under the chairmanship of Dr V K Saraswat, Member, NITI Aayog with an aim to prepare a National ITS Policy. The main objective of this policy is to reduce urban traffic congestion, improve parking for vehicles in cities, road safety and the security of passenger and goods traffic. A detailed strategy paper was submitted by SIAM in this regard giving key long-term and short-term recommendations, and category-wise dedicated ITS enablers for buses and passenger cars. We are expecting good progress at this committee in the times ahead.

## International Harmonisation Group

### Technical International Harmonization

SIAM is a regular participant at the GR group meeting, WP 29 and OICA meetings as a part of the India delegation and contributes in providing technical inputs from time to time.

The role of SIAM's IHG is to consider global regulations / developments which may have impact on Indian, as a regular practice, EU regulations are getting adopted in CMVR, in the form of various AIS/IS standards. Taking cognizance of such developments, IHG Governance structure was strengthened for the better.

To promote structured discussions in the group, it was suggested that SIAM Member participants at the GR groups would apprise the groups for the actionable

items for India that require study and deliberation within the industry. The position finalized by the respective group on the subject would be reported back to IHG. Each SIAM Convener identified would appraise the group with "India Action Points".

### SIAM – JAMA Meeting

The 13<sup>th</sup> SIAM-JAMA Technical Regulations meeting and the 9<sup>th</sup> SIAM-JAMA Two-Wheeler Meeting was held on 30<sup>th</sup> and 31<sup>st</sup> October 2018 in Kerala. In the technical regulations meeting, experts from both sides shared their views/suggestions on various agenda points including AEBS, ESC, Reverse Parking System, EVs and HEVs and their contribution in reducing emissions, Charging infrastructure, Japan's vision on 'Zero Emission' and 'Zero Fatalities', Incentives for vehicles in Japan, Role of Government in Data Security, Vehicle Tracking System, IWTVA and Revision of the 1958 Agreement.

## IT Group

### Digital Transformation Roadmap

Digitalization has fueled the evolution of four industrial capabilities: connectivity and computing power, analytics and intelligence, the human-machine interface, and the digital-physical transformation. These new capabilities have transformed the automotive industry with significant changes in the value chain, value proposition to customers and overall business model. In this paradigm shift, the ecosystem



Members at International Harmonization Group Meeting, SIAM Office, New Delhi





Dignitaries at press launch of the SIAM-ACMA- AT Kearney Digital Transformation Roadmap on 6<sup>th</sup> February 2019 at New Delhi

is gradually expanding to accommodate new digital partners, including telecom companies, digital giants, and the entertainment industry. Therefore, it has become paramount for the automotive industry and its overall ecosystem to understand the state of technology adoption and its impact on the overall business from the value chain to the customer to make sound business decisions and investments.

Against this backdrop, SIAM IT Group initiated a study in collaboration with ACMA with A T Kearney as the knowledge partner with the objective to develop a transformation roadmap to adopt digital technologies in the automotive industry across the value chain, product and industry ecosystem. The SIAM – ACMA – A T Kearney report assessed the current digital maturity within the industry through one-on-one interviews within the industry across verticals such as strategy & planning, supply chain, manufacturing, logistics & warehouse, sales & Marketing and aftersales. The report also evaluated a multitude of digital technologies contributing to the development of four major industrial capabilities identified as: connectivity & computing power, analytics & intelligence, human-machine interface and digital physical transformation.

The report gives key recommendations for digital adoption in the auto sector along with necessary interventions from the government and other concerned stakeholders for incorporation these measures.

The report on Digital Transformation Roadmap was launched by Mr Rajan Wadhera, President, SIAM,

Mr R Venkatraman, President, ACMA and Mr Manish Mathur, Partner and Head-Automotive, A T Kearney on 8<sup>th</sup> February 2019.

The collaborative initiative by SIAM, a few years back, resulted in the auto industry becoming the first in India to set up standards for data exchange through the cloud-based platform of AutoDX. Since then, the AutoDX has gained momentum and now sees over 10M transactions a year.

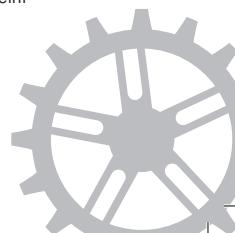
## Service Heads Group

### Interactions with F A D A

SIAM Service Group representatives had a meeting with F A D A representatives at SIAM office to discuss issues of mutual interest. The main objective of the meeting was to better understand the issues from dealers' perspective.



Members at Service Heads Group Meeting at SIAM Office, New Delhi



Topics such as HSRP implementation, closure of information related to service, compliance of service workshops to environmental regulations, driver training tests and checks at the time of appointment, Vahan data handling at dealer's end and uploading of PUC certificates on Vahan were some of the issues discussed.

### Electric Mobility Group

"My Vision for the future of mobility in India is based on 7Cs – Common, Connected, Convenient, Congestion-free, Charged, Clean and Cutting-Edge." – Hon'ble Prime Minister of India addressed in the Global Mobility Summit hosted by NITI Aayog on 7<sup>th</sup> September 2018. While going forward, it can be expected that Government would work towards this Vision, there will be a huge onus on the industry for the country to support the above Vision. SIAM had submitted to Government a detailed White Paper on Electric Vehicles which expressed commitment of the industry towards electric mobility. It is heartening to note that various member companies of SIAM have announced their plans to launch electric vehicles.

One of the important Milestones in EV policy space was the launch of Phase-II of FAME India Scheme by the Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises, to be implemented from 1<sup>st</sup> April 2019 with an outlay of Rs 10,000 Crores. Demand incentives, establishment of network of charging stations are to be the main components of the Scheme. In its changed avatar, the Scheme would only focus on public transportation and mass transportation for incentivization.

While FAME Phase-I incentivized vehicles based on electrical range and target on reduced fuel consumption, demand incentives in FAME Phase-II is rationalized with reference to power of the battery @ Rs. 10,000/kwh for all vehicles (except buses @Rs. 20,000/kwh).

On the advice of DHI, SIAM had organized an industry consultation workshop on 15<sup>th</sup> March 2019 to prepare operational guidelines for the FAME Phase-II Scheme. Members of SIAM, ACMA and various electric vehicle Start-ups participated in the meeting. Various recommendations made by SIAM were agreed and incorporated by DHI in the Scheme.



Electric Bus Stakeholders' Workshop organized by DHI, New Delhi

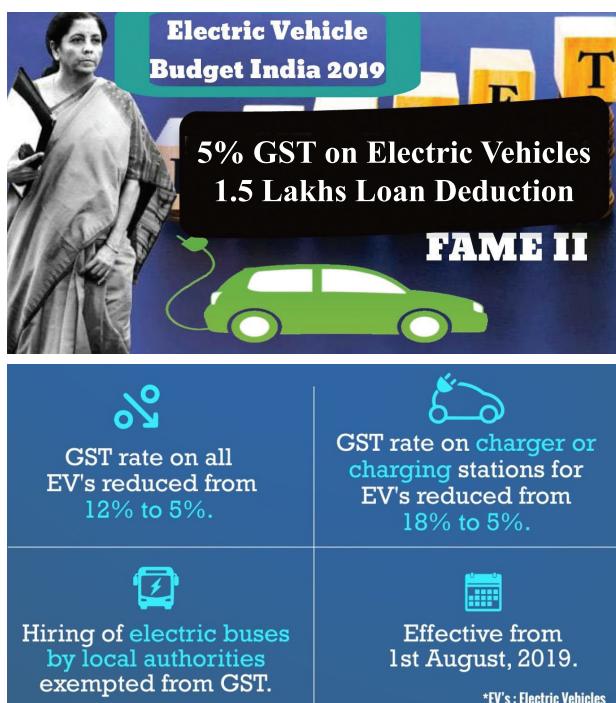
DHI had organized Electric Bus Stakeholder's Consultation Workshop on 12<sup>th</sup> April 2019 to discuss the modalities of a document on Expression of Interest to invite various STUs to participate in the tendering process for procurement and deployment of electric buses. SIAM recommendations made in the Workshop were widely appreciated and included in the Expression of Interest.



Members during Electric Mobility Group Meeting of SIAM, Chennai



Apart from increasing the EV penetration, “Make in India” is another major objective of Government of India. DHI also launched Phased Manufacturing Program (PMP) for xEV Parts with two-pronged strategy (1) Certain localization targets under FAME Phase-2 as eligibility criteria to avail demand incentives. (2) Roadmap for removal of concessional import duty on various critical EV parts. This initiative provides a clear direction and roadmap w.r.t achieving a higher level of indigenization of xEV parts which will ultimately make EVs more affordable for Indian consumers. In principle, SIAM has endorsed the PMP roadmap of Government of India.



Budget 2019 will provide a big push to EVs with the reduced GST rates

Concurrently, the year also observed various actions by Government of India to encourage electrification through non-fiscal measures like lower taxes, import duties, waiver of registration fees, permits and so on. Couple of big-ticket announcements were made in the Union Budget including benefits under Direct Tax for buyers of Electric Vehicles, GST on Electric Vehicles reduced to 5% from 12%. SIAM had whole-heartedly welcomed all such measures, which were exactly in-line with the recommendations made in the SIAM EV White Paper.

The year also saw Government's strong push to electric mobility particularly for 2/3-Wheelers in terms of a proposal mooted by NITI Aayog and MoRTH to ban ICE 2/3-Wheelers by 2023 (3-Wheelers) and 2025

(2-Wheelers). Whole industry had reacted strongly against such a move. NITI Aayog had requested SIAM to submit a detailed Roadmap on Electrification of 2/3-Wheelers.

### Aftermarket Parts Group

Counterfeit parts pose as a grave threat to a vehicle's performance, but more importantly they jeopardize the vehicle safety, consequently endangering lives. It is common knowledge that they are about 20-30% cheaper than genuine parts, and therefore easily pushed into the market. Most of the times, the consumer is not aware of buying a part which is not genuine. Since counterfeit parts are easier to manufacture, package and import, while also giving higher margins, they are preferred by many mechanics.

According to the industry experts, India lacks mandated safety standards for after-market products, because of which import of counterfeit products cannot be checked, and neither is it possible to measure the unorganized sector production and counterfeit parts' trading. Therefore, a lot of these figures go unnoticed, and are not reported. Additionally, genuine parts are not easily available, especially for the older variants of vehicles, which results in counterfeit sales.

According to survey, counterfeit auto components accounts for around 30-40% of the overall after-market for components in retail outlets. The counterfeit parts also result in enormous losses for the government as nearly none of them come within India's tax framework, and several billions are lost every year in tax revenues. In addition, the use of counterfeit parts could be held responsible for about 20% of all the road accidents in India, which directly or indirectly tends to hurt brand value of the car manufacturers. In a nutshell, counterfeit auto component parts have an adverse effect on the manufacturers, government and the end-consumers.

The current scenario makes counterfeit parts' trading look unfathomable, and the ways to tackle it may seem far-fetched. SIAM Aftermarket Parts Group with the support of industry is continuously working for spreading awareness among the end-consumers to use genuine parts. The Group organized its 3<sup>rd</sup> edition of the campaign with the theme “BE GENUINE, BE ASLI” during Auto Expo – The Motor Show held in February





Members at SIAM Aftermarket Group Meeting, Honda Car India, Tapukera, Rajasthan

2018. The campaign focused on experience on the road, empowering consumers to make responsible purchasing decisions by encouraging them to buy original auto parts.

The Indian auto components sector has grown significantly over the years. Even though the genuine auto components market has witnessed a healthy progress and the overall market looks good, the counterfeit market has also been on a rise and has grown parallel, raising serious concerns about vehicle safety.

As one-of-its-kind cutting edge industry initiative and provide contribution towards penetration of genuine parts in the market, it has been recommended by the SIAM Aftermarket Group to engage consumers at large by creating a common digital platform for all SIAM member companies. Under this engagement platform, a SIAM app – #BeGenuineBeAsli would be created using the existing anti-counterfeit tools deployed by various member companies to empower consumers to search their purchase and confirm its authenticity. It is envisaged that a common app under the SIAM umbrella would have better visibility and outreach as compared to companies' individual digital platforms. The app will be a full system framework which will manage OEM's content and APIs, display, process flow, security, registration, data capture and the features which will be upgraded from time to time

### Recycling Group

In the recent past the concerns on dispersion of hazardous chemical substances like heavy metals and persistent organic pollutants (POPs) are increasingly

becoming critical and hence are attracting attention of various regulatory bodies across the world. These substances in India are controlled by Ministry of Environment, Forests and Climate Change and its subsidiary bodies. While POPs are regulated under notification by MoEF, G.S.R. 207 (E) dated 5<sup>th</sup> March 2018; the heavy metals fall under the RRR regulations under AIS 129. Apart from the POPs which are not notified under the above notification, there are some which fall under the "substances of concern (SOC)" category for automobile industry. A substance is categorized under SOC if its production/use/disposal is regulated. POPs are presently regulated under Basel, Rotterdam and Stockholm (BRS) Conventions. The committees formed under these conventions viz. POPs Review Committee (POPRC) and Chemicals Review Committee (CRC) continuously examine various chemicals to be categorized as POPs and further include them under one of the Annexures of either of the convention. During the 9<sup>th</sup> meeting of Conference of Parties held from 29 April to 10 May 2019 some of



Dignitaries at 11<sup>th</sup> Asian Automotive Environmental Forum (AAEF), New Delhi



the chemicals which recently got listed as POPs under Stockholm Convention are dicofol, perfluorooctanoic acid (PFOA), its salts & PFOA-related compounds in Annex A and perfluorooctanoic acid (PFOA), its salts & PFOA-related compounds in Annex B. However, PFOA and its related compounds are still under review based on the proposal by some of the parties.

SIAM collaborates with various industry stakeholders, Government and institutions to create awareness on best practices of vehicle recycling and hazardous materials management. On 1<sup>st</sup> November 2018, Japan Automotive Recyclers Association (JARA), in collaboration SIAM, organized the 11<sup>th</sup> Asian Automotive Environmental Forum (AAEF) in New Delhi. The theme of AAEF this year was - "Automotive Recycling in India: Pathway to the Future - Toward a Sustainable Society". The conference focused on the need for setting-up viable infrastructure and providing solutions for dealing with ELVs in India. Eminent experts from Automotive Recycling industries in Asia, Europe and the US participated in the conference. Over 150 delegates from China, Japan, USA, India and other countries participated in the AAEF conference. Representatives from the government departments and key stakeholders such as NITI Aayog, ARAI, NATRIP and MRAI were also present to share their experience in establishing vehicle recycling infrastructure, ELVs and the learnings for India. Various reports were presented by experts from Australia, Japan, Korea, Malaysia, Mongolia, Italy and the US talked about the importance of efficient legal practices, self-governing recycling laws, value of waste involved and the need to regulate recycling sector in India by putting in enforcement laws.

Members of SIAM have started collecting data on usage of POPs in complete vehicle manufacturing supply chain and life cycle. Component suppliers have been asked to submit data on POPs content to evaluate the situation and look for safer alternatives. SIAM also collaborated with Automotive Component Manufacturers Association of India (ACMA) under the aegis of MoEF&CC, with PCCS and DXC Technologies as knowledge partners and organized a day-long conference titled, "International Material Data System (IMDS) and End of Life Vehicle (ELV) Regulations" on 18<sup>th</sup> March 2019 in New Delhi. The conference was a first-of-its-kind initiative focusing on sustainable



Conference inaugurated by Shri Swantanter Kumar (centre), Shri Bhure Lal (second from right) and Mrs Rashmi Urdhwareshe (extreme left), New Delhi

management of materials, tracking of hazardous chemicals, heavy metals, Persistent Organic Pollutants (POPs) etc. and to minimize their negative effects on the environment & human health. The conference was addressed by Hon'ble Justice Swantanter Kumar, Former Chairman, NGT & Former Judge, Supreme Court of India and Dr Bhure Lal (IAS), Chairman, EPCA and Mrs. Rashmi Urdhwareshe, Director, ARAI. The conference envisaged technical sessions including inaugural, technical and concluding sessions. The topics inter-alia included ELV, AIS 129 standards, CPCB guidelines, Global Status of IMDS system and its management, IMDS progress in India, reporting and management challenge etc. These technical sessions were attended by the participants drawn from the automotive industry both auto components and OEMs, including line Ministries, departments, regulatory bodies, experts, NGOs and civil societies. The deliberations in the conference provided unique information hitherto inadequately available on the use and disposal of hazardous chemicals, POPs and heavy metals in the whole lifecycle of a vehicle. Such database could facilitate automotive sector, regulatory agencies, R&D institutions, Ministries for piloting the discussions and negotiations under the Rotterdam, Basel and Stockholm Conventions (international regulations) and also the national regulations for which the nodal Ministry is the MoEF&CC. If the industry fails in complying the AIS 129 and CPCB guidelines, there are high possibilities of these may work as technical barrier to international trade both for OEMs and auto-component manufacturers.

The Recycling Group of SIAM took up the task of assessing the situation of ELV recycling sector in India and issues faced by some of recyclers in organized sector. SIAM at one of its Recycling Group meetings in



Chennai organized a visit to the recycling demo unit Global Automotive Research Center (GARC) in Chennai.

The aforesaid guidelines are framed for implementation based on the principle of shared responsibility that mandates the specific roles for the stakeholders in the ELV value chain which inter-alia includes Government authorities, manufacturers, recyclers, dealers/intermediaries, insurers and consumers etc. The CPCB guidelines also envisaged handholding, training, capacity building of informal sector and their integration in the scheme of dismantling, recycling and disposal of ELVs. Therefore, the EPR regime as envisioned in these guidelines is at variance with that of EPR implemented in European countries.

Before implementing these guidelines, CPCB has called a multi-stakeholder meeting on 2<sup>nd</sup> January 2019 for consultations to understand the possible difficulties that may be come up in the implantation of the said guidelines. During the deliberations, several issues were raised related to overall guidelines (policies), processes adopted, declaration of ELV & de-registration, recycling and disposal, technology, capacity building etc. SIAM had also explained its point of view and desired compatibility of these guidelines with AIS 129. SIAM is of the view that the long-term implications of these guidelines are vital for OEMs and auto-component manufacturers being the major stakeholders, therefore there is a need for well-considered approach to these guidelines. Accordingly, SIAM had suggested that these guidelines could be divided into two phases viz. phase-I guidelines related to ELV before reaches to dismantling & disposal facility (administrative aspect) and phase-II ELV guidelines related to processes adopted and implemented within premises of the dismantling & disposal facility for easier implementation. The phase-I of ELV is in the domain of MoRTH/MoH&PE and still under the consideration of the Government and whereas the phase-II is under the domain of MOEF&CC/CPCB and which is largely consensus based except for compatibility with AIS 129. SIAM is in discussion with CPCB for setting up of Joint Working Group for resolving the implementation issues and organizing a workshop of CPCB, SPCBs and SIAM officials (including industry) for understanding the issues for effective implementation of these guidelines.

## Clean Fuel Technology Group

The Clean Fuel Technology Group will be renamed as 'Sustainable Mobility Group' accordance with decision taken in a meeting held on 6<sup>th</sup> May 2019 under the Chairmanship of Mr. Sandeep Sinha, Managing Director, Cummins India Ltd and Co-Chairmanship of Mr. Rajendra Petkar, President & CTO, Tata Motors Ltd. The new name of the Group is inclusive and incorporates all the dimensions of on-going paradigm shift towards cleaner and sustainable mobility. Henceforth, the mandate of the group will be to facilitate and guide industry to be more responsible not only for environment imperatives but also to achieve sustainable mobility. Therefore, the Group will be entrusted with an overarching mandate for deliberations and provide guidance on the following areas:

- (a) Achieving Sustainable Mobility taking ACMA on board and the Group will work in in close coordination with other SIAM Groups viz E-mobility, Emission & Conservation, Recycling & material
- (b) Promoting and supporting Clean and Alternative Fuels
- (c) Accomplishing Material Sustainability including phasing out of hazardous material & heavy metals
- (d) Implementing Vehicle-Life-Cycle Assessment including End-of-Life Vehicles
- (e) Assessing and Analyzing Auto-Policy and Emission Regulations
- (f) Formulation of Automotive Plans, White Papers, Compendium on the Key Areas

The Group in its meeting held on 6<sup>th</sup> May 2019, discussed the matters inter-alia related to Clean Air 2020 & Beyond, Continuation of Sukh Da Sah Project, Media Campaign on Sukh Da Sah. Under the aegis of the Group, SIAM had organized an International Conference on 'International Material Data System (IMDS), and End-of-Life Vehicles (ELVs) Regulations' on 18<sup>th</sup> March 2019 in New Delhi. Hence, brief status of initiative on the Clean Air 2020 & Beyond, of Sukh Da Sah Project and a short report and recommendations on the IMDS conference are outlined hereunder:

This initiative on 'Cleaner Mobility, Beyond 2020' of SIAM will showcase the industry's vision, strategies,





Members at SIAM Clean Fuel Technology Group Meeting, Pune

achievements, technological adoption to achieve the imperatives of environment vi-a-vis sustainable mobility. As we all know that India is set for leapfrogging from BS-IV directly to BS VI emission norms from 1<sup>st</sup> April 2020, which is indeed a giant leap in implementation of low emission norms and the shortest migration time taken by any country in the history of the roll out of emission norms across the globe. Along with the said transition, several other aspects of automotive sector viz. engines design, clean fuel technology, fuel efficiency norms, material eco-efficiency, post-treatment technology, electric mobility, phase out of hazardous chemicals in automotive sector, environmentally sound management of End-of-Life Vehicles, promotion of life cycle assessment are rapidly transforming the automotive sector towards lower emissions. Being watershed moment for automotive industry, as it migrate to a new era of low emissions as 'Cleaner Mobility, Beyond 2020' is being initiated by SIAM which will have a series of events starting with a precursor conference - planned in 2019 in collaboration with the

Ministry of Environment, Forest and Climate Change to inter alia highlight auto-sector's initiatives in reducing air pollution. A culmination of these events is planned in the first quarter of 2020.

Broadly, this proposed national conference scheduled later in 2019 will have following technical sessions: (i) Vehicle Emissions & Regulations, (ii) Clean Fuels and Alternative Fuels, (iii) Electric & Sustainable Mobility, and (iv) Vehicle Life-Cycle Analysis. A high-level participation is expected from the Government, India Automotive Industry, Regulatory Bodies, R&D Institutions, Judiciary, Prominent NGOs, etc. The outcome of the aforesaid conference will create a positive impact on the image Automobiles, which is more environment friendly and facilitate in achieving the sustainable mobility that affordable and socially acceptable.

Clean Air 2020 and Beyond initiative will create a ripple impact on the image Automobiles, which is more environment friendly and facilitative in achieving the sustainable mobility that is affordable and socially



#### **SIAM's initiative on "Cleaner Mobility, Beyond 2020"**

***"1<sup>st</sup> April 2020: A Dawning of a New Era of Cleaner, Low-Carbon and Sustainable Mobility"***



acceptable. The vehicles that will be available beyond 2020 will be more technologically advanced both in engine design and emission treatment technologies and in terms of cleaner and alternative fuels. Henceforth, e-mobility, low carbon transportation, least emissions will be the future. Further, the paradigm shift in vehicle and fuel technology including enhanced electronic control systems will help in low carbon footprints including minimizing road accidents and fatalities. It is hoped that with the aforesaid advancements and their implementation will establish the automotive sector in uppermost orbit of sustainability and industry will get more environmentally benign image.

#### **Status of Sukh-da-Sah Pilot Project on in-situ management of crop stubbles -implemented by SIAM (jointly with CII) in Nabha, Patiala in Punjab**

**Background:** The crop stubble burning after the harvesting season in the states of Punjab and Haryana is one of the major causes of air pollution in the National Capital Region (NCR) during September to November every year. Agricultural practices produced millions of tons of stubble of rice (Kharif) crop is burnt by farmers in northern India during October-November before the onset of winter and sowing season of wheat (Rabi) crop. An estimated 35 million tons are set afire in Punjab and Haryana alone to make room for the winter crop leading to toxic particulate cloud formation that are visible from space and lead to emergency situations in the capital. Despite ban, the farmer continues to burn the crop stubble as the solutions which are expensive – the operation of collection of stubble costs roughly INR 2,500.00 per acre. The Government supported programmes have been announced earlier but never implemented effectively. The central Government has kept aside INR 592 crores to combat this activity during 2018-19 for NCR States.

**Concept and Objective:** The above prevailing situation provided SIAM an opportunity to go beyond its mandate in the larger interest of social cause of helping farmers, promotion of in-situ technology for stubble management and improving air quality. Accordingly, SIAM undertook a pilot in May 2018 for showcasing in-situ technology (zero pollution technology) on the adopted area of agricultural land of about 7400 acres in Jasso Majra in Patiala District to mitigate the burning of crop stubble.

SIAM had conceptualized this pilot project named Sukh-da-Sah for stubble management in field itself employing in-situ technology. Further to make it more comprehensive and participatory project, SIAM joined hands with CII on the suggestion of Chairman of the Clean Fuel Technology Group during a meeting held at Pune on 13<sup>th</sup> July 2018. The objectives of the pilot are (i) to demonstrate proactive collaborative action by the Indian automobile industry to help farmers and improving the air quality, (ii) taking initiative beyond what is typically expected from the industry as a testimonial of building the nation, responsibly, (iii) showcase the in-situ technology working closely with farmers and other stakeholders like policy makers, R&D institutions, knowledge partners, activists and media, and (iv) allow upscaling and replication in other areas.

**Broad Methodology:** The pilot project followed a broad methodology outlined below: (i) setting up of a team and identification of location where pilot to be undertaken – in Punjab, (ii) Project team worked in collaboration with the farmers, State Government, Punjab State Pollution Control Board and all the relevant organizations in Punjab, (iii) adoption of – 7400 acres land, (iv) establishing communication to villages being covered under pilot – 9 villages of Jasso Majra comprising three farmers cooperatives, (v) total resource estimation viz. agricultural equipment, operators, maintenance of equipment and budget estimation and deployment equipment like happy seeders, mulchers, rotavators, Smart SMS etc. with total fleet mobilization. For implementation of the project, SIAM had extensive consultation with Punjab State Pollution Control Board and Punjab Department of Agriculture other stakeholders.

**Project Implementation and Outcome:** Presently, the project is being implemented in Jasso Majra, Nabha of Patiala District of Punjab in close collaboration with Punjab Pollution Control Board, Department of Agriculture Punjab comprising 1500 farmers. Under the pilot, 46 various types of agricultural equipment were provided through cooperative societies to the farmers. The SIAM team worked closely and kept oversight during implementation of the project and had meetings cooperatives' members, scores of farmers,





SIAM at field level interaction with farmers, Jassomajra, Patiala



Happy Seeder in action under Sukh da Saah initiative, Jassomajra, Patiala

volunteers associated with the pilot project. As per the estimation, the stubble burning was effectively curbed in 75% of farmland under the jurisdiction of said cooperative societies. Hence, the project has been a tremendous success as compared with that of other projects which implemented the in-situ technology implemented in Punjab. SIAM and CII have decided to implement the project during the current year and also in 2020 with target of achieving zero stubble burning in these villages and hope that this will create a ripple effect on the farmers of the adjoining areas.

**Reaction of Farmers:** SIAM team, after several meetings and days of ground truthing realized that farmers' support and their positive attitudes are more encouraging than the percentage reduction in stubble burning. It is noteworthy to state that all farmers with whom we met, assured our team that from the next year there will be no burning incident from this area and zero stubble burning will be achieved. The farmers are disappointed with the State Government for doing only symbolic assistance. The farmers were emotionally charged when they talked about the assistance provided by the private sector like SIAM in partnership of the CII and expectedly not from the State Government.

**TV Campaign, A solo initiative of SIAM:** Another bold and timely solo initiative was taken by SIAM thorough

launching the awareness campaign in TV through PTC-News and PTC-Punjabi, the most popular TV channels in Punjab. There were total 270 video spots spread out in a span from 24<sup>th</sup> October to 13<sup>th</sup> November 2018. Out of these spots, 60 spots were with an emotional appeal made by the President, SIAM for farmers for not burning the stubbles in the fields. The TV campaign launched by SIAM, generated much needed awareness and positive impact on the masses particularly on the farmers of the region. In fact, the campaign was a hit. The viewership of both the channels reached 65 lakh in states of Punjab and Haryana.

**Way Forward:** SIAM (jointly with CII) has prepared a report on the success and experiences of implementation of in-situ technology under the Sukhda Sah project and the same will be shared with all stakeholders including Government, regulatory bodies, media, etc. SIAM will be happy to provide technical assistance whenever needed by the Government in implementing the in-situ technology. Further, the tremendous success can only be a worthwhile if the State Government that has funds, manpower, expertise and other paraphernalia takes the responsibility for implementing the in-situ stubble management at the State level to replicate the success on a much larger scale on the lines of this pilot.



## PUBLIC POLICY



SAFE Annual Convention 2018, Guwahati, Assam

The greatest challenge in the developing countries is to deal with rising trends in the fatalities due to road accidents posing grave concern to the society. Individual efforts, be it in the corporate, non-government or governmental sectors, will be less impactful and also unsustainable over time. It is important, therefore, that we all work in collaboration with Government and civil society to achieve the greatest impact.

The role of Government, Corporate and NGOs play a vital role in addressing the most important societal issues we are facing today as a country. Collaborative efforts instead of individual efforts will act as a dynamic force to make a greater impact. Companies can help save millions of lives, strengthen communities in which they do business, help build resilient economies, and in the process, improve their operations and long-term prospects.

Beyond advocating for government resources, the private sector can also invest directly in road safety interventions. SAFE members have initiated a range of projects in this area at a large scale across the nation.

Vehicles in our country today are much safer than just a few years ago. Customer vehicle rating programs have created a market for safety and raised public awareness. Vehicle manufacturers had increased research aimed at delivering more affordable vehicles with greater crash protection, stimulate the engineering

community in this work, focus more design attention on protecting vulnerable road users.

The other critical element is the third factor in the Haddon Matrix - road user behaviour. Speeding, drunk driving, and non-use of seat belts, child restraints, and motorcycle helmets are the five key road safety risks and remain major contributors to road crashes, deaths, and injuries. Distracted driving and walking rapidly becoming an important risk as well, especially in developed countries. Other risks are fatigue, medical conditions, stress, licit and illicit drugs, and inexperienced driving. We, as auto manufacturers, have been in the forefront spreading the awareness on social issues which contribute to road fatalities.

As corporates we must strengthen our efforts to bring awareness on behavioural change program on a



Dignitaries during Workshop on Future Norms and Safety Regulations for Automobiles in India, J & K





Road Safety Certificate to the Second Runner-up of the Best School, New Delhi

sustainable manner. Business recognizes it has a role to play in helping to arrest the road crashes, serious fatalities and injuries. SAFE member companies have expressed their interest in doing good and making a positive difference in the lives of people.

We can say that Indian Auto industry is a major contributor to child road safety education through several initiatives. For instance, SAFE and its members developed road safety teaching resource packs, which were produced to help school and college students. SIAM members have been adopting traffic parks in different part of our country and are equipping them provided equipment including, eventually, miniature bikes, training simulators etc. In addition, mobile traffic.

Education were also imparted by members in which they will take all the safety equipment's to the school and for three continues days they can train students on road safety awareness. SAFE touches more than fifteen lakh students in Delhi with the partnership with Delhi Traffic Police and imparted road safety education through various competitions, interactions etc. SAFE members are concerned for the safety of school buses. In this area, SAFE with its members organised a conference on Safety of School Children in School Buses in Delhi and sessions in different states also for spreading the safety issues with school buses.

SAFE members have long established track records of supporting driver education initiatives and road safety improvements seeking to reduce the number of

alcohol related driving accidents. Campaigns include the raising of awareness of drink related accidents, for instance through videos on the issue, the principle of obtaining campaign funds to highlight areas of concern from manufacturers that either directly or indirectly relate to their products, is clear.

Ashok Leyland paved the way for driver training centres way back in 1995. Today, auto companies are setting up driver training facilities across the country in association with central and State governments. Additional private sector with the support of central and state government has now established IDTR's in many states with the objective of creating good drivers for our roads.

Evidence based approach to road safety interventions may have more impactful outcomes. Collating the data is not comparable across the world, due to differing



Road Safety Summer Camp, New Delhi





Road Safety Initiative: 1 Crore steps

data systems definitions. No reliable index exists detailing global road safety performance. While this would be valuable, the most urgent need is for reliable data on fatality and serious injury in low- and middle-income group.

Coming to the other important focus area for SAFE – controlling air pollution. SAFE along with CII and SIAM had initiated an on-ground intervention in Patiala, Punjab to find solution to the problem of crop residue burning which is one of the causes of air pollution. Patiala is one of the stubbles burning hotspot districts in Punjab accounting almost 10% witnessed in the state. A pilot project through the in-situ treatment of

agricultural residues (stubble) in Nabha, Patiala, Punjab was initiated. The outcomes of the project have been outstanding wherein about 75% stubble burning has been effectively reduced and the same is appreciated by all including media and farmers alike.

In the area of environment protection, SAFE also organised free PUC drive on the 5<sup>th</sup> June 2019, on World Environment Day across the nation. Around 7400 automobile service stations and dealers joined the drive and reach out to millions of vehicle owners for free PUC and educate on vehicle maintenance tips too.

In the year 2019, SAFE organised its 20<sup>th</sup> Annual Convention on 11<sup>th</sup> June 2019 at Ranchi, Jharkhand with the theme Make Roads Safer: 50 by 2030. Safe Jharkhand. Sure Jharkhand.

Indian Automobile companies are supporting various projects in the areas of road safety and pollution prevention along with different state authorities and providing auto industry's support in imparting all the projects. SAFE continues to be an enthusiastic supporter and partner through the length and breadth of the country.

SIAM, ACMA, CII, FICCI and ASDC organised a Road Safety Walk as a part of the 1 Crore Step initiative taken by Hella & D2S NGO. The walk commenced from Kanyakumari and ended in Jammu, thereby, touching thousands of people on the way and helped in creating awareness on Road Safety.



Hon'ble Minister Shri Nitin Gadkari providing oath to participants during the National Road Safety Week, New Delhi





Road Safety Walk, New Delhi

#### UP Government Workshop on Road Safety

Transport Department, Government of Uttar Pradesh organised a brainstorming and awareness session on Road Safety to look at possible intervention and approaches for reduction of road accidents and fatalities in the State. During the Workshop SIAM highlighted the key safety technologies that have / are being introduced by vehicle manufacturers and its importance

in reducing fatalities. Most of the speakers also raised concerns on the need to address the comfort and well-being of drivers, as their role in avoiding accidents is of paramount importance. The Workshop was hosted by the Mr Swatantra Dev Singh, Hon'ble Transport Minister and Ms Aradhana Shukla, Principal Secretary, Transport Department while Hon'ble Chief Minister, Mr Yogi Adityanath was the Chief Guest for the program.







# SIAM COUNCILS & GROUPS 2018-19

## A. COUNCIL ON INTERNATIONAL BUSINESS



**Chairman: Dr Pawan Goenka**  
Managing Director,  
Mahindra & Mahindra Ltd.

### 1. INTERNATIONAL RELATIONS & TRADE POLICY GROUP



**Chairman: Mr Ketan Doshi**  
Sr. Vice President –  
New Business Development  
Mahindra & Mahindra Ltd.



**Co-Chairman: Mr Rahul Bharti**  
Vice President – Corporate Planning  
& Government Affairs,  
Maruti Suzuki India Ltd.

### 2. EXPORTS GROUP



**Chairman: Mr Rakesh Sharma**  
Executive Director,  
Bajaj Auto Ltd.



**Co-Chairman: Mr Anurag Mehrotra**  
Managing Director,  
Ford India Pvt. Ltd.

## B. COUNCIL ON MARKET

### 1. VEHICLE CLASSIFICATION, SALES REPORTING & ANALYSIS



**Chairman: Mr Ramakrishnan**  
Global Head- Customer Care, CVBU,  
TATA Motors Ltd.



**Co-Chairman: Mr Ashutosh Khosla**  
President – Sales & Marketing  
Force Motors Ltd.

### 2. TRADE FAIRS GROUP



**Chairman: Mr Gurpratap Boparai**  
Managing Director,  
SkodaAuto India and  
Volkswagen India



**Co-Chairman: Mr Sanjeev Handa**  
Vice President & Head of Corporate  
Communications,  
Maruti Suzuki India Ltd.

### 3. LOGISTICS GROUP



**Chairman: Mr Prem K Verma**  
Project Leader,  
TATA Motors Ltd.



## C. COUNCIL ON ECONOMIC AFFAIRS



### Co-Chairman: Mr V Anand

Senior General Manager –  
Sales Logistics,  
Hyundai Motor India Ltd.



### Chairman: Mr. Shekar Viswanathan

Vice Chairman & Whole Time Director,  
Toyota Kirloskar Motor Pvt. Ltd.

## 4. CSR & COMMUNITY SERVICES GROUP



### Chairman: Mr Naveen Soni

Vice President – External Affairs,  
Toyota Kirloskar Motor Pvt. Ltd.



### Co-Chairman: Mr Sushant Naik

National Head – Government Affairs,  
TATA Motors Ltd.



### Chairman: Mr Hemant Sikka

President & CPO,  
Powerol & Spares Business,  
Member of the Group Executive Board  
Mahindra & Mahindra Ltd.

## 5. SERVICE HEADS GROUP



### Co-Chairman: Mr Sanjoy Gupta

Head - Customer Care & Parts  
Mahindra & Mahindra Ltd.



### Co-Chairman: Mr Jagadish Hegde

Director & Sr. Vice President,  
Isuzu Motors India Pvt Ltd.

## 6. IT GROUP



### Chairman: Mr Vijay Sethi

Chief Information Officer & Head – CSR,  
Hero MotoCorp Ltd.



### Chairman: Mr Narayan Swamy Raja

Deputy Managing Director  
(Sales & Marketing),  
Toyota Kirloskar Motor Pvt. Ltd.



### Co-Chairman: Mr Neeraj Bhalla

VP (Auto Digital & Strategy),  
Mahindra & Mahindra Ltd



### Co-Chairman: Mr B. Srinivas

Sr. Vice President, Strategy,  
Product Planning,  
Bus Sales & Marketing,  
VE Commercial Vehicles Ltd.



### 3. TAXATION POLICY GROUP



**Chairman: Mr Vinod Aggarwal**  
Managing Director & CEO,  
VE Commercial Vehicles Ltd.

### 6. FINANCE, LEASING & INSURANCE GROUP



**Chairman: Mr Gopal Bansal**  
Whole Time Director & CFO,  
SML Isuzu Ltd.



**Co-Chairman: Mr B. C. Datta**  
Vice President – Corporate Affairs,  
Hyundai Motor India Ltd.

### 4. TAXATION PROCEDURAL GROUP



**Chairman: Mr D D Goyal**  
Executive Director – Finance,  
Maruti Suzuki India Ltd.

### 7 HUMAN CAPITAL GROUP



**Chairman: Mr N V Balachander**  
President – HR,  
Communication & CSR,  
Ashok Leyland Ltd.



**Co-Chairman: Mr Sudhakar Panda**  
Senior Vice President – HR,  
Fiat India Automobile Pvt. Ltd.

### 5. DIRECT TAX



**Chairman: Mr Anantharaman T**  
General Manager – Corporate  
Taxation & Government Affairs,  
Mercedes-Benz India Pvt. Ltd.



**Co-Chairman: Mr. Sanjeev Agarwal**  
Head – Taxation & Customs  
BMW India Pvt. Ltd.

### 8. ANTI COUNTERFEITING GROUP



**Chairman: Mr Yash Pal Sachar**  
General Manager,  
Honda Car India Ltd.



**Co-Chairman:  
Mr Shriniwas Chakravarthy**  
Head – Group Technical Service,  
Volkswagen Group Sales  
India Pvt Ltd.



## D. TECHNICAL COUNCIL



**Chairman: Mr K N Radhakrishnan**  
Whole Time Director & CEO,  
TVS Motor Company Ltd.



**Co-Chairman: Mr R S Sachdeva**  
COO  
VE Commercial Vehicles Ltd.

## 2. RECYCLING GROUP



**Chairman: Capt. N S Mohan Ram**  
Advisor,  
TVS Motor Company Ltd.



**Co-Chairman:**  
**Mr Shrikant Deshmukh**  
General Manager,  
Mercedes- Benz India Pvt. Ltd.

## 1. E MOBILITY GROUP



**Chairman: Mr Mahesh Babu**  
CEO – Mahindra Electric,  
Mahindra & Mahindra Ltd.



**Co-Chairman: Dr S J Dhinagar**  
Vice President –  
Advanced Engineering,  
TVS Motor Company Ltd.

## 3. CLEAN FUEL TECHNOLOGY GROUP



**Chairman: Mr Sandeep Sinha**  
Managing Director,  
Cummins India Ltd.



**Co-Chairman: Mr Rajendra M Petkar**  
President & CTO,  
TATA Motors Ltd.

## 4. CONNECTED VEHICLES GROUP



**Co-Chairman: Mr Sushant Naik**  
National Head – Government Affairs,  
TATA Motors Ltd.



**Chairman: Mr N S Talib**  
AVP & Operating Head,  
Honda Cars India Ltd.



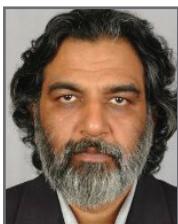
**Co-Chairman: Mr Vikram Gulati**  
Country Head & Vice President –  
External Affairs & CSR Division,  
Toyota Kirloskar Motor Pvt. Ltd.



**Co-Chairman:**  
**Mr Randeep Singh Khokhar**  
Sr. General Manager,  
TATA Motors Ltd.



## 5. STYLING & DESIGN GROUP



**Chairman: Mr Anil Saini**  
Director – Design,  
General Motor India Pvt. Ltd.



**Co-Chairman: Mr Saurabh Singh**  
Head – Design,  
Maruti Suzuki India Ltd.

## 2. CMVR & SAFETY REGULATIONS GROUP



**Chairman: Mr S Ravishankar**  
Executive Advisor –  
Product Development,  
Ashok Leyland Ltd.



**Co-Chairman: Mr Deepak Sawkar**  
Senior Vice President,  
Maruti Suzuki India Pvt. Ltd.

## E. NATIONAL & INTERNATIONAL REGULATIONS COUNCIL



**Chairman: Mr Sumit Sawhney**  
Country CEO & MD,  
Renault India Pvt. Ltd.  
(Till February 2019)



**Co-Chairman: Mr Abraham Joseph**  
Chief Technology Officer,  
Bajaj Auto Ltd.

## 3. TWO WHEELERS GROUP



**Chairman: Mr Harjeet Singh**  
Executive Advisor – Technical,  
Hero MotoCorp Ltd.



**Co-Chairman: Mr Suraj Agarwal**  
Vice President,  
Honda Motorcycle & Scooter  
India Pvt. Ltd.

## 1. EMISSIONS & CONSERVATION GROUP



**Chairman: Mr C V Raman**  
Senior Executive Director –  
Engineering,  
Maruti Suzuki India Ltd.



**Co-Chairman: Mr R Velusamy**  
Senior Vice President,  
Mahindra & Mahindra Ltd.

## 4. THREE WHEELERS GROUP



**Chairman: Mr V Pattabiraman**  
Senior General Manager,  
TVS Motor Company Ltd.



**Co-Chairman: Mr Arvind Kumbhar**  
Senior Manager – R & D,  
Bajaj Auto Ltd.



## 5. INTERNATIONAL HARMONIZATION GROUP



**Chairman: Dr Tapan Sahoo**  
Sr. Vice President -  
Engineering & R&D,  
Maruti Suzuki India Ltd.



**Co-Chairman: Mr Anil Kumar**  
Sr. General Manager -  
Body & Trim Cars,  
TATA Motors Ltd.

## F. COMMERCIAL VEHICLES CEO'S COUNCIL



**Chairman: Mr S Borwankar**  
Chief Operating Officer,  
TATA Motor Ltd.

## G. THREE WHEELERS CEO'S COUNCIL



**Chairman: Mr Ravi Chopra**  
Chairman,  
Piaggio Vehicles Pvt. Ltd.

## H. TWO WHEELERS CEO'S COUNCIL



**Chairman: Mr K N Radhakrishnan**  
Whole Time Director & CEO,  
TVS Motor Company Ltd.

## I. PASSENGER CARS CEO'S COUNCIL



**Chairman: Mr Vikram Kirloskar**  
Vice Chairman,  
Toyota Kirloskar Motor Pvt. Ltd.

## J. MUVs CEO'S COUNCIL



**Chairman: Mr P N Shah**  
Senior Advisor,  
Mahindra & Mahindra Ltd.

## K. SAFE - SOCIETY FOR AUTOMOTIVE FITNESS & ENVIRONMENT



**President: Mr Anupam Shrivastava**  
General Manager,  
Bajaj Auto Ltd.



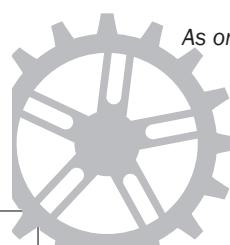
**Vice President: Mr Mahesh Rajoria**  
Adviser,  
Maruti Suzuki India Ltd.



# SIAM EXECUTIVE COMMITTEE 2018-19

COMPANY	MEMBER	ALTERNATE MEMBER
Ashok Leyland Ltd	Mr Anuj Kathuria	
Bajaj Auto Ltd	Mr Rajiv Bajaj	Mr R C Maheshwari
BMW India Pvt Ltd	Mr Rudratej Singh	Mr Vinod Pandey
Cummins India Ltd	Mr Sandeep Sinha	Mr Ashwath Ram
Fiat India Automobiles Pvt Ltd	Mr Ravi Gogia	Mr Kevin Flynn
Force Motors Ltd	Dr Abhay Firodia	
Ford India Pvt Ltd	Mr Anurag Mehrotra	Mr David Allan Schock
Hero MotoCorp Ltd	Mr Pawan Munjal	Mr Harjeet Singh
Hindustan Motors Finance Corp Ltd	Mr Uttam Bose (Co-opted)	
Honda Cars India Ltd	Mr Gaku Nakanishi	Mr Raman Kumar Sharma
Honda Motorcycle & Scooter India Pvt Ltd	Mr Minoru Kato	Mr V Sridhar
Hyundai Motor India Ltd	Mr S S Kim	Mr B C Datta
Mahindra & Mahindra Ltd	Mr Rajan Wadhera	Mr Ketan Doshi
Maruti Suzuki India Ltd	Mr Kenichi Ayukawa	Mr Rahul Bharti
Mercedes-Benz India Pvt Ltd	Mr Martin Peter Schwenk	Mr Santosh Iyer
Nissan Motor India Pvt Ltd	Mr Sinan Ozkok (Co-opted)	
Renault India Pvt Ltd	Mr Venkatram Mamillapalle	Mr Jatin Aggarwal
Royal Enfield (A Unit of Eicher Motors)	Mr Siddhartha Lal	Mr G Sekar
Royal Enfield (A Unit of Eicher Motors)	Mr S Sandilya (Co-opted)	
Tata Motors Ltd	Mr Shailesh Chandra	Mr Sushant Naik
Toyota Kirloskar Motor Pvt Ltd	Mr Masakazu Yoshimura	Mr Vikram Gulati
Toyota Kirloskar Motor Pvt Ltd	Mr Vikram Kirloskar (Co-opted)	
TVS Motor Company Ltd	Mr K N Radhakrishnan	Mr Sudarshan Venu
VE Commercial Vehicles Limited	Mr Vinod Aggarwal	Mr B Srinivas
Volkswagen India Pvt Ltd	Mr Gurpratap Boparai (Co-opted)	Mr Pankaj Gupta

As on 30<sup>th</sup> June 2019



## PAST PRESIDENTS

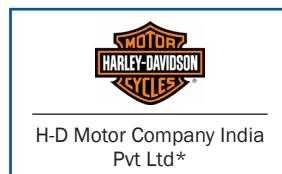
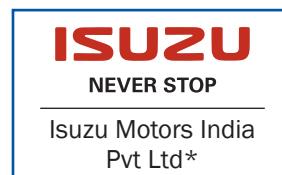
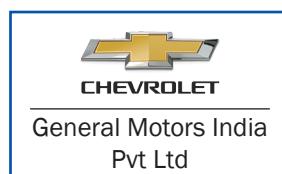
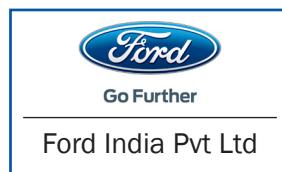
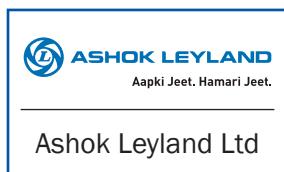
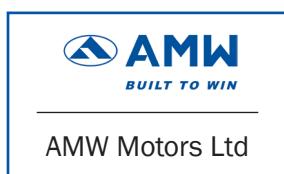
YEAR	NAME	COMPANY
1960	Mr Lalchand Hirachand*	Premier Automobiles Ltd
1961	Sir L P Misra*	Hindustan Motors Ltd
1962 & 1963	Mr A E L Collins*	Ashok Leyland Ltd
1964	Mr Keshub Mahindra	Mahindra & Mahindra Ltd
1965 & 1966	Dr M A Chidambaram*	Automobile Products of India Ltd
1967 & 1968	Mr K V Srinivasan*	Standard Motor Products India Ltd
1969	Mr A H Tobaccowala*	TELCO Ltd
1970 & 1971	Mr A Sivasailam*	Simpson & Co. Ltd
1972 & 1973	Mr N K Firodia*	Bajaj Tempo Ltd
1974 & 1975	Mr J E Talaulicar*	TELCO Ltd
1976 & 1977	Mr Rahul Bajaj	Bajaj Auto Ltd
1978 & 1979	Mr P N Venkatesan*	Premier Automobiles Ltd
1980 & 1981	Mr C V Karthik Narayanan*	Standard Motor Product India Ltd
1982 & 1983	Mr R J Shahaney	Ashok Leyland Ltd
1984 & 1985	Dr V Krishnamurthy	Maruti Udyog Ltd
1986 & 1987	Mr S L Bhatter*	Hindustan Motors Ltd
1988/89 & 1989/90	Mr B De Souza*	Mahindra & Mahindra Ltd
1990/91 & 1991/92	Dr Abhay Firodia	Bajaj Tempo Ltd
1992-1993	Mr Subodh Bhargava	Eicher Motors Ltd
1993/94 & 1994/95	Mr Vinod L Doshi*	Premier Automobiles Ltd
1995/96 & 1996/97	Mr Brijmohan Lall*	Hero MotoCorp Ltd
1997/98 & 1998/99	Mr V M Raval*	TELCO Ltd
1999/00 & 2000/01	Mr Venu Srinivasan	TVS Motor Company Ltd
2001/02 & 2002/03	Mr R Seshasayee	Ashok Leyland Ltd
2003/04 & 2004/05	Mr Jagdish Khattar	Maruti Udyog Ltd
2005/06 & 2006/07	Mr Madhur Bajaj	Bajaj Auto Ltd
2007/08 & 2008/09	Mr Ravi Kant	Tata Motors Limited
2009/10 & 2010/11	Dr Pawan Goenka	Mahindra & Mahindra Ltd
2011/12 & 2012/13	Mr S Sandilya	Royal Enfield (Unit Eicher Motors)
2013/14 & 2014/15	Mr Vikram Kirloskar	Toyota Kirloskar Motors Ltd
2015/16 & 2016/17	Mr Vinod K Dasari	Ashok Leyland Ltd
2017/18	Dr Abhay Firodia	Force Motors Ltd
2018 /19 -	Mr Rajan Wadhera	Mahindra & Mahindra Ltd

\* Since deceased

Note: The names of the Companies are as they were known then.



# SIAM MEMBERS



# SIAM MEMBERS

 <p><b>MARUTI SUZUKI</b> Way of Life!</p> <p>Maruti Suzuki India Ltd</p>	 <p><b>Scooters India Limited</b></p> <p>Scooters India Ltd</p>	 <p><b>UM</b> CONQUER THE WORLD.</p> <p>UM Lohia Two Wheeler Pvt Ltd*</p>
 <p><b>MG</b> MORRIS GARAGES Since 1924</p> <p>MG Motor India Pvt Ltd*</p>	 <p><b>Simpson &amp; Co. Ltd</b></p> <p>Simpson &amp; Co. Ltd</p>	 <p><b>VE COMMERCIAL VEHICLES</b> A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE</p> <p>VE Commercial Vehicles Ltd</p>
 <p><b>Mercedes-Benz</b> The best or nothing.</p> <p>Mercedes-Benz India Pvt Ltd</p>	 <p><b>ŠKODA</b></p> <p>Skoda Auto India Pvt Ltd</p>	 <p><b>Volkswagen</b></p> <p>Volkswagen India Pvt Ltd</p>
 <p><b>NISSAN</b></p> <p>Nissan Motor India Pvt Ltd</p>	 <p><b>SML ISUZU</b></p> <p>SML Isuzu Ltd</p>	 <p><b>VOLVO</b> VOLVO GROUP</p> <p>Volvo Auto India Pvt Ltd</p>
 <p><b>PIAGGIO</b> VEHICLES PVT. LTD.</p> <p>Piaggio Vehicles Pvt Ltd</p>	 <p><b>SUZUKI</b></p> <p>Suzuki Motorcycle India Pvt Ltd</p>	 <p><b>VOLVO</b> VOLVO GROUP</p> <p>Volvo Group India Pvt Ltd</p>
 <p><b>PREMIER</b></p> <p>Premier Ltd</p>	 <p><b>TATA MOTORS</b> Connecting Aspirations</p> <p>Tata Motors Ltd</p>	<p><i>In alphabetical order</i> *Associate Member As on 30<sup>th</sup> June, 2019</p>
 <p><b>RENAULT</b> Passion for life</p> <p>Renault India Pvt Ltd</p>	 <p><b>TOYOTA</b> Quality Revolution</p> <p>Toyota Kirloskar Motor Pvt Ltd</p>	
 <p><b>ROYAL ENFIELD</b></p> <p>Royal Enfield (A Unit of Eicher Motors Ltd)</p>	 <p><b>TRIUMPH</b> FOR THE RIDE</p> <p>Triumph Motorcycles India Pvt Ltd*</p>	
 <p><b>SCANIA</b></p> <p>Scania Commercial Vehicles India Pvt Ltd*</p>	 <p><b>TVS</b></p> <p>TVS Motor Company Ltd</p>	



## SIAM SECRETARIAT

Mr Amit Kumar	Mr P K Banerjee
Mr Arindom Ghatak	Mr Philip Skaria
Mr Arnab Chakraborti	Mr R N Chakravarty
Mr Atanu Ganguli	Ms Ragmani Shukla
Mr B K Dutta	Mr Rajesh Menon
Mr Bhisham Prasad Rai	Mr Raju Kamat
Mr Debasish Majumder	Mr Ramesh P Iyer
Mr Dikshant Negi	Mr Rashid Hasan
Mr Dinesh Patnaik	Ms Ritika Changia
Mr Diwit Prajapati	Ms Ruby Ganguly
Mr Hardik Makhija*	Mr Saurabh Rohilla
Ms Jasleen Kaur	Mr Sugato Sen
Mr J S Cheema	Mr Sundeep Sundli
Mr Jitendra Rai	Ms Supriya Sinha
Mr Kartike Karwal	Mr Sushil Kumar
Ms Manju Dhamija	Mr Tribhuvan Rai
Mr Manoj Mohapatra	Mr V K Pandey
Ms Meenakshi Kukreja	Mr Vishnu Mathur
Ms Novika Sood	

*In alphabetical order*

\*Since Left



## LINKAGE WITH OTHER INSTITUTIONS IN INDIA

All India Motor Transport Congress (AIMTC)  
Alloy Steel Producers Association  
Aluminium Association of India  
Asian Development Bank (ADB)  
Association of Indian Forging Industry  
Association of State Road Transport Undertakings (ASRTU)  
Automotive Component Manufacturers Association of India (ACMA)  
Automotive Services Equipments Association  
Automotive Skills Development Council (ASDC)  
Automotive Tyre Manufacturers Association (ATMA)  
Bureau of Indian Standards (BIS)  
Central Institute of Road Transport (CIRT)  
Central Road Research Institute (CRRI)  
Center for High Technology  
Confederation of Indian Industry (CII)  
Delhi Transport Corporation (DTC)  
Delhi Metro Rail Corporation (DMRC)  
Federation of Automobile Dealers Association (FADA)  
Indian Auto LPG Coalition  
Indian Diesel Engine Manufacturers Association  
Indian Institute of Foreign Trade (IIFT)  
Indian Institute of Petroleum (IIP)  
Indian Institute of Technology (IIT)  
Indian Machine Tool Manufacturers Association (IMTMA)  
Indian Rubber Institute (IRI)  
Insurance Regulatory and Development Authority of India (IRDAI)  
Institute of Road Traffic Education  
International Centre for Automotive Technology (ICAT)  
National Automotive Testing and R&D Infrastructure Project (NATRIP)  
National Council of Applied Economic Research (NCAER)  
National Institute of Design (NID)  
National Skill Development Corporation (NSDC)  
Federation of Indian Petroleum Industry (FIP)  
Petroleum Planning & Analysis Cell (PPAC)  
Research & Information Systems for Non-aligned and Other Developing Countries  
Society for Automotive Fitness & Environment (SAFE)  
Technology Information Forecasting and Assessment Council  
The Automotive Research Association of India (ARAI)  
The Energy and Resources Institute (TERI)  
Tractor Manufacturers Association (TMA)  
Vehicle Research & Development Establishment (VRDE)  
Western India Automobile Association

*In alphabetical order*



## OVERSEAS LINKAGE

ASEAN Automotive Federation (AAF)  
Asia Pacific Economic Cooperation Automotive Dialogue (APEC AD)  
Associação Nacional dos Fabricantes de Veículos Automotores (ANFAVEA)  
AusTrade Commission, Australia  
Auto Alliance, USA  
American Auto Policy Council (AAPC), USA  
Automotive Federation of Malaysia (AFM), Malaysia  
Automotive Policy Planning, METI, Japan  
Automotive Research & Testing Centre, Taiwan  
Bangladesh Automobiles Assemblers and Manufacturers Association  
Bangladesh Motorcycle Assemblers and Manufacturers Association  
Ceylon Motor Traders' Association (CMTA), Sri Lanka  
China Association of Automobile Manufacturers (CAAM), P R China  
Clean Air Initiatives of Asian Cities (CAI-Asia)  
Comité des Constructeurs Français d'Automobiles (CCFA), France  
European Automobile Manufacturers Association (ACEA), Europe  
European Association of Motorcycle Manufacturers (ACEM)  
Federal Chamber of Automotive Industry (FCAI), Australia  
Federation of Asia Motorcycle Industries (FAMI), Singapore  
Federation of Nepal Chamber of Commerce & Industry, Nepal  
FOURIN  
Fuels and Lubes Asia (F&L Asia)  
Global Automotive Industry Dialogue (GAID)  
Gulf Cooperation Council (GCC)  
Indonesia Automotive Federation  
Indonesian Automotive Industry Association (GAIKINDO), Indonesia  
Indonesian Motorcycle Industry Association, Indonesia  
Indo Bangladesh Chamber of Commerce and Industry  
International Motorcycle Manufacturers Association (IMMA)  
International Organization of Motor Vehicle Manufacturers (OICA)  
Japan Automobile Manufacturer Association (JAMA), Japan  
Japan Automobile Standards Internationalisation Centre, Japan  
Korean Automobile Manufacturers Association (KAMA), South Korea  
Motor Vehicle Manufacturers Association, Italy  
Motorcycle and Scooter Assemblers and Distributors Association of Malaysia  
National Alternative Fuel Training Consortium, USA  
National Association of Automobile Manufacturers of South Africa (NAAMSA)  
National Highway Traffic & Safety Authority, USA  
Nepal Auto Dealers Association, Nepal  
Philippine Automotive Federation, Philippines  
SAE International, USA  
Singapore Motorcycle Trade Association, Singapore  
Taiwan Transportation Vehicle Manufacturers Association, Taiwan  
Thailand Automotive Institution, Thailand  
The Indonesian Motorbike Assemblers' Association (PASMI), Indonesia  
The Society of Motor Manufacturers and Traders (SMMT), UK  
The Thai Automotive Industry Association (TAIA), Thailand  
The United Nations Economic Commission for Europe (UNECE)  
Transport Research Laboratory, UK  
UK Trade & Investment (UKTI)  
US Department of Commerce, USA  
US Department of Energy, USA  
US Environment Protection Agency, USA  
Verband der Automobilindustrie e.v. (VDA), Germany  
Vietnam Register, Vietnam

*In alphabetical order*





# ***SIAM***

Society of Indian Automobile Manufacturers

Core-4B, 5<sup>th</sup> Floor India Habitat Centre, Lodi Road, New Delhi-110 003 (India)

Tel: +91-11-2464 7810-12, Fax: +91-11-2464 8222

Email: [siam@siam.in](mailto:siam@siam.in), Website: [www.siam.in](http://www.siam.in)