

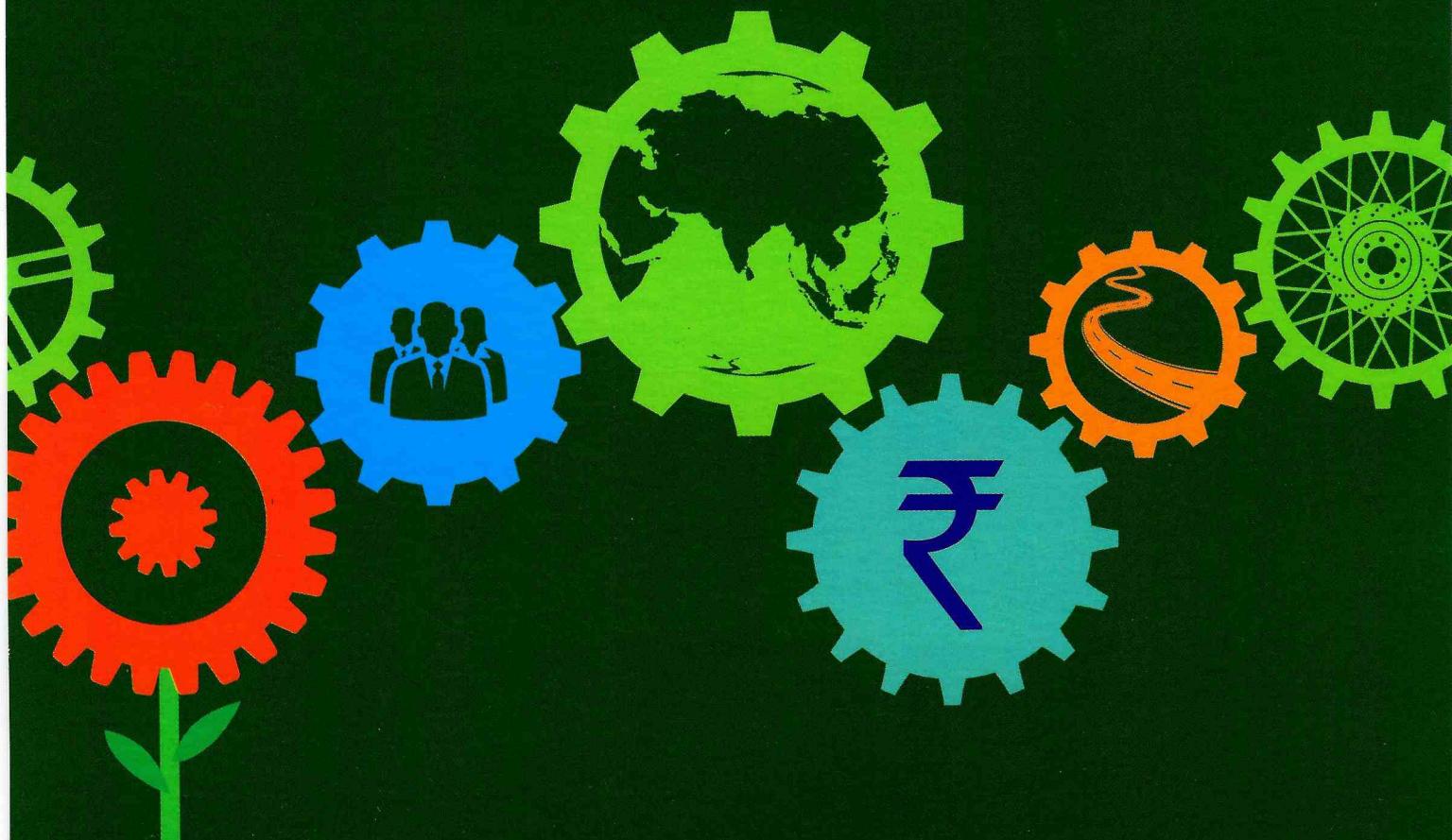
# SIAM

Society of Indian Automobile Manufacturers

## ANNUAL REPORT 2017-18

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*Building the Nation, Responsibly*



***SIAM***

Society of Indian Automobile Manufacturers

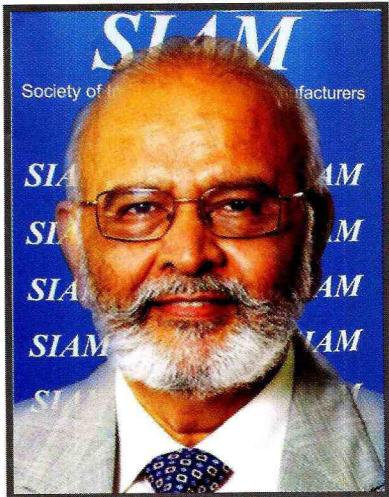
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**ANNUAL REPORT 2017-18**

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# PRESIDENT'S MESSAGE



Dear Colleagues,

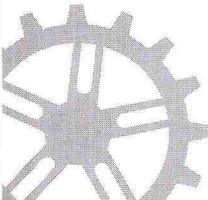
The year just gone by was a period of consolidation for the auto industry.

Emerging from a trying period, caused by reformative events like demonetization, changeover to BS IV, introduction of GST, etc. the previous year FY 2017-18 saw a much more stable environment, that enabled all segments of the vehicle industry to post a healthy and all-round positive growth.

The industry ended the FY 2018 with robust overall sales growth of 14.22% with Three Wheelers and Commercial Vehicles leading the recovery, clocking a growth of 24.19% and 19.94% respectively, followed by Two Wheelers 14.80% and Passenger Vehicles 7.89%, albeit on the lower base of last year.

The recovery was fueled by the rural markets, which saw a strong resurgence in demand of passenger vehicles and two wheelers. The Commercial Vehicle segment that had been affected by a prolonged slowdown, also saw a smart recovery on the back of impressive progress on infrastructure development projects, and improved economic activity.

The implementation of GST last year was a watershed event long awaited by the industry. The GST rate of 28% along with a Cess of 15%, initially, brought in more moderate taxation levels for the automotive industry, which was in line with the expectations of most segments of the industry, and according to the recommendations made by SIAM. These GST tax rates were widely welcomed by SIAM and the auto industry, which also took proactive actions to pass the benefits of lower taxation to the consumer. However, the relief had been short lived. As soon as the reduced prices of passenger vehicles were announced, it was felt that the objective of GST was not to reduce the price of luxury products. Therefore, as an afterthought,



the GST rates of passenger vehicles were revised upwards in September last year, to almost the same levels as in the Pre-GST Regime which led to an upheaval in the auto industry. There was an active pre-buy before the GST Cess on cars was increased. After the new Cess rates were made applicable, the demand reduced. The confidence of the auto industry took a hit by this flip flop. However, on the positive side, Government accepted a number of SIAM's suggestions on GST Procedures and incorporated these in the law, which enhanced the ease of implementation of GST. The single rate of GST announced for multi-modal transportation was also a welcome step and will enable industry to streamline its logistics management practices.

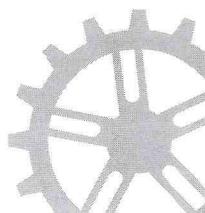
A reduced GST rate of 12% was also made applicable for pure EVs in order to encourage zero emission vehicles, which was a welcome step. The tax benefit which was available to Hybrid Vehicles under the Excise regime was completely removed under the GST regime leading to increase in the cost of hybrid electric vehicles, making their tax rates at par with ICE vehicles. The elimination of excise incentives on hybrid vehicles resulted in significant price increase and reduced demand. The incentives under the FAME Scheme continued to be available with the Scheme being further extended till September 2018. As we write this, the second phase of the FAME Scheme is awaiting final approvals and is likely to be announced very soon.

At the request of Government and in order to bring in some level of clarity, SIAM, in consultation with the industry had earlier in the year, brought out a White Paper on EVs which laid down a shared industry vision for achieving a level of 40% EVs by 2030 and 100% by 2047 which would be India's 100<sup>th</sup> year of independence. The White Paper also made a number of specific non-fiscal policy recommendations for enabling this Vision.

After the earlier significant announcements favouring electrification of vehicles, in an unexpected move, the Government came out with a statement that it would not be issuing a formal EV Policy to promote electric vehicles, and would rather take specific actions and policy decisions to enable proliferation of EVs in the country.

On its part, Government is also actively considering persuading the industry, to increase the share of EVs in their portfolios, by further tightening the CAFÉ norms for passenger vehicles. However, this could be a tall order given the customers reluctance to buy EVs, until a viable ecosystem for EVs, and an easily accessible charging infrastructure is first established in the country.

For the first time, the State Governments took the lead in announcing policies to stimulate electric mobility in the country. SIAM supported these efforts by providing inputs and suggestions for policy formulation. As a first, the Andhra Pradesh Government entered into an MOU with SIAM for development of new technology and sustainable mobility in the State. The MOU was signed in the presence of the Hon'ble Vice President of India, the Hon'ble Chief Minister of AP as well as the Minister of Commerce & Industry, Government of India, in Vizag on the occasion of the AP Investors Summit.



The Telangana Government also released a special policy to encourage manufacture and use of electric vehicles, along with setting up of a State-wide EV ecosystem. The SIAM EC interacted with the Industry Minister of Telangana Government in December 2017, and made valuable suggestions for this policy, as well as apprised themselves on the potential investment opportunities in Telangana.

This year also saw changes taking place in the Customs Duty regime on auto industry. The Union Budget 2018-19 brought in higher Customs Duty on auto components and CKD Kits. On the other hand, the Customs Duty on CBUs of two-wheelers was reduced, in what seemed to be a response to emerging imperatives in international trade.

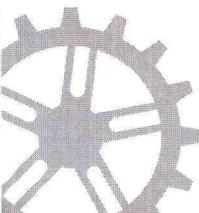
During the year, Government also took the initiative and started work on a new Draft National Automotive Policy (NAP), to replace the earlier Policy introduced in 2002. The Draft NAP contains a number of recommendations to support the next phase of “new technology” based growth of the industry, while ensuring a stable policy environment.

SIAM continued its engagement with the Railway Board which, at the suggestion of SIAM, changed the Automobile Freight Train Operator (AFTO) Policy, making it easier for manufacturers to move vehicles by railway wagons.

In terms of Regulatory policy, the year brought its own new challenges for the industry. After having compressed the lead time for leapfrogging from manufacturing BS IV to BS VI emission norm vehicles to a mere 3 years, the Supreme Court is now looking at whether the implementation date of 1<sup>st</sup> April 2020 for production of BS VI vehicles – can be made as the cutoff date after which the sale and registration of BS IV vehicles made upto 31<sup>st</sup> March 2020 – would be prohibited. If this does happen, the lead time to the industry would stand further compressed. In order to bring in policy clarity, Government had earlier issued a notification, allowing 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 six months for chassis.

A number of new safety regulations including speed limiting devices for passenger vehicles, frontal offset crash test for new models of passenger cars and new safety and emissions norms for Quadricycles also came into force during the year. Additional Safety regulations on mandatory fitment of seat belt reminder system, manual override, driver side airbags, speed alert system and reverse parking sensors, pedestrian protection etc., were also notified during the year. Fitment of Fastags was made mandatory in place of RFIDs. In order to provide more comfort to the drivers of trucks, Government also made air-conditioned cabs / ventilation systems, mandatory in all trucks.

Based on improved road infrastructure and vastly updated vehicle safety norms, Government also increased the maximum speed limits for certain categories of vehicles on highways and expressways to upto 120 km/hr for cars and upto 100 km/hr for buses on expressways. Similarly, Government has recently also allowed increased maximum axle loads, for trucks by 20-25%. These changes are expected to considerably enhance efficiencies in transport logistics.



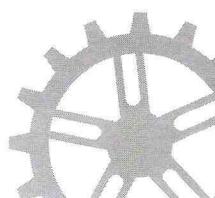
SAFE and SIAM charted new territory in promoting Safety on the roads. SAFE along with its members enhanced the reach out to school students, drivers and general masses across the nation. Together with the Delhi Traffic Police, SAFE covered more than 1200 schools and imparted road safety education to 10 lakh students in Delhi. SAFE Annual Convention this year focussed on environmental and safety outreach in Assam, leading to launching of specific projects aimed at promoting road safety by NATRIP and the Transport Department jointly with the automobile dealers in the State. SAFE also interacted with the Transport Departments in Tamil Nadu, Maharashtra and Haryana, on the upcoming vehicular technologies, inspection and certification of vehicles and road safety through driver training in the States. SIAM also supported the Ministry of Road Transport & Highways in all their Road Safety awareness initiatives e.g. eye testing for commercial vehicle drivers, school bus safety initiative, motivating schools to spread awareness of road safety amongst their students. All these initiatives were well supported by the members of SIAM and SAFE.

During the year India remained in sharp focus of the global automotive community. SIAM's global engagements therefore continued with vigour. The IAA India Day at Frankfurt was held in September 2017 at which the Hon'ble Minister of Heavy Industries & Public Enterprises was the Chief Guest. The year also saw intensive discussions at the meetings of the Indo-German Joint Working Group at Frankfurt and in Delhi. SIAM and VDA of Germany also began a new Partnership Project supported by GIZ to exchange knowledge amongst members of each association and develop a closer working relationship. A number of events were held under this Partnership Project including a technical seminar. 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.

The highlight of the year, was the Auto Expo 2018, which once again became the harbinger of positive sentiments in the industry. The months following the Auto Expo have seen a consistent and high growth in all segments of the industry with bright prospects for the coming year. However, the slowdown of the last 2-3 years did put a shadow on the Expo and some of the large OEMs and global groups were unable to participate. Despite the Show being comparatively smaller, it attracted a large number of high quality visitors as well as international attention, including the global media, which saw the highest ever registrations. I would like to thank our long-standing partners – CII and ACMA for their support in jointly organizing this show successfully once again.

During the year, SIAM also officially launched its Theme "Building the Nation, Responsibly" (BTNR) with very active participation in the social media. The objective of BTNR is to project and communicate the true character of the automotive industry and highlight its role in the task of Nation Building.

As we come to a close of my tenure as President, I would only say that my second term as President was very different compared to the first tenure in the years 1990-1992. It is today a very different automotive

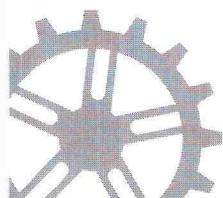


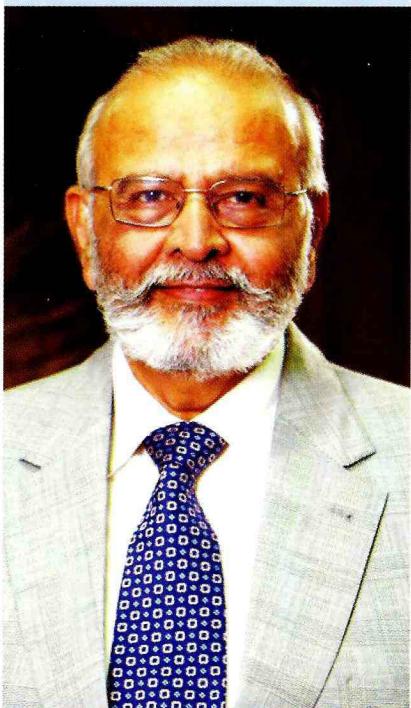
industry. The scale, variety, globalization level, issues, challenges – technical, financial, political, regulatory – are very different indeed. The industry today is far more complex, yet vibrant and exciting at the same time. What has not changed is the spirit of the industry – in so far as it has once again risen to the occasion, and demonstrated its resilience and mettle, to emerge as the driver of sustained economic growth, and as a leader in the country's manufacturing sector – a major contributor to the growth and modernization of Indian economy.

I thank all my colleagues in the industry, and specially the various Government Ministries and Departments for their support.



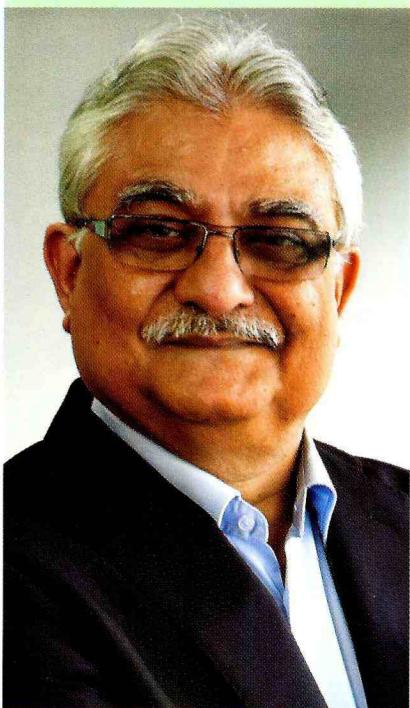
Abhay Firodia





**Dr Abhay Firodia**

President, SIAM and  
Chairman, Force Motors Ltd.



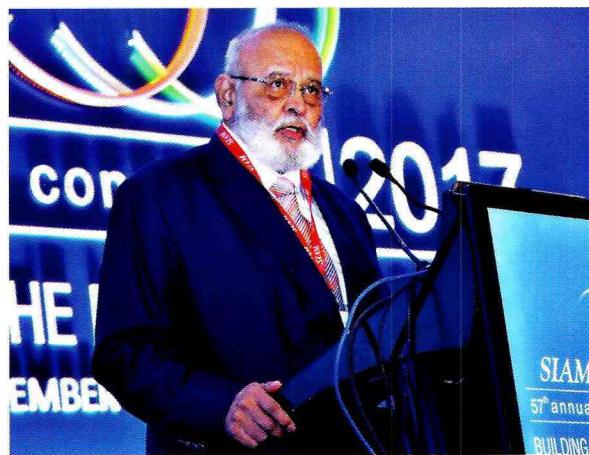
**Mr Rajan Wadhera**

Vice-President, SIAM and  
President (Automotive Sector),  
Mahindra & Mahindra Ltd.

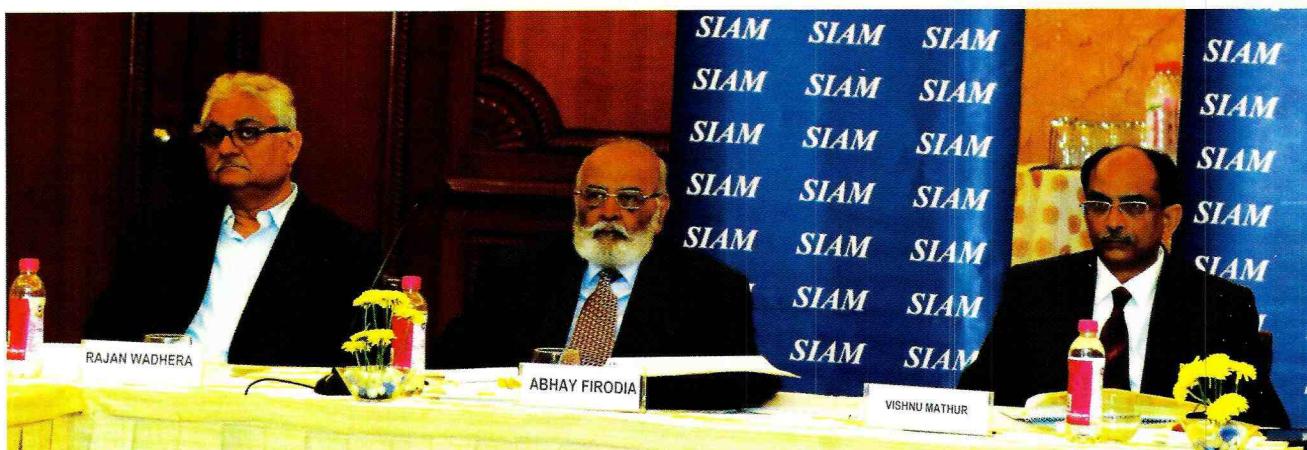


**Mr Kenichi Ayukawa**

Treasurer, SIAM and  
Managing Director & CEO  
Maruti Suzuki India Ltd.



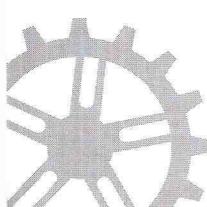
Dr Abhay Firodia, President – SIAM, speaking at  
SIAM Annual Convention 2017



(L-R) Mr Rajan Wadhera, Vice President – SIAM, Dr Abhay Firodia, President – SIAM, and Mr Vishnu Mathur, Director General – SIAM, at the  
Executive Committee Meeting of SIAM



Dr Abhay Firodia, President – SIAM, speaking during the Inauguration of Auto Expo – The Motor Show 2018



# SIAM

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

SIAM works towards supporting sustainable development of the Indian Automobile Industry with the vision that India emerges as the destination of choice in the world for design and manufacture of automobiles. It works towards facilitating enhancement of the competitiveness of the Indian Automobile Industry, reducing cost of vehicles, increasing productivity and achieving global standards of quality.

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).

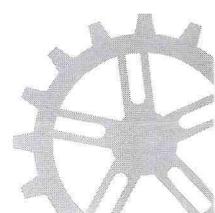
SIAM works closely with various Government departments, both central and state level and with international bodies like International Organisation of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinate with other counterpart international associations like, German Association of the Automotive Industry (VDA), Japan Automobile Manufacturers Association (JAMA), The Society of Motor Manufacturers and Traders (SMMT), China Association of Automobile Manufacturers (CAAM), Korean Automobile Manufacturer Association (KAMA), The Thai Automotive Industry Association (TAIA), Malaysian Automotive Association (MAA), Indonesian Automotive Industry Association (GAIKINDO), ASEAN Automotive Federation (AAF), etc.

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 regional as well as segment specific shows across the country.

SIAM aims to promote safety, address air quality improvement, compliance with standards and promotes growth with responsibility.

To achieve this, SIAM focuses on several areas:

- Improve Indian automotive industry's competitiveness
- Promote development of a sustainable mobility eco-system
- Promote development of Alternative Energy Vehicles
- Achievement of leadership in innovative technology



# Performance of The Automobile Industry In 2017-18

## Production

The industry produced a total 29,075,605 vehicles including Passenger Vehicles, Commercial Vehicles, Three Wheelers, Two Wheelers and Quadricycle in April-March 2018 as against 25,330,967 in April-March 2017, registering a growth of 14.78 percent over the same period last year.

## Domestic Sales

The sale of Passenger Vehicles grew by 7.89 percent in April-March 2018 over the same period last year. Within the Passenger Vehicles, Passenger Cars, Utility Vehicle and Vans grew by 3.33 percent, 20.97 percent and 5.78 percent respectively in April-March 2018 over the same period last year.

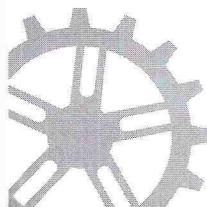
The overall Commercial Vehicles segment grew by 19.94 percent in April-March 2018 as compared to the same period last year. Medium & Heavy Commercial Vehicles (M&HCVs) grew by 12.48 percent and Light Commercial Vehicles grew by 25.42 percent in April-March 2018 over the same period last year.

Three Wheelers sales grew by 24.19 percent in April- March 2018 over the same period last year. Within the Three Wheelers, Passenger Carrier & Goods Carrier sales registered a growth of 28.65 percent and 7.83 percent respectively in April-March 2018 over April-March 2017.

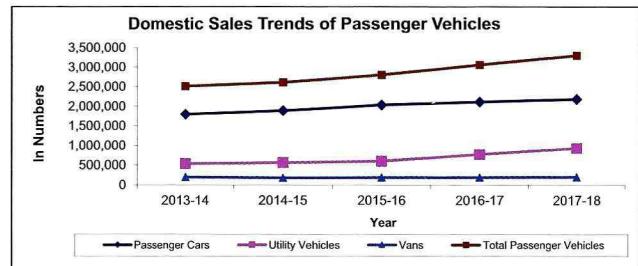
Two Wheelers sales registered a growth at 14.80 percent in April-March 2018 over April-March 2017. Within the Two Wheelers segment, Scooters and Motorcycles grew by 19.90 percent and 13.69 percent respectively, while Mopeds declined by (-) 3.48 percent in April-March 2018 over April-March 2017.

## Exports

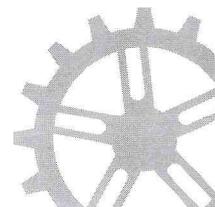
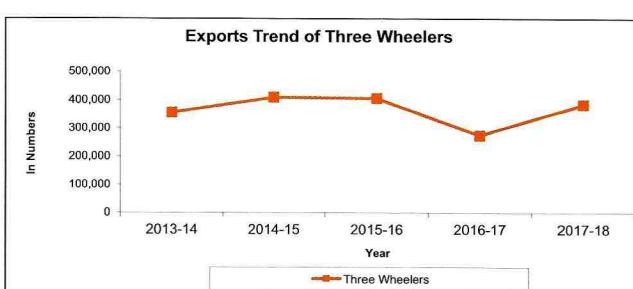
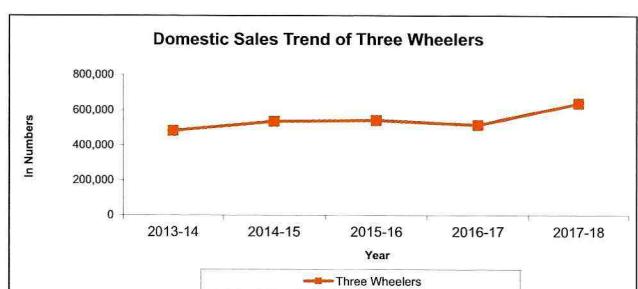
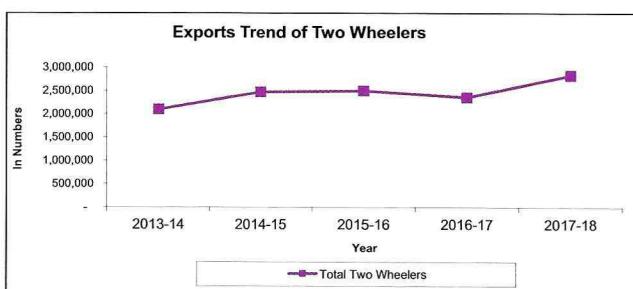
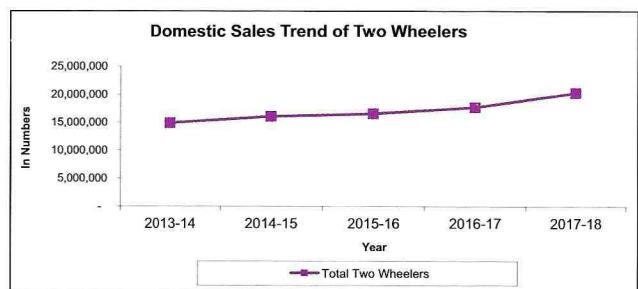
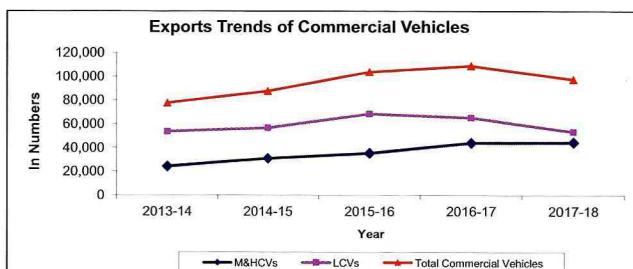
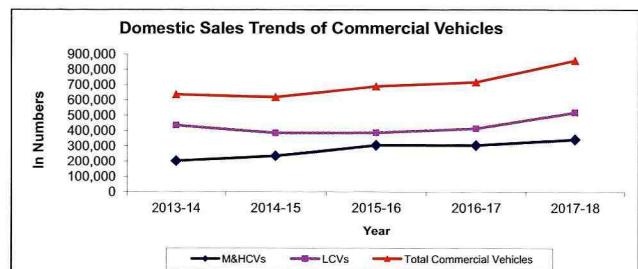
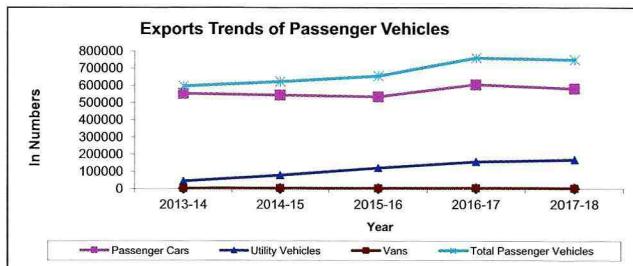
In April-March 2018, overall automobile exports increased by 16.12 percent. Two and Three Wheelers Segments registered a growth of 20.29 percent and 40.13 percent respectively, while Passenger Vehicles and Commercial Vehicles declined by (-) 1.51 percent and (-) 10.53 percent respectively in April-March 2018 over the same period last year.



## Domestic Sales Trends



## Exports Trends



### Automobile Production Trends

(Number of Vehicles)

Category	2013-14	2014-15	2015-16	2016-17	2017-18
Passenger Cars	2,322,578	2,422,158	2,565,970	2,711,911	2,739,899
Utility Vehicles	568,692	626,296	717,809	909,555	1,090,744
Vans	196,703	172,965	181,266	180,204	179,730
<b>Total Passenger Vehicles</b>	<b>3,087,973</b>	<b>3,221,419</b>	<b>3,465,045</b>	<b>3,801,670</b>	<b>4,010,373</b>
M&HCVs	221,556	268,558	341,287	342,761	343,951
LCVs	477,479	429,740	445,405	467,492	550,600
<b>Total Commercial Vehicles</b>	<b>699,035</b>	<b>698,298</b>	<b>786,692</b>	<b>810,253</b>	<b>894,551</b>
<b>Three Wheelers</b>	<b>830,108</b>	<b>949,019</b>	<b>934,104</b>	<b>783,721</b>	<b>1,021,911</b>
Scooters	3,676,213	4,722,747	5,276,138	5,926,499	7,117,795
Motorcycles	12,474,626	13,011,219	12,816,203	13,088,208	15,159,700
Mopeds	732,210	755,345	737,886	919,032	869,562
<b>Total Two Wheelers</b>	<b>16,883,049</b>	<b>18,489,311</b>	<b>18,830,227</b>	<b>19,933,739</b>	<b>23,147,057</b>
<b>Grand Total*</b>	<b>21,500,165</b>	<b>23,358,047</b>	<b>24,016,068</b>	<b>25,330,967</b>	<b>29,075,605</b>

\*Includes Production of Quadricycle 1,584 for FY-17 and 1,713 for FY-18

### Automobile Domestic Sales Trends

(Number of Vehicles)

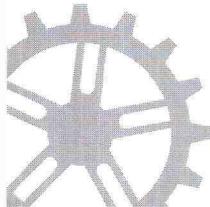
Category	2013-14	2014-15	2015-16	2016-17	2017-18
Passenger Cars	1,786,826	1,877,706	2,025,097	2,103,847	2,173,950
Utility Vehicles	525,839	552,135	586,576	761,998	921,780
Vans	190,844	171,395	177,535	181,737	192,235
<b>Total Passenger Vehicles</b>	<b>2,503,509</b>	<b>2,601,236</b>	<b>2,789,208</b>	<b>3,047,582</b>	<b>3,287,965</b>
M&HCVs	200,618	232,755	302,397	302,567	340,313
LCVs	432,233	382,193	383,307	411,515	516,140
<b>Total Commercial Vehicles</b>	<b>632,851</b>	<b>614,948</b>	<b>685,704</b>	<b>714,082</b>	<b>856,453</b>
<b>Three Wheelers</b>	<b>480,085</b>	<b>532,626</b>	<b>538,208</b>	<b>511,879</b>	<b>635,698</b>
Scooters	3,602,743	4,500,920	5,031,678	5,604,673	6,719,911
Motorcycles	10,481,115	10,726,013	10,700,406	11,094,547	12,613,241
Mopeds	722,920	748,628	723,767	890,518	859,520
<b>Total Two Wheelers</b>	<b>14,806,778</b>	<b>15,975,561</b>	<b>16,455,851</b>	<b>17,589,738</b>	<b>20,192,672</b>
<b>Grand Total</b>	<b>18,423,223</b>	<b>19,724,371</b>	<b>20,468,971</b>	<b>21,863,281</b>	<b>24,972,788</b>

### Automobile Exports Trends

(Number of Vehicles)

Category	2013-14	2014-15	2015-16	2016-17	2017-18
Passenger Cars	551,218	542,112	532,630	602,134	579,125
Utility Vehicles	43,433	77,025	118,741	154,257	166,266
Vans	1,491	2,204	1,682	2,336	1,896
<b>Total Passenger Vehicles</b>	<b>596,142</b>	<b>621,341</b>	<b>653,053</b>	<b>758,727</b>	<b>747,287</b>
M&HCVs	23,813	30,652	35,197	43,719	44,095
LCVs	53,237	56,287	67,927	64,552	52,772
<b>Total Commercial Vehicles</b>	<b>77,050</b>	<b>86,939</b>	<b>103,124</b>	<b>108,271</b>	<b>96,867</b>
<b>Three Wheelers</b>	<b>353,392</b>	<b>407,600</b>	<b>404,441</b>	<b>271,894</b>	<b>381,002</b>
Scooters	93,931	195,407	257,481	292,828	314,307
Motorcycles	1,982,817	2,252,066	2,210,615	2,027,297	2,483,297
Mopeds	7,252	9,993	14,780	20,152	17,412
<b>Total Two Wheelers</b>	<b>2,084,000</b>	<b>2,457,466</b>	<b>2,482,876</b>	<b>2,340,277</b>	<b>2,815,016</b>
<b>Grand Total*</b>	<b>3,110,584</b>	<b>3,573,346</b>	<b>3,643,494</b>	<b>3,480,725</b>	<b>4,041,777</b>

\*Includes Exports of Quadricycle 1,556 for FY-17 and 1,605 for FY-18



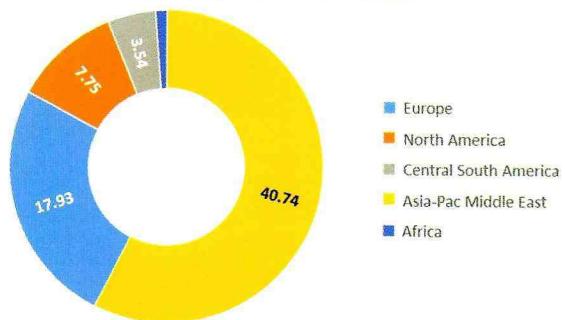
# Global Auto Industry Performance in 2017

It was a mixed 12 months for the industry, growing by 1.9% in passenger vehicles and 6.4% in commercial vehicles over 2016, totalling close to 97 million units, excluding two-wheeler and three-wheeler sales.

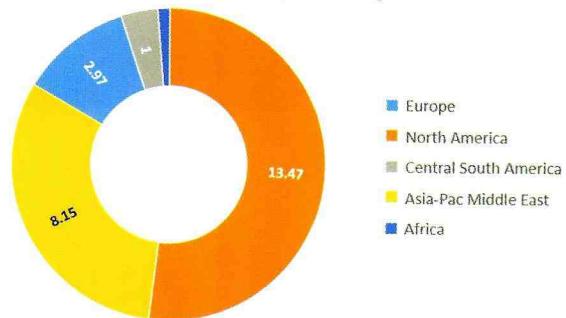
What really defined the last 12 months was the charge of the “electric brigade”! While issues of emission scandals and confessions to corporate mis-governance continued to rock the industry, it is the electric vehicle that was most written, debated and discussed about. While the world is yet to arrive at a consensus on the exact definition, operating standard and charging technology to be adopted and applied, key countries like China, India, Germany, France and the UK have made policy announcements in favour of this technology platform. And without realising, we have added 3 million electric vehicles on our roads since 2011!

Passenger Vehicles sales crossed the 70 million units mark with the region of Asia-Pacific & Middle East increasing their share from 50% in 2015 to 57% in 2017! The 3-year trend shows an upward journey though the rate of growth has dipped in 2017 over 2016. Falling sales in Africa for the third straight year continues to be a cause of concern as it is a key emerging market! North American sales also dipped, to be made up by light truck sales. Europe’s growth was led by Germany, France, Italy, Spain and Russia. What is encouraging is the upswing in almost the entire Eastern Europe led by Poland, Hungary, Romania and Ukraine, offsetting the dip in the UK and Turkey. Central and South America bounced back led by Argentina, Brazil, Chile and Peru. Political stability and a strengthening economy have contributed to this. The Asia-Pacific & Middle East region led the growth of the category led again by China and India. India crossed the 3 million mark while our neighbour Pakistan crossed 2 lakhs for the first time. The minor dips in South Korea

70.84 million PVs sold in 2017



25.95 million CVs [incl. light trucks] sold in 2017



and UAE were more than made up with strong growth in Iran, Japan and Thailand.

Commercial Vehicles sales saw strong growth by 6.4% to 25.95 million units in 2017. The growth has been led primarily by the buoyant light truck sales in US and Canada. Europe has seen its fifth straight year of growth led again by the traditional markets of France, Germany and Spain while the UK and Italy dipped a bit. Russia and the entire Eastern Europe witnessed good growth while Turkey recovered slightly from its drop in 2016. Asia-Pacific & Middle East also saw encouraging growth led by China and ably supported by India, Japan and Thailand. A cause of concern is the dip in bus sales, hinting at the need of a good and hard focus on public transport, especially in emerging and developing markets.

S. No	The Big 7 of PVs (Sales in million units)	
1	China	24.37
2	USA	6.09
3	Japan	4.39
4	Germany	3.44
5	<b>India</b>	<b>3.22</b>
6	UK	2.53
7	France	2.10

Source: OICA

S. No	The Big 7 of CVs (Sales in million units)	
1	USA	11.48
2	China	4.16
3	Canada	1.43
4	Japan	0.84
5	<b>India</b>	<b>0.78</b>
6	Mexico	0.55
7	France	0.49

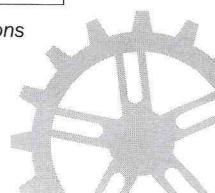
Source: OICA

S. No	The Big 7 of Four Wheelers (Sales in Million Units)	
1	China	29.12
2	USA	17.58
3	Japan	5.24
4	<b>India</b>	<b>4.02</b>
5	Germany	3.81
6	UK	2.96
7	France	2.60

Source: OICA

S. No	The Big 5 of Two Wheelers (as per Sales)	
1	<b>India</b>	
2	China	
3	Indonesia	
4	Vietnam	
5	Thailand	

Source: Country Associations





# Building the Nation, Responsibly

The Indian automobile industry is central to the country's economy, be it growth, purchase power, consumer confidence and our global stature.

The automobile industry is 7% of the country's GDP employing 2 million people directly and over 30 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 three largest in the world, contributing to 12% of India's GDP and employing a total of 100 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
- continuing 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

## June 2017

- GST Workshop
- Logistics Group meeting
- Meeting with Maharashtra Finance Minister
- Taxation Group Meeting
- Road Safety Summer Camp Valedictory Function
- World Environment Drive
- HR Capability Building Workshop
- Executive Committee Meeting
- 2W Group Meeting
- Meeting of SIAM National & International Regulation Council
- BTNR Review Meeting
- Industry Data Release

## July 2017

- Trade Fair Group meeting
- Meeting with CBEC
- Workshop with VDA
- SIAM-ACMA Meeting on ASDC
- EnC Group Meeting
- Taxation Group Meeting
- Conference on Road Safety & Future Safety & Emission Regulations for Automobiles
- WVSCOP Workshop
- CMVR & Safety Group Meeting
- Executive Committee Meeting
- Electric Mobility Group Meeting
- Diesel Image Group Meeting
- SIAM Technical Council Meeting
- BTNR Review Meeting
- Industry Data Release
- Nationwide GST Implementation

## August 2017

- Styling & Design Workshop
- Meeting with Member CBEC
- Taxation Group Meeting
- India-EFTA Meeting
- APEC Automotive Dialogue
- Training Workshop for Traffic Officials and Teachers on Road Safety issues
- HR Capability Building Workshop
- BTNR Review Meeting
- Industry Data Release

## September 2017

- SIAM Annual Convention
- IAA-India Day- Frankfurt
- Taxation Group Pre-Budget Meeting
- Meeting with IIFT on WP.29, 1958 Agreement
- Indo-German Joint Working Group Meeting
- Trade Fair Group Meeting
- Launch of School Road Safety Awareness Campaign
- Executive Committee Meeting

- IMMA Global Policy Workshop
- BTNR Review Meeting
- Industry Data Release
- Revision of GST rates for Passenger Vehicles

## October 2017

- Automotive Logistics Conclave
- Taxation Group Meeting
- Meting with Mr Jean Todt, President – FIA
- OICA General Assembly
- Meeting with Member CBEC
- 2W Group Meeting
- 3W Group Meeting
- Workshop on Future Technology and Regulations for Automobile
- WVSCOP Workshop
- CMVR & Safety Group Meeting
- Executive Committee Meeting
- Electric Mobility Group Meeting
- SIAM-JAMA Meeting
- BTNR Review Meeting
- Industry Data Release

## November 2017

- Meeting with Chairman, Railway Board
- Sourcing Group meeting
- SIAM Meeting with JAMA in Tokyo
- CSR Group Meeting
- Trade Fair Group meeting
- Road Safety Activities at School in New Delhi
- India Japan Joint Working Group Meeting
- SIAM-JAMA Meeting
- Anti-Counterfeiting Group Meeting
- Follow-up meeting with JAMA officials
- Meeting with Noida Authority on Auto Expo
- BTNR Review Meeting
- Industry Data Release

## December 2017

- Styling & Design Group Meeting
- Pre-Budget Meeting with Ministry of Finance
- Vahan Meeting
- CSR Conclave
- Trade Fair Group meeting
- 2W Group Meeting
- Workshop on Vehicular Technologies and Inspection & Certification Regulations for Automobiles
- 4<sup>th</sup> Inter School Competition - Safe Mobility on Road Safety
- WVSCOP Workshop
- Executive Committee Meeting
- SIAM Technical Council Meeting
- BTNR Review Meeting
- Industry Data Release
- Launch of SIAM White Paper on Electric Vehicles

# ties & Milestones

## January 2018

- Trade Fair Group meeting
- EnC Group Meeting
- Meeting with JAMA
- SIAM office moved to Greater Noida
- Auto Expo Press Conferences in Mumbai, Kolkata and Chennai
- Auto Expo Curtain Raiser
- Looking Ahead Conclave
- Meeting with the Department of Logistics
- Meeting with Ministry of Heavy Industries on Pre-Budget
- Meeting with Ministry of Heavy Industries on Government Procurement
- Road Safety Final Competition with School Students
- CMVR & Safety Group Meeting
- SIAM-ACMA-VDA Conference on Future Propulsion Technologies
- Electric Mobility Group Meeting
- DHI Workshop on Roadmap for Electric Vehicles-Way Forward
- BTNR Review Meeting
- Industry Data Release
- India became 4<sup>th</sup> largest Four-Wheeler market globally

## February 2018

- Auto Expo - The Motor Show 2018
- Sourcing Group meeting
- Styling & Design Conclave
- Automotive Design Challenge
- Auto Trade Dialogue
- Indo German Joint Working Group Meeting
- Taxation Post Budget Meeting
- Interactive Workshop with ASRTU & SIAM members on Smarty Mobility Solutions
- Human Capital Group Meeting
- Executive Committee Meeting
- Electric Mobility Group Meeting
- BTNR Review Meeting
- Industry Data Release

## March 2018

- Logistics Group meeting
- Trade Fair Group meeting
- EnC Group Meeting
- Participation in OICA Council Meeting
- Meeting with Ministry of Finance on BTIA negotiations
- UNECE EPPR meeting hosted by SIAM
- Development Council Meeting
- Interaction with Amity International School about Indian Automobile Industry
- WVSCOP Workshop
- CMVR & Safety Group Meeting
- Bharat NCAP Meeting
- IHG Meeting
- Activity • Milestone

- Executive Committee Meeting
- BTNR Review Meeting
- Industry Data Release

## April 2018

- 2W Group Meeting
- National Road Safety Week
- Participation in China Auto Forum organised by CAAM
- SIAM-JAMA Fuel Group Meeting
- BTNR Review Meeting
- Industry Data Release
- Maximum Passenger Vehicle sales and production at 3.3 million and 4 million, respectively, in FY18
- Maximum Two-Wheeler sales and production at 20.2 million and 23 million, respectively, in FY18
- Maximum Commercial Vehicle sales at 856 thousand in FY18
- All new Two-Wheelers to be fitted with either ABS or CBS
- All Passenger Vehicle manufacturers complied with the Fuel Efficiency Regulations

## May 2018

- Meeting of Council on Market
- Meeting with Ministry of Commerce on India-Chile PTA
- Steering Committee Meeting on HR Conclave
- Meeting with Indian Steel Association
- Meeting with Clean Energy Finance Facility
- Inauguration of Road Safety Summer Camp for School Students at Delhi
- SAFE Annual Convention
- Roundtable discussion on Future Norms and Safety Regulations for Automobiles
- Meeting of Taiwanese delegation with SIAM
- Meeting with Bolivian Embassy
- IMMA General Assembly
- BTNR Review Meeting
- Industry Data Release

## June 2018

- APEC Automotive Dialogue
- 2W Group Meeting
- Meeting with Minister of State for Heavy Industries
- EnC Group Meeting
- SIAM Policy Council Meeting
- Economics Research Group Meeting
- World Environment Day Drive all across India
- Valedictory function of Road Safety Summer Camp for School Students
- WVSCOP Workshop
- CMVR & Safety Group Meeting
- Executive Committee Meeting
- BTNR Review Meeting
- Industry Data Release

# SIAM 57<sup>th</sup> ANNUAL CONVENTION 2017



Mr Rattan Kapur, President, ACMA, Dr A R Sihag, Secretary, Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises, Government of India, Mr Amitabh Kant, Chief Executive Officer, NITI Aayog, Government of India, Mr Vinod K Dasari, President, SIAM, Mr Anant G Geete, Union Minister of Heavy Industries and Public Enterprises, Ms Shobana Kamineni, President, CII, Mr Rajan Wadhera, Vice President, SIAM and Mr Vishnu Mathur, Director General, SIAM during the Inaugural Session of the Annual Convention.

Society of Indian Automobile Manufacturers (SIAM) organized its 57<sup>th</sup> Annual Convention on Thursday 7<sup>th</sup> September 2017 in New Delhi.

The convention was a platform where more than 1000 global and Indian automotive industry leaders, thought leaders, influencers and other stakeholders interacted on the direction of future developments in automotive industry across the Globe and in India. Stakeholders also discussed issues being faced by the Indian automotive industry and how that might affect growth and investment in the long-run.

The Convention was addressed by various prominent Industry Leaders and Ministers from the government. The speakers highlighted new challenges evolving globally concerning innovations, reduce dependence on single technology and focus on R&D for sustainable development of automobile sector.

A welcome address was given by Mr Vinod K Dasari, President SIAM, CEO and MD of Ashok Leyland who said that India's automobile industry is today standing on the threshold of major transformations and unprecedented challenges.

Speaking at SIAM's Annual Convention, Hon'ble Union Minister of Heavy Industries and Public Enterprises, Mr Anant G Geete said "India's automobile industry has been a primary contributor to Prime Minister Narendra Modi's 'Make in India' initiative. We as the guardian of the automobile sector, assure you that the Government will do everything and help the industry by all means. There are concerns raised over Goods and Service Tax, unified tax

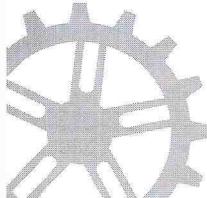
regime implemented on July 1 and its impact on auto industry. I assure you that it is the duty of the government to offer all help to the industry in this regard,"

The Minister also launched the voluntary vehicle recall initiative by SIAM.

Also, present at the event was Mr Amitabh Kant, CEO of NITI Aayog, who called India's automotive industry as the pride of the country and said it played a very crucial role in India's growth. He stated that there has to be clarity, consistency and continuity in the policy and that all policies for auto sector should be technology agnostic and left to the market forces for its self-sustaining growth, over-dependence on a single technology may scuttle the R&D spirit, innovations and out of the box thinking, which may not be helpful for automotive sector.

Mr Dasari also called for providing greater impetus for doing more Design in India as this is the only way we will gain traction with government's 'Make in India' initiative. He also announced that as a voluntary measure, SIAM will initiate three more Voluntary Codes of Practice, a Full compliance to the Bus Body Code, which is ready but yet to be implemented by the government, banning use of certain materials in the manufacturing processes for vehicles and components that are now globally known to have hazardous effects on the health of people; and making all Vehicle Recall data available on SIAM and MoHI Websites for public consumption.

The inaugural session – Building the Nation, Responsibly also had speakers like Mr Ratan Kapur, President, ACMA and Chairman & Managing Director, Mark Exhaust



Systems Limited, Dr A R Sihag, Secretary, Department of Heavy Industry, MoHYPE.

The programme was continued with the Guest of Hon'ble Mr Nitin Jairam Gadkari, Hon'ble Minister of Road Transport & Highways, Shipping and Water Resources, Government of India. Mr Gadkari's speech served notice on automakers that the future of the industry lies in environment-friendly alternatives to petrol and diesel, which will require a radical shift in the strategies of vehicle manufacturers as well as significant technology investments.

Speaking at the event, the minister emphasised the need of moving towards alternative fuel.

"I am going to do this, whether you like it or not and I am not going to ask you. I will bulldoze it," adding that the government has a clear policy to reduce imports and curb pollution and that the future is not of petrol and diesel, but of alternative fuel.

Earlier, the Government's premier think tank NITI Aayog had also recommended adoption of electric and shared vehicles in the country and suggested restricting registration of diesel and petrol vehicles.

Dr Abhay Firodia, Chairman, Force Motors Ltd. said that the Government is closely monitoring the DNA of the manufacturing industry, especially the auto sector in India to ensure that it is as par the global standards.

"It is good that Indian automobile industry is taking up this challenge despite shocks in the past year. We had disruptions due to demonetisation last year. We have the GST now. We had transition to BS IV emission norms in an unplanned manner owing to which we suffered losses. We need a clear, firm policy guideline concerning fuel, new technologies and clean transport. This would ensure that the industry doesn't suffer jerks and losses," Dr Firodia stated.

Mr Kenichi Ayukawa, Treasurer, SIAM and Managing Director & CEO, Maruti Suzuki India Limited called India as a unique country where the auto industry offers a large scale employment. He, however, pointed out that there are some concerns like issues related to CO2 emissions, growing traffic and accidents.

Mr T Mookiah, Associate Director (R&D) at Vikram Sarabhai Space Centre (VSSC), Department of Space, Government of India, said the geopolitical situation has made India develop technology through R&D, and today they have developed technologies and on board computer for real time guidance of the launch vehicles.

At the concluding session titled "Transforming Mobility", Mr Sumit Sawhney, Country CEO & MD, Renault India Private Limited, said the biggest transformation has

been in the mobile industry which has eventually widen the means of communications. He explained that a part of transformation in automobile sector has come with the introduction of e-taxi aggregators like Ola and Uber services. "A lot has been spoken on electric cars, alternative fuel".

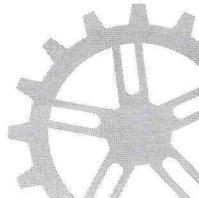
Dr Pawan Goenka, Managing Director, Mahindra & Mahindra, while addressing the valedictory session titled "Think Global, Act Local or Think Local, Act Global" said Indian auto companies need to work on this principle. He gave an example of Maruti Suzuki India and said it fully developed itself as an Indian automobile giant from a Japanese auto company. "And it did so as it fit in with the Indian ecosystem."

Mr Eyal Rosner, Founder, Beyond Mobility and Former Director, Fuel Choices Initiative of Prime Minister's Office, Israel called for discussion to cut down the use of crude oil and reduce dependency on it. He explained that the countries cannot rely on only one solution as it would cost lot of money and involve risks too. He explained that India would need a sizeable amount of energy to push its infrastructure.

Mr Tim Armstrong, Vice President, Planning Solutions, IHS Markit spoke on creating a favourable ecosystem in India for the auto market. "We should look at car not as a vehicle but as a service and automotive ecosystems are complicated," he added. He said that oil and gas powered vehicles too are being challenged by other players in the global market and multi-dimensional changes are taking pace," said Mr Armstrong.

Mr Mike Hawes, CEO, Society of Motor Manufacturers and Traders, United Kingdom, said it is upon the Indian industry as to how they take advantage of the technological shift and change in ecosystem as and when the time comes. "It will differ from U.K to India. There are factors like relationship with the government, public and private collaboration, academia, finances, government and the companies,".

Mr Babul Supriyo, Hon'ble Union Minister of State for Heavy Industries & Public Enterprises, Government of India, called upon the global auto CEOs to increase manufacturing in India. He said it is all about geographically positioning of China and India and India can be the manufacturing hub as it has many advantages over others. He assured the industry that issues like GST and other bottlenecks would be gradually worked out to make it hassle free. "We are in the very changing face of technology. Smaller vehicles are more compliant with the global rules. It is all about how we can make it more functional," he added.



# AUTO EXPO – THE MOTOR SHOW 2018



(L) Mr Virendra Gupta, DDG-CII, Mr Nirmal Mindra, President-ACMA, Ms Shobna Kamineni, President-CII, Mr Anant Geete, Hon'ble Minister for Heavy Industries & Public Enterprises, Govt. of India, Dr Abhay Firodia, President-SIAM, Mr A Malhotra, Chairman-SIAM Trade Fair Group, Mr Vishnu Mathur, DG-SIAM and Mr Vinnie Mehta, DG-ACMA

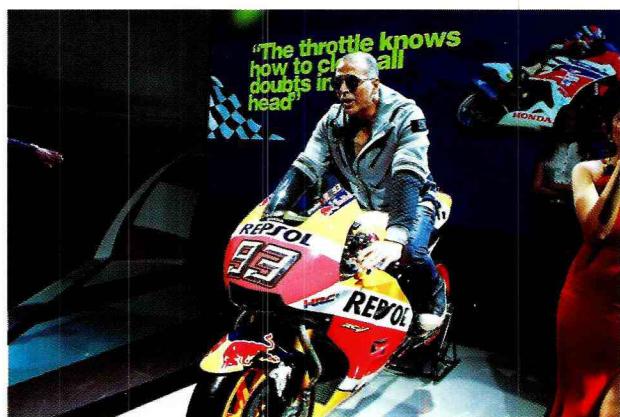
Auto Expo – The Motor Show 2018, the biennial auto show, was held from 9<sup>th</sup> to 14<sup>th</sup> February 2018 at India Expo Mart, Greater Noida, Delhi NCR. The exposition, jointly organized by – Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM).

Auto Expo – The Motor Show 2018 was inaugurated by Shri Anant G. Geete, Hon'ble Minister, Ministry of Heavy Industries & Public Enterprises, Government of India, who felicitated the auto industry for supporting the government in its endeavor and applauded the Auto Expo for being a platform that brings together the entire automotive fraternity on a level plinth.

This edition of the Auto Expo culminated with a resounding success and has been the harbinger of transformation for the Indian auto industry. Auto Expo – The Motor Show 2018 witnessed over 500 product displays from 119 exhibitors. This included 53 Original Vehicle Manufacturers showcasing over 100 products, included 22 launches, 81 product unveilings and 18 concept showcase. There were 3 new brand launches that included Kia Motors India, India Kawasaki Motors and Cleveland CycleWerks. There were 25 Electric Vehicles showcased in this edition of the Auto Expo. A total of 11 start-ups marked presence in India through this edition of Auto Expo 2018. The crowds converged in large numbers, not just on the weekends

but also on regular weekdays. The additional day saw large congregation, especially at the Special Zones created this time.

Much like the previous editions, this year saw participation of glitterati including legendary sports personalities. Shah Rukh Khan, Akshay Kumar, John Abraham, Sonakshi Sinha, Taapsee Pannu, Gul Panag, Rahul Khanna, stand-up comedian Kanan Gill were seen at various launches. Cricketer Sachin Tendulkar, Former Indian Captain Mohammad Azharuddin, Gautam Gambhir and Indian Seamer R P Singh also launched vehicles at the Auto Expo.



Mr Akshay Kumar, Bollywood actor, at the Auto Expo – The Motor Show 2018

The special zones were the real attraction this year that generated a lot of buzz around and also had massive crowds congregating in the special zones. These zones not only gave a fresher unconventional perspective to

the Auto show but were also instrumental in drawing a younger audience. More than 750 government school children were given a unique opportunity to visit the Auto show. The Experience Zones at Auto Expo showcased India's automobile sector and its futuristic ecosystem, which will drive the Indian automobile industry in the coming years. The zone had various themes like 70 years of Indian Automobility, Anti-Counterfeiting, Future Decoded, Special Application Vehicles Zone, Motorsports, Cartist and Classic & Vintage cars. A session on the future of mobility expounded the essence of '70 years of Indian Automobility'.

During the Auto Expo, a Job Fair was also organized by the Automotive Skills Development Council, in association with SIAM. The Job Fair offered 136 jobs to youngsters in the field of automation and Auto-ancillary segment. A delegation of Association of State Road Transport Un-

dertakings also visited the Auto Expo – The Motor Show 2018. There were various interesting and engaging activities like dance drama at the anti-counterfeiting zone and quiz at "70 Years of Indian Automobility". The vintage car pavilion also witnessed massive footfall.

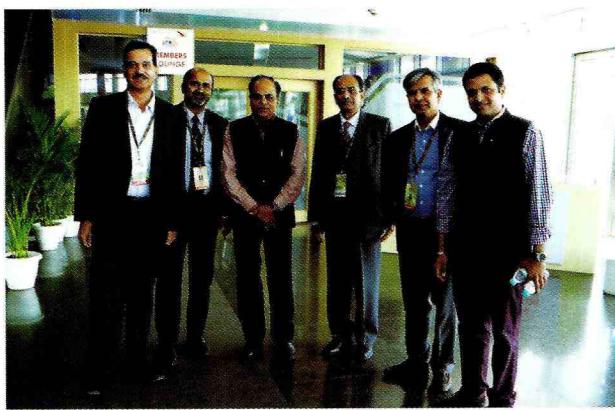
This edition had other aspects that made it stand out amongst the long list of auto shows around the world. Auto Expo – The Motor Show 2018 witnessed a tremendous response on social media as there were more than 1.5 lakh tweets on its official hashtag which further garnered over 4.5 billion impressions on Twitter in a span of 6 days. This handle of Auto Expo 2018 was disseminating real time information on launches, unveilings, daily updates and announcing the 'Lucky Draw' winners on a daily basis. For the first time Auto Expo 2018 tied up with Twitter and conceptualized an exclusive Twitter Emoji linked with hashtag. The social media of Auto Expo – The Motor Show 2018 used ev-



Experience Zones at Auto Expo – The Motor Show 2018

ery possible medium like Instagram, Facebook, YouTube to engage and inform the audience who could not visit the show. A mobile phone application is also available for Android and Apple users providing details about ticketing, hall layout, exhibitors location etc.

Mr Vishnu Mathur, Director General, SIAM said, "Auto Expo – The Motor Show 2018 is yet another milestone as a grand exposition that has built a brand image for itself over the years. It is the biggest platform for the Indian Automobile industry to showcase its journey towards the future of 'Mobility in India', with competitive & world class products, technology & futuristic concept."



Mr Y S Malik, Secretary, Ministry of Road Transport & Highways, along with senior officials of SIAM and ACMA during Auto Expo - The Motor Show 2018

Mr Sugato Sen, Deputy Director General, SIAM said, "The successful completion of the Auto Expo – The Motor Show 2018 is a great achievement for the industry. We had 6,05,175 footfalls during this edition of the Auto Expo, as was expected. The extension of the Auto Expo by one day has been welcomed by visitors and manufacturers alike. It helped us manage the crowd efficiently, use the infrastructure optimally with no bottlenecks on roads and parking.



Dr Surajit Mitra, Former Secretary to the Government of India, with senior SIAM officials

The feedback received from all quarters has been positive and a wonderful experience for all which was one of the key objectives of the Motor Show."

The impressive consumer response and influx of visitors coming to the Auto Expo is a testament to the success of the Auto Expo 2018, setting the tone for the next financial year for the auto industry.

## Concurrent events organized during Auto Expo – The Motor Show 2018

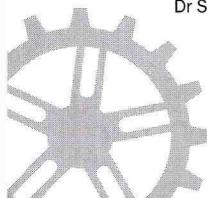
### Anti-Counterfeiting activities

This latest edition of SIAM Anti-Counterfeiting group campaign focused on experience on the road, empowering consumers to make responsible purchasing decisions by encouraging them to buy original auto parts.



Through this initiative, the group reached out to the consumers via online and on ground mediums as below:

- Experience room that gave an insight of the journey of a consumer once he buys genuine or non-genuine parts.
- Live Graffiti painting on the Theme: Be Genuine, Be Asli
- Digital pledge wall: urging the public to take a pledge for buying genuine parts. The pledge wall witnessed a large of people pledging to buy genuine.
- Entertainment filled package at Auto Expo 2018 witnessed a lot of audience that in turn helped in spreading the message against counterfeiting in automobiles which save lives.



## Auto Trade Dialogue

SIAM organized the 8<sup>th</sup> edition of "Auto Trade Dialogue" during Auto Expo – The Motor Show 2018 on 9<sup>th</sup> February 2018 where global industry experts dwelled upon the need for collaboration, development and adaption as automakers race for driverless, connected and autonomous zero emission vehicles for future mobility.



Delegates from Germany, Britain, Italy, China, Japan, Singapore and India stressed on the need to develop an ambience for smoother transition to future mobility especially in cities to beat congestion, pollution and at the same time withstand the sustainability of the growing urban mobility.

## Styling & Design Conclave

SIAM Styling & Design group organised 12<sup>th</sup> edition of Styling & Design Conclave on 8<sup>th</sup> February 2018 at the venue of the Auto Expo where experts spoke on the emerging facets of styling and design of automobiles to enhance design for sustainability.

The Conclave was titled 'Designing for a sustainable tomorrow'.

Design professionals from India and abroad shared their experiences with case studies on iconic products, effective design process and on role of design in building and sustaining brands.



The theme for the ADC was 'Autonomous Racer'. More than 80 design students participated and after multiple rounds of evaluation, three students were finally chosen from the following institutes:

- First Prize Winner: NID, Gandhinagar
- First Runners-up: IIT, Bombay
- Second Runners-up: UPES, Dehradun

## Indo-German joint working group meeting

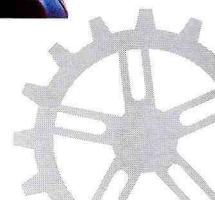


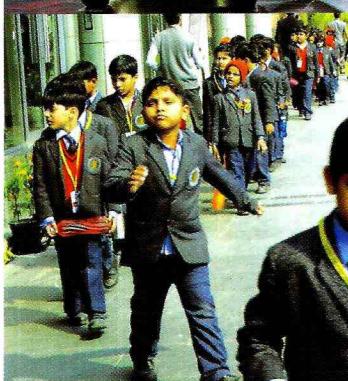
On the sidelines of Auto Expo - The Motor Show 2018, an Indo-German joint working group meeting was also organized to develop industrial synergies between auto industry in both the countries.

## Riderz Planet

SIAM collaborated with "Riderz Planet" to get a host of superbike groups to the show. A group of super bikers rode to the venue on their machines every day, put their bikes on display for the visitors, conducted sessions on road safety and interacted with the visitors.

For the first time "Bikerni" - the only all-women biking group from India – was also seen educating visitors about road safety and importance of wearing standard safety gears.







# ECONOMIC & COMMERCIAL AFFAIRS



SIAM - JAMA Meeting, Tokyo

## International Relations Building

SIAM works closely with the global automotive fraternity. It is an active member of many global automotive associations and regulatory bodies, such as OICA, IMMA, APEC Automotive Dialogue, and UNECE Transport Division and has bilateral dialogues regularly 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) Malaysian Automotive Association (MAA), VDA (German Association of the Automotive Industry) among others.

As a part of UNECE Transport Division, OICA, IMMA and SIAM's participation in meetings provide opportunities

for exchanging information, understanding global trade flows and development in automotive policies, and understanding the development of automotive technology and standards worldwide. It also helps in connecting SIAM members with global auto players for technology tie-ups and investment abroad.

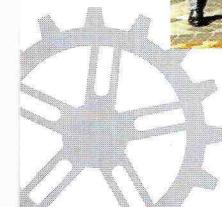
Many of these relationships have helped SIAM emerge as a part of the global automotive fraternity and helped it communicate and gain recognition on its stand on varied matters.

SIAM is an active participant in international harmonization discussions, and it is becoming informed and taking cautious decisions on various aspects of framing of automotive regulations and norms in the country.

India was not a signatory to the Asia Pacific Economic Cooperation (APEC), hence, SIAM does not have any official status in the APEC Automotive Dialogue (APEC



APEC Automotive Dialogue, Singapore



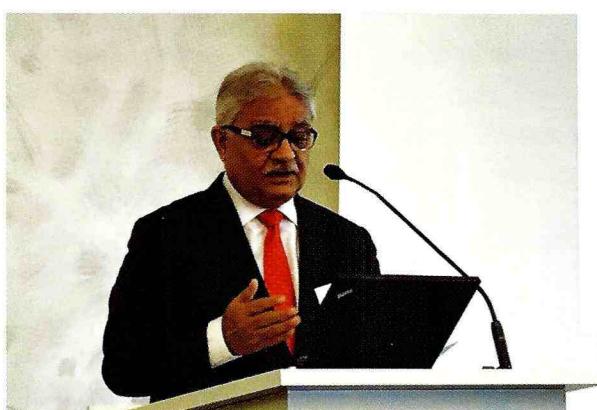
AD). However, recognizing the importance of the Indian automobile industry in the global landscape, APEC AD invited SIAM to participate as a guest member, and, SIAM has been participating in the APEC AD for the last 15 years.

As it has in the past, SIAM continued its engagement with many of these bodies in 2017-18, and participated in the OICA General Assembly in March 2018 and the APEC Automotive Dialogue, etc. SIAM has become a regular participant at China Auto Forum as well.



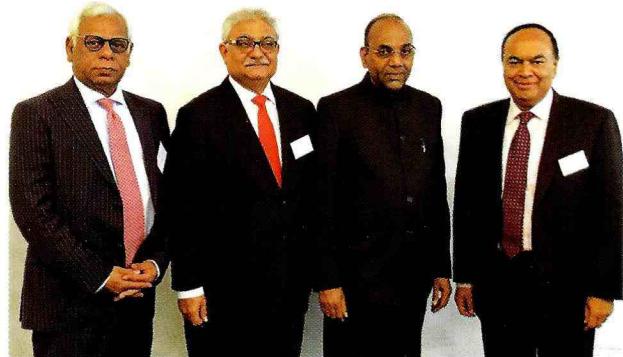
ACMA - SIAM -VDA Partnership Programme, New Delhi

ACMA, SIAM and VDA entered into an association partnership programme, sponsored by Ministry of Economic Cooperation and Development, Government of Germany, in 2017-18. The project seeks to associate the Indian and German automotive industries to discuss topics of common interests while coping with challenges in the sector and have established capacities that provide enterprises with know-how and services respectively. A seminar on "Options for Propulsion Technologies in Future" was held under the partnership project, three secretariat officials were



Mr Rajan Wadhera, VP – SIAM, giving his address at IAA-India-Day during the Frankfurt Motor Show 2017

invited to participate in the VDA Technical Congress under the ambit of the project. SIAM further plans to conduct a study on "Future of Mobility in India" and a seminar on "Safety and Sustainability" in the later part of the year, under the partnership agreement. A workshop on RDE is also being organized for better understanding on the developments on this front in the European Union.



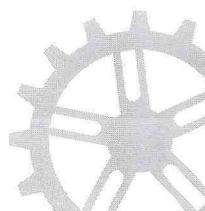
(L-R) Mr C S Mathur, President – IGCC, Mr Rajan Wadhera, VP – SIAM, Mr Anant Geete, Hon'ble Minister for Heavy Industries & Public Enterprises & Mr Nirmal Minda, President – ACMA

SIAM also supported Ministry of Heavy Industries & Public Enterprises (MoH&PE) in organizing the 11<sup>th</sup> Meeting of the Indo-German Joint Working Group (IGJWG) on Automotive Sector in February 2018 in Delhi NCR.

SIAM participated in the IAA-India-Day 2017 and India Europe Automotive Partnership Summit in September 2017 at Frankfurt, Germany. A presentation was made by Mr. Rajan Wadhera, Vice President, SIAM & President (Automotive Sector), Mahindra & Mahindra, providing overview on the development of the



Indo – German Joint Working Group Meeting, Greater Noida



auto industry, contribution to the Indian Economy, development in auto policy, India's ranking globally, Automotive Mission Plan 2016-26, developments happening on the front of electric vehicle in India, developments in safety regulations, and R&D centres of various OEMs in India.

SIAM organized 8<sup>th</sup> Auto Trade Dialogue, themed Future of Mobility, on the side lines of Auto Expo – The Motor Show 2018 on February 9, 2018, Greater Noida. Participants from various countries, including Japan, China, the United Kingdom, Germany, Italy, Canada and China joined the programme.

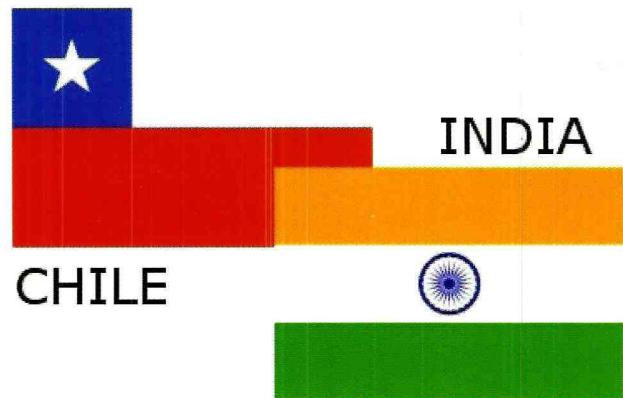


SIAM Auto Trade Dialogue, 2018

Going forward, SIAM will continue to engage with global automotive associations and counterpart associations to communicate and get cognition of SIAM's stand on various topics at world forums. SIAM also plans to engage with counterpart associations in countries, such as Bangladesh, Sri Lanka, Saudi Arabia, Brazil and South Africa, among others, in a more comprehensive manner.

### Trade Policy

Globalization has made the world market open and available. Like other countries, Government of India has also engaged in world trade through bilateral and

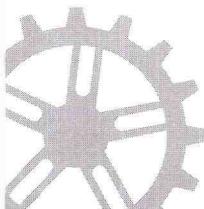


regional trade agreements, offering tariff reduction, to get access for our products in the markets of our trade partners. India already has trade agreements with Japan, Korea, ASEAN, Chile, Thailand, Malaysia, SAFTA, Sri Lanka, Singapore, etc.

During the year, SIAM maintained its long-standing position on keeping automobile CBUs in the negative list in the Trade Agreements with various competing countries. Papers have been published on the probable impact of any change in this stand. A very liberal Foreign Direct Investment (FDI) policy for the automobile industry, 100% FDI with no restriction on imports, no localization requirement, no export obligation and no local R&D requirement help companies enter the market easily.

A list of countries was also identified, which were good markets for Indian automobiles and with whom the auto industry would support FTA negotiations for enhancing our automobile exports. The market included countries like Algeria, Egypt, Nigeria, South Africa, Peru, Colombia, Philippines, Myanmar and Vietnam. Request has been made to the Government of India for engaging in trade agreements with these markets, and for negotiating lowered tariff rates and removal of non-tariff barriers in the automotive segment so as to enhance exports from India.

During the year, Government of India was successful in getting automobile CBUs included on a non-reciprocity basis in the expansion of India-Chile PTA. Government of India is further engaging in negotiations with Peru, European Union, Australia, Canada, RCEP, etc. In all the trade agreements, SIAM has requested for the





Vehicle Exports



Rules of Origin for automobile CBUs to be defined as 50% value addition + Change in Tariff Heading.

SIAM will continue to engage with Government of India to ensure that automobile CBUs are maintained in the negative list to enable growth of the domestic industry. It would also continue to achieve better access to key automobile markets for enhancing exports.

## Exports

Vehicle exports have grown at an impressive rate of 19.5% from 2001-02 to 2016-17. About USD 75,000 crores worth of vehicles & vehicular engines were exported in 2017-18, which is approximately 4% of total merchandise exports from India. Vehicles & Components together are about 8% of merchandise exports from India. Such has been the growth story of exports of automotive products.

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 19% of passenger vehicles, 11% of commercial vehicles, 12% of two-wheelers and 37% of three-wheelers manufactured in India are exported.

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

(In Numbers)

Category	2000-01	2017-18	CAGR
Passenger Vehicles	27,112	747,287	21.54%
Commercial Vehicles	13,770	96,867	12.16%
Two Wheelers	111,138	2,815,016	20.94%
Three Wheelers	16,263	381,002	20.38%
<b>Grand Total</b>	<b>168,283</b>	<b>3,478,268</b>	<b>19.50%</b>

Vehicles manufactured in India have found strong acceptance in emerging markets. The share of exports to Latin America and Africa have increased, while to Europe it has declined.

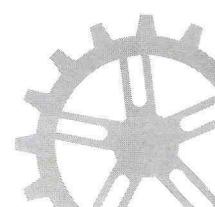
As per the Automotive Mission Plan, 2016-26, vehicle exports can touch INR 2,23,300 crore (USD 33.3 billion) by 2026 on the conservative side, and INR 2,95,000 crore (USD 44 billion) on the optimistic side.

## Exports Concerns

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

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

1. Merchandise Exports Incentive Scheme (MEIS) benefit under the scanner of WTO.
2. No benefit for exports to neighbouring markets such as Nepal & Bhutan.



3. Declining exports to Africa due to unavailability of US dollars.
4. Losing share in key export markets, including Algeria, Egypt, Nigeria, South Africa, Peru, Colombia, Philippines, Myanmar and Vietnam, due to tariff disadvantage.



Members during SIAM Exports group meeting, New Delhi

Trade Negotiations with Peru are ongoing, and possibilities are being explored for cooperation with Colombia. SIAM continued to engage with Government to provide suggestions on improving exports of vehicles from India. SIAM is planning to do an Export Opportunity Study to gauge the export potential in select markets through a focused approach.

#### **Sri Lanka to accept Indian auto standards**

Sri Lanka in its budget announcements had tightened the norms for vehicle imports, which included moving to Euro IV emission norms and some additional safety features. SIAM worked with the Government to get the issues resolved so that there is no impact on vehicle exports to Sri Lanka.

Ministry of Commerce & Industry was forthcoming and helped us in getting acceptance for BS IV emission norms in Sri Lanka.

#### **Duty Drawback**

SIAM interacted with the Drawback Committee and furnished to them the data regarding the imports and other inputs going into manufacture of export vehicles and the duty element that needed to be compensated. The committee agreed to consider SIAM submission and adjust the Drawback rates.

#### **Economic Research**

SIAM Economic Research group was active throughout the year to provide segment wise quarterly and annual forecast for the automobile industry. The group was actively involved in conducting research studies as per the requirement of the industry.

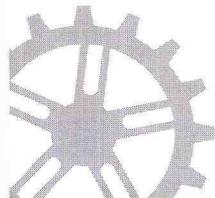
CRISIL has been the focal point of contact for the group in assisting with releasing timely forecasts for the automobile industry and providing insights on the movement of key demand drivers to the members to make future projections of sales and demand accordingly.

The group has also been active in providing inputs for study on "Future of Mobility in India" whose aim 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.



Members during SIAM Economic Research Group meeting, New Delhi

Some of the major aspects to be covered under the scope of the study would be to make fair projections of vehicle 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 transportation and specifically vehicular mobility that will be addressed by Auto Industry.

### **12<sup>th</sup> SIAM Looking Ahead Conclave - Automotive Industry Getting Future Ready**

SIAM organized 12<sup>th</sup> Looking Ahead Conclave – Automotive Industry Getting Future Ready on 10<sup>th</sup> January 2018 at Hotel Taj Mahal, New Delhi.

Mr N Raja, Chairman – SIAM Economic Research Group, gave the welcome address and congratulated SIAM Economic Research Group for organizing 12<sup>th</sup> edition of the Conclave.



Mr N Raja, Chairman - SIAM Economic Research Group, addressing the gathering during the proceedings of 12<sup>th</sup> Looking Ahead Conclave, New Delhi

The conclave was organised in multiple sessions that focused in the areas, such as the Outlook for Global and Indian Economy; Auto Industry at the Crossroads, Projections for Indian Automobile Market, etc.



Participants at Looking Ahead Conclave 2018

The conclave saw participation of Mr B Srinivas, Co-Chairman SIAM Economic Research Group & Senior Vice President, VE Commercial Vehicles Limited; Mr Siddharth Sanyal, Chief India Economist, Barclays; Mr D K Joshi, Chief Economist, CRISIL; Mr Andreas Bauer, Senior Resident Representative, IMF India; Mr Prasad Koparkar, Senior Director, CRISIL Research and Mr V Sriram, Chief Operating Officer, IMaCS



Mr Sushant Naik, Tata Motors, giving the opening address in the Session.

Other speakers on dais - Mr Navin Paul, Bosch India; Dr Martin Koers, VDA; Mr Rahul Mishra, A.T. Kearney; Dr R K Malhotra, Federation of Indian Petroleum Industry and Mr Vineet Basotia, GE Healthcare

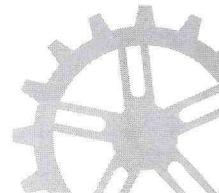
SIAM Economic Research Group will work on the following matters:

1. Study on Future of Mobility in India
2. Reduce variance in forecast and industry performance
3. In detail study at sub-segment level for a few vehicle segments
4. Better understanding on the effect of infrastructure development on the vehicle sales

### **Taxation Policy, Procedural & Direct Tax**

The multi-layered tax structure gave way to GST, which was implemented from 1<sup>st</sup> July 2017 onwards across India. It enabled a transparent and technology driven tax reform, which has proved to be beneficial for the entire automobile industry over the past one year.

The SIAM Taxation Policy, Procedural and Direct tax group remained actively engaged and worked consistently over the past one year to discuss the challenges that had been cropping up for the industry and came up with suggestions after several internal deliberations. Various suggestions of the industry were put



forth to the Government to seek support and clarifications over the industry's concerns.

Along with GST, a Compensation Cess was also levied across different segments of vehicles. This led to a levy of 15% compensation cess on ambulances under GST, which in the earlier tax regime was NIL. Suitable submission was made to various Government officials and a clarification was later issued stating that ambulances are exempted from payment of compensation cess.

As the industry was taking all measures to be GST compliant and ensured to file timely returns, there were some technical issues arising out of the GST portal in filing the returns and availing the credit. Suitable submissions were made to the Government to seek necessary support and get the required modifications made to the portal.

In August 2017 with the announcement of increase in the compensation cess to 25% ceiling rate, the welcoming spirit with which the industry adapted the GST implementation was dampened. In September 2017, increased rate of compensation cess was announced for a large share of the Passenger Vehicle segment that made prices more or less equal to the pre-GST regime and increased the maximum tax incidence to 50% across some categories of vehicles.

In the backdrop of all these challenges posed by GST, the SIAM Taxation Group made several submissions to various Government officials and GST Council to mitigate the concerns faced by the automobile industry on GST related matters. Several taxation matters were resolved by the Government in due course of

time along with the issue of protecting the interest of organised Used Vehicle business post implementation of GST.

With the Government announcing a hike in Customs duty on automobile parts and components in the Union Budget 2018-19, the competitiveness of industry got impacted significantly. The Basic Customs Duty on CKDs was increased from 10% to 15%, this move was not considered pro-industry, thereby, increasing the manufacturing cost of the OEMs. The industry came forward to put forth their concerns with regards to this hike in the customs duty, and thus requested the Government to roll back the announced hike or to cap it at a rate of 10%.

### **Union Budget**

Similar to previous years, the SIAM Taxation Group remained actively engaged with Ministry of Finance, Department of Heavy Industry, Department of Industrial Policy & Promotion and Department of Commerce for submitting representations ahead of the Union Budget and also to highlight area of concerns, Post Budget announcements and some of the issues not addressed from the Pre-Budget Memorandum. The group put forth suitable suggestions for the consideration of the Government with regards to Compensation Cess being levied, tax on used cars, GST on transfer of ownership of motor vehicles, treatment of dies & moulds etc.

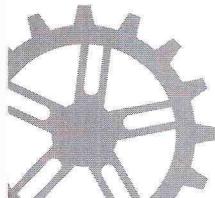
SIAM Taxation group continues to take up the challenges listed below. These challenges also formed a part of our Post Union Budget 2018-19 suggestions-



Members during SIAM Taxation Group meeting, Shimla



SIAM Taxation Group members during the Pre-Budget discussion, New Delhi





Members during the SIAM Taxation Group Meeting, New Delhi

1. Reinstate Customs Duty rates in respect of automobile Completely Knocked Down units (CKDs) and components.
2. Lower Corporate Tax Rate for all domestic companies
3. Applicability of PAN to foreign companies (and all its individual Directors) having capital account transactions but not having a Permanent Establishment / Business connection thereby not resulting in any taxable income in India. This would result in unintentional compliance burden on the foreign entities doing business in India
4. Exemption of Compensation Cess being levied on Exports
5. Restoration of facility to debit IGST against duty credit available against various export promotion schemes.
6. Impact of GST on Uttarakhand Units: Need for 100% compensation of the Area based exemption for the remaining period (both Centre and State share 58:42%). Complete 10 years benefit as promised must be fulfilled.
7. Remove ambiguity in concept of composite supply in case of vehicle servicing
8. GST implication on Inter unit/branch debits & credits

## Outbound Logistics

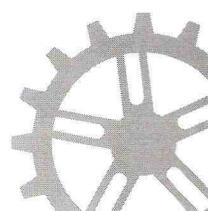
SIAM Logistics group remained actively engaged with the Railway Board throughout the year over several issues to promote Railways as an additional mode of transportation and to increase its modal share in finished vehicle transportation.

The Group met Mr Ashwani Lohani, Chairman, Railway Board, twice in the last one year to raise the concerns plaguing the industry and requested him for timely resolution of these concerns. With a positive approach, he assured early resolution of our concerns in a time bound manner.

Railway Board accepted several SIAM recommendations and implemented them as well. At the suggestion from SIAM, new NMG rakes are being inducted to improve rake availability for automobile transportation.



Members during SIAM Logistics group meeting, New Delhi



Based on SIAM recommendations, Railway Board has made important amendments in Automobile Freight Train Operator (AFTO) policy leading to three more companies taking the license, thereby, increasing the capacity of BCACBM rakes available in the country. A few more companies are anticipated to take the AFTO license very soon.

The Government of India has recently constituted a new Department of Logistics, under the Ministry of Commerce & Industry, to cater to the Logistics needs of the country. SIAM Logistics group had an interaction with them for a briefing on the current Automobile Logistics scenario in the country and the Challenges faced by Automobile Manufacturers in Transportation of finished vehicles both for Domestic Sales and Exports.



Meeting of Department of Logistics, Ministry of Commerce, with SIAM Logistics group

SIAM Logistics group had been actively engaged with the Department of Logistics for having a Single GST rate for Multimodal Transportation of vehicles in the country. Multimodal involves three steps of transportation – First Mile, Main Transportation like Rail and Shipping and Last Mile. A composite single GST rate would go a long way in reducing the hassles as well as uncertainty of applicable GST rate.

Accepting our submission, the Government has recently announced 12% as the Single GST rate applicable for Multimodal Transportation in the country.

The trade between India and Bangladesh through the Petrapole-Benapole border has been facing several challenges. The challenges at the border prohibits timely exports of goods (including CBUs and CKDs)



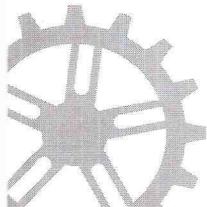
Meeting during a visit to the Petrapole-Benapole Border (India-Bangladesh Border)

from India, incurring huge loss of time and revenue by the exporters.

SIAM Logistics group met the Department of Logistics and made submissions to overcome the current challenges in vehicle exports to Bangladesh. A SIAM delegation also went to the Petrapole-Benapole border for inspection of the situation there and an inter-departmental meeting was organised by the Department of Logistics with various stakeholders for resolution of the issue.

#### **4<sup>th</sup> SIAM Automotive Logistics Conclave - Changing Facets of Automotive Logistics**

SIAM organised 4<sup>th</sup> edition of the Automotive Logistics Conclave on 9<sup>th</sup> & 10<sup>th</sup> October 2017 at Hotel Taj Mahal, New Delhi on the theme - “Changing Facets of Automotive Logistics”. The conference was addressed by Dr Abhay Firodia, President - SIAM, Mr Ashwani Lohani, Chairman - Railway Board, Member, (Technical), Inland Waterways Authority of India, and other eminent speakers. More than 120 delegates from vehicle manufacturers, logistics service providers, consultants, etc. participated in the conclave.





Dr Abhay Firodia, President, SIAM delivering his address with Mr Ashwani Lohani, Chairman, Railway Board and Mr Prem Verma, Chairman, SIAM Logistics Group at the Dias during 4<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. In the last one year, SIAM has worked on several issues including those related to steel, tyres and tubes, etc.



Members during SIAM Sourcing group meetings, New Delhi & Greater Noida

SIAM secretariat has been taking part in the deliberations at BIS on HR & CR Steel related standards. BIS has revised some standards of HR

and CR Steel to include some grades required by Auto OEMs. SIAM had taken up the issue of the date of implementation of various Steel standards. BIS communicated approval of the extension of date of implementation of revised Indian Standards.

The Sourcing group also had an interaction with ATMA during one of the sourcing group meetings where the objective was to have a preliminary interaction between both the associations and information exchange on various topics.

A small delegation from China, comprising of various rubber component suppliers, met SIAM and a few member companies in early September 2017 in New Delhi. SIAM as well as the Chinese delegation gave presentations on the status of their respective Automobile industries and discussed future projections.



Meeting of SIAM with Chinese Rubber Component Manufacturers, New Delhi

SIAM also met a Taiwanese delegation, comprising of executives from various supplier companies, to discuss the topics of mutual interest, such as Automotive Electronics, Hybrid and Electric Vehicles. SIAM gave a presentation to the delegation about the current



Meeting of SIAM with Taiwanese Component Suppliers, New Delhi



status of the Indian Automobile industry and the progress made on development of Electric Vehicles. Taiwanese delegation also made a presentation about their Component industry and how their supplies could benefit Indian Automobile industry.

SIAM also made a presentation to the Die Casting Society of India on the developments in Automobile industry in India and the scope of developments in the Die Casting industry to match those in the Auto industry.

### Implementation of the Vahan Portal

With an aim to implement Vahan 4.0 portal across the country, SIAM continued to remain engaged with its member companies, NIC and MoRT&H throughout the year. As an update, vehicle registrations through Vahan 4.0 portal have been extended to more than 900 RTOs of the country, and it is expected that the rest of the RTOs will also be covered very soon.

SIAM helped its member companies in solving several Technical and Administrative issues faced by them with regards to the usage of Vahan portal either at their end or at their dealerships.



Vahan Meeting, New Delhi

Vahan Portal of the Government of India

Vahan portal is continuously becoming important for the nation since it is being used for several other applications as well, such as linkage with PUC Certificate, linkage with Speed Limiting Device, CNG Retrofitment kit, Insurance data of vehicles, etc.

### Automotive Styling & Design

SIAM Styling & Design group works very closely with various Design Institutes in the country to promote capacity building in the area of Automotive Styling & Design and to bridge the gap between industry and academia.

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

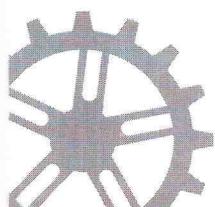


Mr K.N Radhakrishnan, President & CEO, TVS Motor Company, addressing the participants during 12<sup>th</sup> SIAM Styling & Design Conclave, Greater Noida, Delhi NCR

SIAM organised 12<sup>th</sup> edition of the Styling & Design Conclave and 10<sup>th</sup> edition of the Automotive Design Challenge (ADC) on 8<sup>th</sup> February 2018 in Greater Noida, Delhi NCR, during the sidelines of the Auto Expo – The Motor Show 2018. The theme for the conclave was ‘Designing for a Sustainable Tomorrow’ and the theme for the ADC was ‘Autonomous Racer’.



Mr Rajan Wadhera, Vice President - SIAM, felicitating Mr Dilip Chhabria, DC Design, for his contribution to Automotive Styling & Design during the Conclave, Greater Noida, Delhi NCR





Winners of the Automotive Design Challenge (ADC) 2017 during the conclave, Greater Noida, Delhi NCR

Mr K.N Radhakrishnan, President & CEO, TVS Motor Company, in his keynote address dwelled upon the need to focus on what consumer of today wants from his/her automobiles. The event was attended by many eminent speakers, such as Mr Francois Buron of Dieder Design, Mr Sudhir Sharma of INDI Design, Mr Ajay Jain of Geely Design, Mr Arun Vinayak of Ather Energy, Mr Y Yuki of Suzuki, amongst others.

Mr Rajan Wadhera, Vice President, SIAM & President (Automotive), Mahindra & Mahindra, in his valedictory speech congratulated and exhorted designers for their innovative work. He said it was good to see how designers have evolved over the years, and have been shaping for the future now.

The group felicitated Mr Dilip Chhabria of DC Design by giving him the Styling & Design Contribution Award. Mr Chhabria said "We live in global ecosystem. The cars which are selling today are primarily being sold because of their designs. There is no better time than now. We have good young people. They need to be obsessively passionate," he added.

After the final round of evaluation of ADC 2017, first prize was won by Ravi Sharma, from NID Gandhinagar, second prize by Siva Shanker, from IIT Bombay, and third prize by Hitarth Darshan Shah, from UPES, Dehradun. More than 40 students participated in ADC 2017.

### **Automotive Design Workshop**

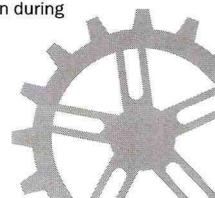
The SIAM Group also conducted a Design Workshop at Indian Institute of Technology (IIT), Delhi, in co-ordination with Maruti Suzuki and Honda Motorcycle & Scooter India (HMSI) and the Design department there. The objective of the workshop was to create design awareness and thinking amongst the student community and to promote design as an alternate curriculum. More than 100 students attended the workshop.



Mr Nilesh Kirtane, Head-Design, HMSI, making a presentation during the Workshop at IIT Delhi



Mr Saurabh Singh, Head-Design, Maruti Suzuki, making a presentation during the Workshop at IIT Delhi





Students working on Assignments during the Design Workshop at IIT-Delhi



Industrial Relation Capability Building Workshop, Pune

## Human Capital Initiatives

SIAM Human Capital Group, under the Chairmanship of Mr. N V Balachandar, President - Human Resources, Communication & CSR, Ashok Leyland Ltd., worked on various issues related to the ASDC, HR, IR, Labour, Benchmarking, Compensation & Benefits, etc.

### Human Resource Capability Building Workshop

SIAM Human Capital Group organized Workshops on “HR Capability Building” in Pune and Chennai. These workshops were organized for the members of Automotive Component Manufacturers Association (ACMA) and were well received. These workshops were focused on basic HR processes and programs including Recruitment, Performance Management, Learning & Development, Compensation, HR Capability and Onboarding were facilitated by practicing HR colleagues from the industry.



HR Capability Building Workshop, Pune

### Industrial Relation Capability Building Workshop

The group also organized a 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 – Automobile OEMs. The first series of the Industrial Relation Capability Building Workshop was held on 12<sup>th</sup> & 13<sup>th</sup> July 2018 in Pune. It was a two-day workshop focusing on basic IR process and programs. The workshop also focused on creating Awareness of Labour Laws, Contract Labour Management, Current IR Scenario, Disciplinary Actions, Compliance Management, etc.

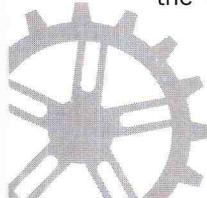
### Automotive Skills Development Council

The group interacted with Automotive Skills Development Council (ASDC) throughout the year to discuss various issues. The Group has also involved TCS to conduct Skills Assessment Test under its brand Cert-N-Edge. The skill assessment will cover different job roles in sales and after sales activity of the automotive sector. The assessment will be held in 5 cities - NCR, Mumbai, Chennai, Ahmedabad & Kolkata and will be based on the ASDC National Skills Qualifications Framework (NSQF).

### Compensation and Benefits Survey

Every year a Compensation and Benefits Survey is conducted in collaboration with Aon Hewitt. This year marked the 10<sup>th</sup> year of the Annual SIAM Rewards Forum. The survey included participation from 20 plus companies across Automobile OEMs.

The Compensation Study was conducted across 12 levels and 15 functions and all the companies were mapped on to the Aon-SIAM Level equivalence for the Automobile industry. The findings of the study were also presented to SIAM Human Capital Group and SIAM Executive Committee.



## Initiative on Corporate Social Responsibility

SIAM CSR Group was formed to disseminate information of CSR activities undertaken by SIAM members. The Group accumulates information about the CSR activities of its member companies and creates a compendium about inclusive growth, being in the forefront of community development, social projects and general economic upliftment across the country.



Members during SIAM CSR group meeting, New Delhi

Other than organising meetings amongst its members, the Group also organises an Annual SIAM CSR Conclave to share the information on four key areas of inclusive social development – Skills, Healthcare and Sanitation, Environmental Rejuvenation and Road Safety.

### 2<sup>nd</sup> SIAM CSR Conclave

Underlining its commitment to the nation, SIAM organised the second edition of CSR conclave in New Delhi. Aptly themed as 'Building the Nation, Responsibly', with the sessions on Environmental Rejuvenation, Health & Sanitation and Skill Development & Road Safety, the Conclave saw key SIAM members coming



Inauguration of SIAM CSR Conclave (L-R) Mr Sushant Naik, Co-Chairman, SIAM-CSR Committee; Ms. Anupriya Patel, Hon'ble Minister of State for Health and Family Welfare, Government of India; Mr Naveen Soni, Chairman, SIAM-CSR Committee; Mr Sugato Sen, DDG, SIAM



(L-R) Mr Sushant Naik, Co-Chairman, SIAM-CSR Committee; Mr Anna Hazare, Bhrashtachar Virodhan Nyas; Mr K.K. Gandhi, Executive Director (Technical), SIAM

together to ensure inclusive social development of the society, while protecting the environment and ecology.

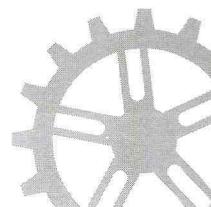
The CSR Conclave was inaugurated by Smt Anupriya Patel, Hon'ble Minister of State for Health and Family Welfare, Government of India. While addressing the delegates, Smt Patel highlighted the fact that the auto industry has the potential to reach out to the masses and impact them in a major way. She said, "I urge SIAM to support the National Health Mission and Prime Minister's endeavour of nation building, Swacch Bharat Abhiyan and Digital India. Automobile Industry is the potential partner in the expansion of reach to the social sector in terms of sanitation and education."

The Hon'ble Minister also launched the SIAM CSR Compendium, which encapsulates all major work done by SIAM members till date.

The SIAM CSR Conclave was presided by the 'Guest of Honour', Mr Anna Hazare, Renowned Social Activist. During his speech to the delegates, Mr Hazare spoke about the importance of sustainable and responsible usage of natural resources.

During his address to the audience, he said, "In primary terms, our way to social responsibility and the automobile sector in itself is completely different, but we all are somehow connected. Sustainable development is imperative if preventing depletion of natural resources and reducing air pollution is the priority."

The session laid emphasis on how SIAM is working to strengthen 'four pillars'- Environment, Health & Sanitation, Road Safety and Skill Development. During the session, Mr Tomoyoshi Hisamori, Japan Plus, DIPP,





(L-R) Ms Lalita Sachdeva, Resource Mobilization & Partnership Department, UNICEF; Mr Naveen Soni, Chairman, SIAM-CSR Committee; Dr Ajay Mathur, Director General, The Energy & Resources Institute; Mr A.K. Vishwanath Sharma, Dy. General Manager-Plant Administration, Toyota Kirloskar Motor Pvt. Ltd.

Ministry of Commerce and Industry, Government of India, informed about the collaboration of Japan and India Human Resource development in manufacturing sector. He said HRD is the key to development of this nation. Mr Hisamori also mentioned about Japan India Institute of Manufacturing, which will help in strengthening skill and education in the country.

The conclave had many other eminent speakers who spoke on various aspects of CSR.

The CSR Conclave saw participation from several automobile manufacturers, representatives of various government departments, NGOs and other stakeholders.

### Trade Fairs

SIAM organised several Trade Fair group meetings last year in Delhi NCR under the Chairmanship of Mr Arun Malhotra, Corporate Advisor, Nissan Motor India Pvt Ltd. & Co-Chairman, Mr Sanjeev Handa, Vice President – Marketing, Maruti Suzuki India Ltd. to discuss and



Members during the SIAM Trade Fair group meeting on Auto Expo – The Motor Show 2018, Greater Noida, Delhi NCR

plan the organising of Auto Expo – The Motor Show 2018.

SIAM informed the group that as decided by the SIAM Executive Committee Members unanimously, Auto Expo – The Motor Show 2018 will have one extra day this time. There will be eight days in total including one Media and one Media plus Inauguration day and six General Public days considering the immense crowd visiting the Expo on weekends, with no increase in the space rentals.

SIAM also informed the members that due to drop out of some vehicle manufacturers at the Motor Show 2018, SIAM will recover the cost through non-vehicle manufacturing exhibitors and will have various 'New Initiatives' that SIAM plans to do during the Motor Show. New experience zones for the visitors like Gaming zone, Motorsports zone, Virtual Reality zone, Special Application Vehicle zone, Superbike/Car, Vintage Car/Bike & Cartist, etc. were finalised to be implemented during the show.

The idea was to change the perception of visitors from only display of new vehicles to educate them about Mobility.

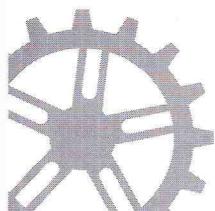
The group also discussed various important aspects like Promotion of the show, Media, Safety & Security of Visitors, Visitor Flow, Parking Arrangements and Traffic Management, etc. during these meetings.

Followed by the successful completion of the first edition of the Indo-Bangla Automotive show, the group plans to organize the second edition of the show in February 2019 in Dhaka, Bangladesh.

### Review of Activities



Mr Y K Koo, Chairman, SIAM Council on Market and MD, Hyundai Motor India, is taking a review meeting with the Chairs & Co-Chairs of Groups working under the Council



## TECHNICAL AFFAIRS



Mr R. Mehta, Additional Secretary, MoEF&CC, Dr. Harsh Vardhan, Hon'ble Minister, MoEF&CC, Dr Rashid Hasan, Advisor, SIAM and Mr K. K. Gandhi, Principal Advisor, SIAM at the Workshop on Vehicular Pollution & Traffic Management on 7<sup>th</sup> February 2018

### Environment and Air Quality

Impacts of air pollution on environment and its effect on human health has become one of the most critical issues that has resulted in implementation of various policy measures by several stakeholders in the country. Since, similar issues are being faced in various economies across the world, all regions are closely looking at the available best practices which can be implemented as local measures to address the concern. Contribution of vehicular emissions to air pollution has always been a major concern across the globe including India, as need for mobility continues to increase and ability of mass public transport system, to cater to this need is very minuscule. Hence, there is a significant reliance on road transport for mobility and more so on personal vehicles, as it provides convenience, safety and flexibility.

This has resulted in steady rise in number of vehicles on city-roads, which is affecting the traffic and ambient air quality in urban spaces. It has also been observed that most of the Indian cities do not meet the ambient air quality limit of particulate matter (PM) by a very large margin and handful of these cities are also not meeting the prescribed standards of Nitrogen Oxides (NOx) by a small margin.

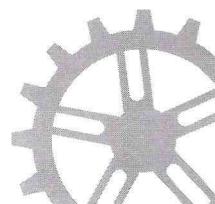
A source apportionment study conducted by the Central Pollution Control Board (CPCB) and Indian Institute of Technology, Kanpur (IIT-K) released in 2016 has revealed that the contribution of air pollution in the city of

Delhi from on-road vehicles is in the range of 20-25% of the total air pollution released in the ambient air from various sources. Further, Ministry of Heavy Industries & Public Enterprises has recently released a study done for the National Capital Region (includes city of Delhi and surrounding 23 districts of Haryana, Uttar Pradesh & Rajasthan) through The Automotive Research Association of India (ARAI) and The Energy and Resources Institute (TERI) on air pollution. The study also indicates that road transport contributes 28% to the overall PM pollution in Delhi-NCR.

Accordingly, to provide workable solutions to decongest cities and towns, SIAM participated in the workshop on 'Vehicular Pollution and Traffic Management' organized by the Ministry of Environment, Forest and Climate Change (MoEF&CC) along with various stakeholders, and contributed in formulating the Short Term, Medium Term and Long Term recommendations to decongest cities, focusing on faster and sustainable mobility through seamless flow of traffic on roads.

### After BS IV, now it is BS VI and beyond for Auto Industry

With regards to vehicular emissions, various measures are being taken both by the Government and Judiciary from time to time, ranging from charging higher Cess or Environment Protection Charge (EPC) on Diesel vehicles, restricting / banning plying of old vehicles, mandating new emission norms, regulating pollution



checking systems, etc. in several parts of the country, especially in the National Capital Region. Very recently the Hon'ble Supreme Court has considered implementing colored stickers to be pasted on the windscreen of the vehicle to enable enforcement of restrictions on plying of certain categories of vehicles, during the days when the air quality deteriorates.

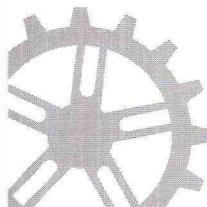
Following the onset of BS IV Emission norms across the country for all types of vehicles from 1<sup>st</sup> April 2017, which also resulted in banning of sales of any BS III vehicle produced prior to 1<sup>st</sup> April 2017 following the Hon'ble Supreme Court Order, the Industry is now preparing itself to meet the very aggressive BS VI emission norms that has been notified for implementation from 1<sup>st</sup> April 2020, just three years after implementation of BS IV emission norms across the country. Just to put things into perspective, in Europe the Euro 4 Emission norms for passenger vehicles were implemented from the year 2005 and Euro 6 Emission norms was commenced phasing-in from the year 2014, i.e. 9 years after Euro 4 implementation. Further, in India the BS VI switchover is on one single date, i.e 1<sup>st</sup> April 2020 for all categories of vehicles including two-wheelers, three-wheelers, cars, trucks and buses and there are no concepts of phase-in of new and existing models, as it is done in Europe and many other developed countries. Further, auto industry has to design the BS VI vehicles for working with Indian commercial fuel specification, which is not at par with the widely available commercial fuel specification of Europe at Euro 6 stage. Work is underway to develop and introduce more than 400 mod-

els / variants of Passenger Vehicles, 120 Two Wheelers, 400 Commercial vehicles and 40 three wheelers which are complaint to BS VI Emission norms from present BS IV emission level by April 2020. It is felt that there could be scenarios that some of the existing BS IV models are not available in April 2020 as manufacturers would not have the time and resources to develop all BS IV models into BS VI by April 2020. Government of India has already commenced phasing-in of BS VI fuel in the country starting with the city of Delhi from April 2018 and it is expected that the entire country will have BS VI fuel only by 1<sup>st</sup> April 2020, though it is ideal for auto industry to have the commercial BS VI fuel available across the country atleast one year in advance i.e from April 2019. Some of the SIAM members have also commenced phasing-in of BS VI models in the market.

BS VI Emission norms have also brought in new paradigm of vehicle testing. In-service conformity test is one such requirement, which necessitates the vehicle manufacturer to pick up some existing in-use vehicle and subject it to mass emission test, as per the new vehicle in a test lab to ensure that the vehicle is performing as per the design requirements. SIAM members have voluntarily commenced testing of In-service BS IV vehicles from April 2018 onwards, before it is required to be mandatorily undertaken for BS VI vehicles. Another landmark testing requirement for BS VI emission norms, especially for four wheelers is the Real Driving Emissions (RDE) test, which requires an instrumented vehicle to run on the normal roads for determining the emission compliance of such vehicles outside the lab



Members of the SIAM Emissions & Conservation Group Meeting at Chennai





Meeting of SIAM-JAMA Exhaust Emission Experts

conditions. Detailed test protocol for such testing is being developed by Government of India.

The new aggressive emission regime coupled with onset of new fuel efficiency regulations in India has also caught the interest of International Community. SIAM therefore had detail meetings with Japanese Automobile Manufacturers Association, JAMA and have also been discussion the subject with German Automotive Association (VDA), from time to time.

Since air Pollution has been a priority issue for the Hon'ble Supreme Court and the same is being monitored closely by Environment Pollution (Prevention & Control) Authority (EPCA), the issue of early implementation of BS VI Emission norms in Delhi / NCR and the issue of charging additional cess on Diesel cars came up for hearing repeatedly. Presently, the Hon'ble Court is reviewing the existing notification of MoRTH which allows BS IV vehicles manufactured prior to 1<sup>st</sup> April 2020 to be registered till 30<sup>th</sup> June 2020, in case of fully built vehicles and till 30<sup>th</sup> September 2020, in case of drive away chassis. EPCA has always maintained that vehicle manufacturers should plan their production systems in a way that BS IV vehicles may not be sold across the country from 1<sup>st</sup> April 2020.

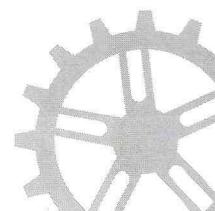
#### **Fuel Consumption Regulations for various Categories of Vehicles**

Government of India through various Ministries is in the process of developing Fuel Consumption Regulations for all categories of vehicles with an overall objective of reducing the impact of import of crude in India.

The first phase of Fuel Efficiency Regulations for Passenger Vehicles have come into force from 1<sup>st</sup> April 2017 and the compliance to the first year (2017-18) of the regulation is being ascertained by International Centre for Automotive Technology (ICAT) as per the guidelines finalized by Ministry of Road Transport and Highways in discussion with Ministry of Power. The Industry limit for 1<sup>st</sup> phase, based on an average weight of 1,037 kgs is about 129.8 g CO<sub>2</sub>/km and the limit in the next phase to be implemented from 1<sup>st</sup> April 2022 is about 113 g CO<sub>2</sub>/km at an average weight of 1,145 kgs. However, Government of India is discussing the possibility of tightening the 2022 regulation, as a non-fiscal measure to augment the share of Electric and Hybrid Vehicles (xEVs) in the new vehicle sales. SIAM has highlighted that India's target for the year 2022 is very stringent, as the vehicle manufacturers have India specific challenges to address which includes, higher



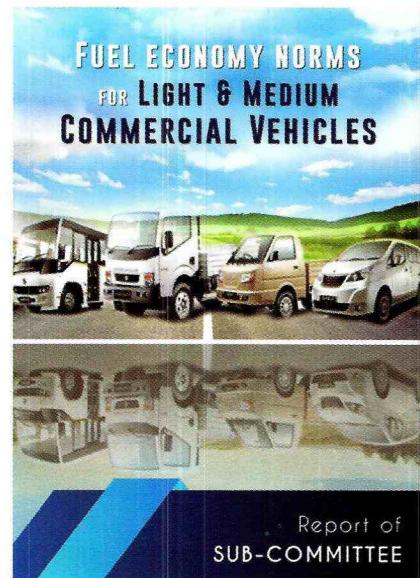
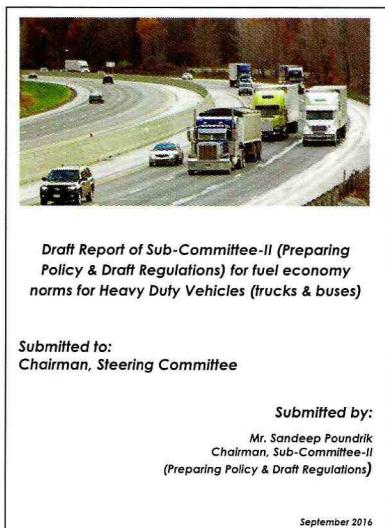
Select SIAM Emission Group Members during Federation of Indian Petroleum Industries (FICI) deliberations on High Octane Fuel beyond 2020 at New Delhi



chassis height in India, due to poor road conditions, resulting in inferior aerodynamics, limitations on the possibility of using low rolling resistance tyres due to bad road conditions, etc.

The BS VI fuel to be made available in India will only have 91 Octane, thereby restricting the manufacturers to design more fuel efficiency vehicles compared to higher 95 Octane fuel which is made available in developed countries. Finally, the penetration of Diesel vehicles in India has gone down significantly, especially for Passenger Vehicles from 47% to 23% in last five years, due to lower differential cost of Petrol and Diesel Fuel, coupled with higher upfront cost of Diesel cars compared to Petrol, in addition the National Green Tribunal (NGT) has ordered to restrict life of Diesel cars to 10 years in NCR. Since Diesel cars have lower CO<sub>2</sub> in relation to a comparable Petrol Cars, the lower Diesel penetration results in taking away the CO<sub>2</sub> benefits, the manufacturers would otherwise have.

After detailed deliberations, the Ministry of Power recently notified the Fuel Efficiency Regulations for Heavy Duty Vehicles (more than 12 tons GVW) in August 2017 which was due for implementation from April 2018, subject to detail implementation procedure being issued by MoRTH. In view of the criticality of the notified regulation and its impact to the automotive industry, Government of India, under the Chairmanship of Hon'ble Minister of Road Transport and Highways is reviewing the regulation in an Inter-Ministerial Committee along with Ministry of Power (MoP), Ministry of Heavy Industries and Public Enterprises (MoHI&PE) and Ministry of Petroleum and Natural Gas (MoPNG).



Detailed Report on Fuel Consumption regulations for Light and Medium duty Vehicles (3.5 tons GVW to 12 tons GVW) have also been finalized by Petroleum Conservation Research Association (PCRA) in discussion with MoP, MoRTH, MoHI&PE, MoPNG, Test Agencies and SIAM. Similar to Heavy Duty, vehicles of these categories would also be tested on Constant Speed Fuel Consumption. Government is in the process of deciding on the timelines for implementation of the regulation. SIAM has submitted to Government to retain the concept of Corporate Average for ascertaining compliance, similar to the request made for Heavy Duty Vehicles.

Government of India has not yet established the Fuel Efficiency regulations for Two Wheelers, however, it is expected that Ministry of Road Transport and Highways or Petroleum Conservation Research Association (PCRA) along with Bureau of Energy Efficiency (BEE) would commence discussion on the subject in near future. Government may also consider devising the Fuel Consumption Norms for Two-Wheelers in such a way that it increases the penetration of xEVs in the new Two-Wheeler fleet.



## Alternative Fuels

While moving towards cleaner and energy efficient mobility solutions, the automobile industry has already made its new petrol vehicles compatible with 10% ethanol blended fuel and diesel vehicles with 5% biodiesel to support the Government of India's initiative to reduce dependency on crude oil import. The Auto industry is also working on a roadmap in consultation with NITI Aayog, Ministry of Petroleum and Natural Gas (MoPNG), Ministry of Road Transport and Highways (MoRTH) and others to increase the share of other renewable fuels like Methanol, Natural Gas, LPG, Hydrogen and various other biofuels. MoPNG has created a Working Group on Biofuels to prepare a roadmap for indigenous production and application of biofuels. The policy for promoting biofuels was launched in the year 2009, with a target of 20% blending by the year 2017, which however could not be achieved. In the year 2017, after the mandate of policy making for biofuels was transferred from Ministry of New and Renewable Energy (MNRE) to MoPNG, the Working Group in consultation with all the stakeholders, including SIAM, launched the "National Policy on Biofuels – 2018". This policy is aimed at increasing the usage of biofuels in the energy and transportation sectors of the country during the coming decade by developing and promoting the domestic feedstock and its utilization for production of biofuels. An indicative target of 20% ethanol blending, and 5% biodiesel blending has been proposed by the year 2030.

Press Information Bureau  
Government of India  
Cabinet

Cabinet approves National Policy on Biofuels - 2018

16-May-2018 15:25 IST

The Union Cabinet, chaired by the Prime Minister Shri Narendra Modi has approved National Policy on Biofuels – 2018.

**Salient Features:**

- i. The Policy categorises biofuels as "Basic Biofuels" viz. First Generation (1G) bioethanol & biodiesel and "Advanced Biofuels" - Second Generation (2G) ethanol, Municipal Solid Waste (MSW) to drop-in fuels, Third Generation (3G) biofuels, bio-CNG etc. to enable extension of appropriate financial and fiscal incentives under each category.
- ii. The Policy expands the scope of raw material for ethanol production by allowing use of Sugarcane Juice, Sugar containing materials like Sugar Beet, Sweet Sorghum, Starch containing materials like Corn, Cassava, Damaged food grains like wheat, broken rice, Rotten Potatoes, unfit for human consumption for ethanol production.
- iii. Farmers are at a risk of not getting appropriate price for their produce during the surplus production phase. Taking this into account, the Policy allows use of surplus food grains for production of ethanol for blending with petrol with the approval of National Biofuel Coordination Committee.
- iv. With a thrust on Advanced Biofuels, the Policy indicates a viability gap funding scheme for 2G ethanol Bio refineries of Rs.5000 crore in 6 years in addition to additional tax incentives, higher purchase price as compared to 1G biofuels.
- v. The Policy encourages setting up of supply chain mechanisms for biodiesel production from non-edible oilseeds, Used Cooking Oil, short gestation crops.
- vi. Roles and responsibilities of all the concerned Ministries/Departments with respect to biofuels has been captured in the Policy document to synergise efforts.

**Expected Benefits:**

- **Reduce Import Dependency:** One crore lit of E10 saves Rs.28 crore of forex at current rates. The ethanol supply year 2017-18 is likely to see a supply of around 150 crore litres of ethanol which will result in savings of over Rs.4000 crore of forex.
- **Cleaner Environment:** One crore lit of E-10 saves around 20,000 ton of CO<sub>2</sub> emissions. For the ethanol supply year 2017-18, there will be lesser emissions of CO<sub>2</sub> to the tune of 30 lakh ton. By reducing crop burning & conversion of agricultural residues/wastes to biofuels there will be further reduction in Green House Gas emissions.
- **Health benefits:** Prolonged reuse of Cooking Oil for preparing food, particularly in deep-frying is a potential health hazard and can lead to many diseases. Used Cooking Oil is a potential feedstock for biodiesel and its use for making biodiesel will prevent diversion of used cooking oil in the food industry.
- **MSW Management:** It is estimated that, annually 62 MMT of Municipal Solid Waste gets generated in India. There are technologies available which can convert waste/plastic, MSW to drop in fuels. One ton of such waste has the

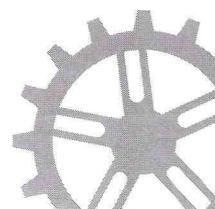
NITI Aayog is also promoting methanol economy in India, through various task force along with various stakeholders to introduce use of Methanol in a big way, including for Automotive applications. The Automotive Research Association of India (ARAI) is also testing materials and vehicles with Methanol to ascertain the compatibility of using Methanol as a Fuel in India. Several vehicle manufacturers are also doing in-house testing of vehicles and components. It has been found from these tests that the existing vehicles are compatible to use 3% to 5% methanol blends without any changes in the vehicle design and their performance. Hence, according to SIAM the Methanol Economy programme can immediately start with 3-5% methanol blending, while the studies on use of M15 may continue as vehicles have to be specifically be designed and validated for use of higher blend of Methanol such as M15 as being discussed in the Government

## Importance of Fuel Quality

Fuel quality has direct impact on fuel efficiency, vehicular emissions and durability of after-treatment systems. Fuel properties like Sulphur content, metal contamination can deteriorate the emission control equipments of the vehicles. Fuel adulteration is also a matter of concern despite various control actions that are being taken by oil companies. As the industry has moved to BS IV across the country in the year 2017 and is moving to BSVI emission norms from 2020, new/additional testing requirements on vehicles such as in-service conformity would be highly dependent on market fuel quality. The sophisticated exhaust emission control systems of vehicles must be kept in optimal condition to ensure low emissions and long-life of the vehicles. Therefore, it is important that the specification of fuel



Mr P K Banerjee, Executive Director, SIAM led the finalisation of SIAM-IIP Fuel Survey at IIP, Dehradun, June 2018





SIAM Fuel Sub-Group Convenor, Mr R Ramaprabhu, Mahindra & Mahindra, highlighting the importance of BS VI market Fuel to DG, BIS



Dr Rashid Hasan, Advisor, SIAM at the National Conference on POP Management, New Delhi

used during the actual usage of the vehicle is closely monitored. SIAM along with Indian Institute of Petroleum, Dehradun (IIP) propose to carry out the fuel survey in select five Indian cities as a pilot project in the year 2018-19. SIAM also highlighted the need for consistent Fuel quality to Director General, Bureau of Indian Standards during a formal interaction.

#### Restrictions on usage of Hazardous substances

As the concerns on environmental pollution are increasing, so are the concerns on production, disposal and management of hazardous materials. To address this concern, a number of multilateral environmental agreements like Basel, Rotterdam and Stockholm Conventions (BRS), REACH Regulation, Minamata Convention, Cartagena Declaration and others have been set-up, which share the common objective of protecting human health and the environment from hazardous chemicals and wastes. A review committee, which studies these hazardous chemicals and provide recommendations whether to categorize them as a Persistent Organic Pollutant (POP) and, thereafter, list it under Stockholm Convention. After a chemical substance is included / excluded under any of the above-mentioned convention, the rules / notification of these conventions gets ratified after deliberation with the representatives of these countries.

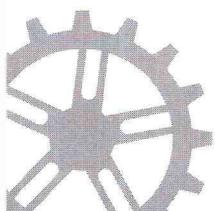
In the year 2017, three such chemicals, which were being used by automotive industry viz. decabromodiphenyl ether (c-decaBDE) and Short Chain Chlorinated Paraffins (SCCP) were listed for elimination and hexachlorobutadiene (HCBD) was prohibited for unintentional production under the

Stockholm Convention. Ministry of Environment, Forests and Climate Change (MoEF&CC) has decided that the decisions of BRS will be implemented in India along with the exemptions to automobile sector as per the decision taken during COP8. These exemptions will be valid for a period of 5 years and can later be extended to 5 years after the affected party provides a suitable justification for the same. During this exemption period, industry needs to establish a national material database, preferably IMDS, identify suitable alternatives, and thereafter, validate them as per Indian conditions. Later the ministry also released a notification G.S.R. 207 (E) dated 5<sup>th</sup> March 2018, where manufacture, trade, use, import and export of HCBD and 6 other chemicals is prohibited.

Apart from the above chemicals, some more chemicals are being discussed for prohibition, however, due to the unavailability of any specific data within the auto industry, SIAM has requested BRS and MoEF&CC for an exemption for these chemicals, since they might be used in the automobile sector.

It is therefore important for industry to develop a standard material database to identify the applications of hazardous chemicals/POPs, which may unanticipatedly get ratified and also comply with the ELV regulations which are under development. The auto industry will also need to develop a roadmap for phaseout of these hazardous materials in a time bound manner.

SIAM is fully conscious of its responsibility towards achieving environment sustainability and helping the industry in contributing to the Sustainable Development Goals (SDGs) and building the nation respon-



sibly. Accordingly, SIAM has accorded priority to the management of restrictive and banned chemicals in automotive sector. SIAM has taken some steps for progressively building its knowledge base for sensitizing and building capacity of its members about use of restrictive and banned chemicals. As a part of SIAM's initiative for building database in this domain, recently SIAM has participated in the 'National Conference on Persistent Organic Pollutants (POPs) Management' organized by the M/s Toxic Link on April 20, 2018, New Delhi. The intention of the conference was to take a conscious decision for POPs removal and develop possible strategies for their total elimination. SIAM is also conceptualizing an international event viz. 'ELV-IMDS Conference 2018' in association with ACMA with the technical assistance from M/s DXC Technology.

## Two-Wheelers

### Two-Wheeler Environmental and Safety Issues in India and International Interactions

SIAM had filed an Special Leave Petition (SLP) in the Hon'ble Supreme Court against the ban on sale of Two-Wheelers in Madhya Pradesh in 2008, on an issue relating to adherence to Rule 123 of CMVR, in Jabalpur High Court, which was filed as a Public Interest Litigation (PIL). Rule 123 is related to fitment of Protective Device (Saree Guard), Hand-Hold and Foot Rest on Two-Wheelers. The Hon'ble Supreme Court granted a stay on the SLP filed by SIAM in 2008. However, on 23<sup>rd</sup> February 2018, the case came up for hearing before the Hon'ble Supreme Court and the matter was dismissed, as all other related cases of Quadricycles was also sent to Government of India for consideration. SIAM, thereafter, appeared before the Hon'ble Jabalpur High Court and after detailed hearing on 19<sup>th</sup> April 2018, the Hon'ble Jabalpur Court dismissed the origi-



Jabalpur High Court



nal PIL against the vehicle manufacturers and allowed registration of vehicles based on the present interpretation of Rule 123. In the interim, MoRTH has suggested that SIAM members should consider providing a pillion hand-hold (for the right hand) for a woman sitting with both her legs on left side of the Two-Wheeler.

The 7<sup>th</sup> SIAM-JAMA Two-Wheeler Meeting was held on 31<sup>st</sup> October 2017 at Kyoto followed by another Two-wheeler meeting with JAMA on 17<sup>th</sup> July 2018 at

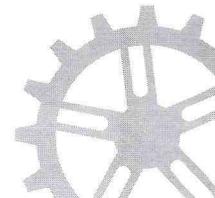


7<sup>th</sup> SIAM-JAMA Two Wheeler Meeting at Kyoto, Japan



SIAM-JAMA Two Wheeler Follow-up meeting at New Delhi, India

New Delhi. During the discussions several regulatory issues related to Electric Vehicles, Safety and Future Emission Regulations in India, Japan and Europe were discussed for two wheelers. For Two Wheelers, it was



recommended by JAMA that SIAM members should undertake field trials after implementation of On-Board Diagnostic, as road conditions impact these systems resulting in faulty OBD sensing. For Electric vehicles, it was discussed that Japan is considering implementing a DC Charging Connector, which would reduce the cost of on-board charging for two-wheelers.

During the year, SIAM also interacted in the International Motorcycle Manufacturers Association (IMMA), wherein Mr Johannes Loman, Executive Vice



IMMA 2018 General Assembly Select Members with President, IMMA,  
Mr Johannes Loman

President & Director of PT Astra Honda Motor and President of Federation of Asian Motorcycle Industries (FAMI) and AISI (Indonesia's 2W Association), was elected as President of IMMA from 2018 to 2020. SIAM has to offer a candidate for Vice President, who would take over as VP, IMMA from May 2019 and eventually as President of IMMA from 2020 to 2022. Brazilian Association has also become the member of IMMA.

On 25<sup>th</sup> September 2017, IMMA organised the 1<sup>st</sup> Global

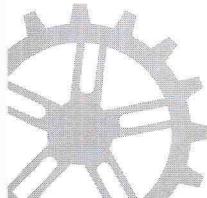
Two-Wheeler Policy Workshop in Hanoi which was hosted by Vietnam, as a member of FAMI (Federation of Asian Motorcycle Industries). Representations were made by Indonesia, Vietnam, Europe, USA, Japan, Malaysia, Philippines, Thailand, Taiwan, apart from India. Electric Vehicles, Safety and Urban congestion were some of the key issues discussed during the Global workshop by all regions. The 2<sup>nd</sup> Global Two-Wheeler Policy Workshop would be hosted by SIAM in India on 5<sup>th</sup> December 2018 at New Delhi. A harmonization workshop was also organized by IMMA to identify the challenges of 1958 and 1998 agreements along with a session on Intelligent cars, systems and detection of motorcycles during the IMMA General Assembly.

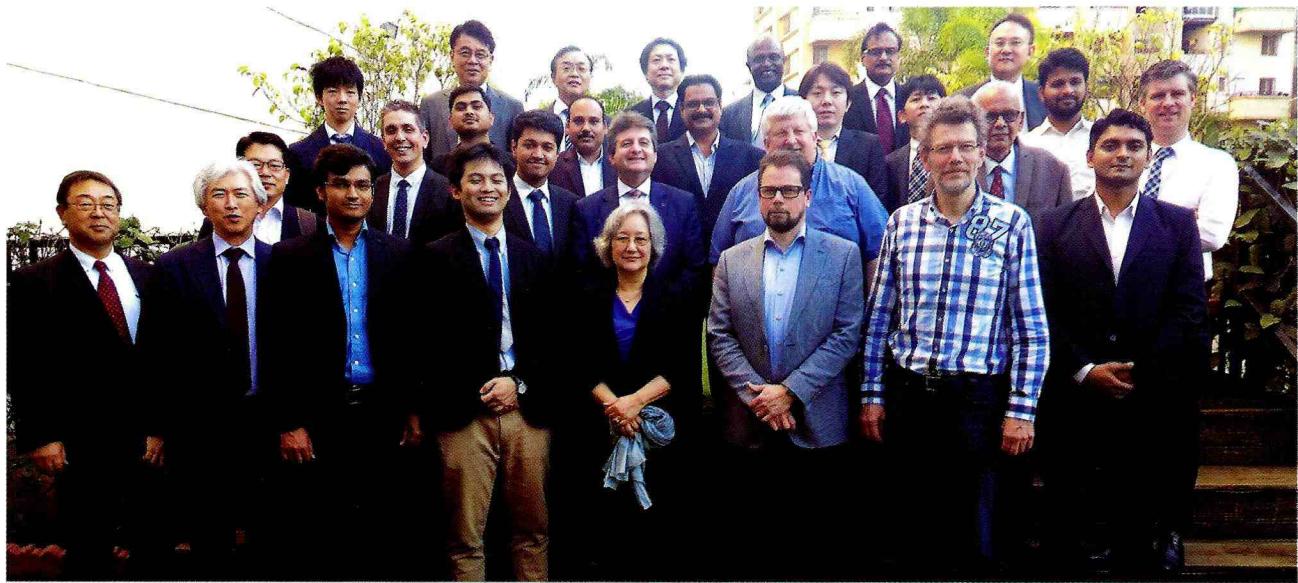
SIAM members along with their counterparts in other countries have developed Global Technical Regulations (GTRs) for environmental performance verification of two wheelers. GTRs on Crankcase Emissions and Evaporative Emissions along with functional aspects of On-Board Diagnostic (OBD) systems have been developed. In addition to the aforesaid tasks, the Environment Propulsion Regulations group (EPPR) will also assess and develop durability and performance requirements for conventional vehicles, as well as for advanced concepts such as electric and hybrid electric powertrains. Unified rules and test procedures to measure power and torque for this wide range of propulsion technologies shall be developed in agreement with the contracting parties.

The EPPR group comprises of European Commission representative as Chair, IMMA and SIAM as Secretariat



Members of IMMA at the 1<sup>st</sup> Global Two-Wheeler Policy Workshop, Hanoi, Vietnam





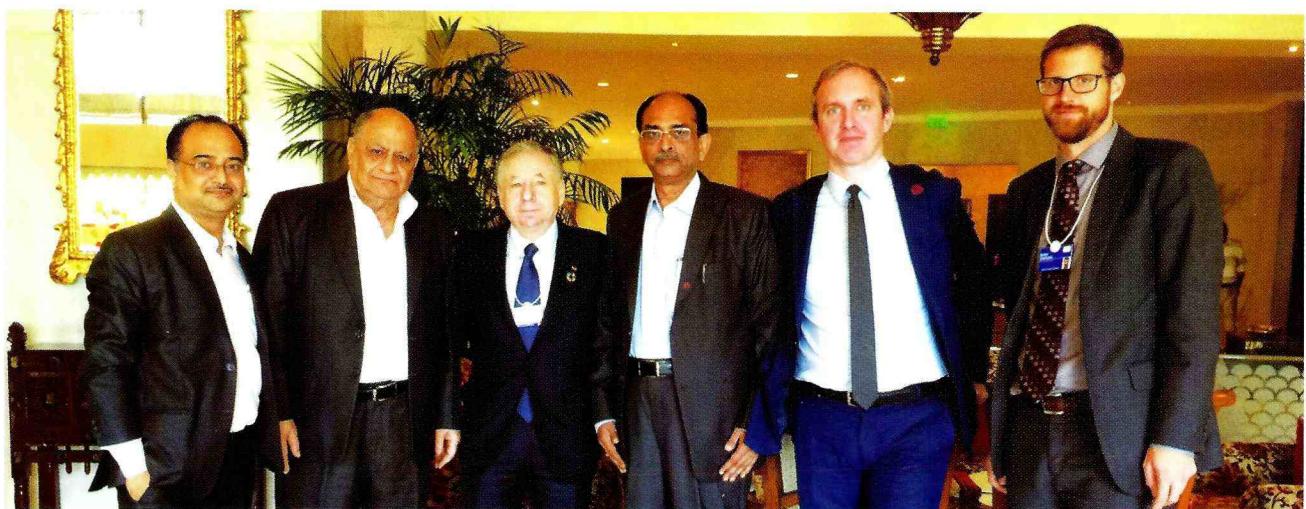
Delegates of the 23<sup>rd</sup> EPPR Session at Pune

and various active members including India, Japan, China, European Commission, South Korea, the USA, various important NGOs and technical consultants to the United Nations. SIAM also hosted the 23<sup>rd</sup> session of EPPR group meetings during the month of March, 2018, at Pune, India as an initiative of SIAM's strong commitment towards global harmonization for Two Wheelers.

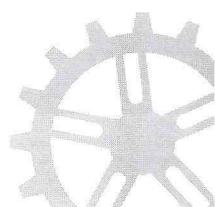
### Vehicle Regulations

The automobile sector is one of the most regulated sectors in India. The previous year saw many more regulations being mandated by the government, moving another step towards international harmonization. In

view of the same significant interest has been generated in the International community for the regulations of vehicles in India including safety requirements. In 2010, the United Nations General Assembly proclaimed a Decade of Action for Road Safety ("Decade"). The goal of the Decade (2011-2020) is to stabilize and then reduce the forecast level of road traffic deaths around the world. United Nations Secretary-General has appointed Mr Jean Todt as his Special Envoy for Road Safety. Mr Todt's task is to mobilize sustained political commitment towards making road safety a priority; to advocate and raise awareness about the United Nations road safety legal instruments; share established road safety good practices; etc. Mr Jean



Mr Jean Todt, (third from left) UN Special Envoy for Road Safety, and his colleagues with Mr Vishnu Mathur, DG, SIAM and Mr K K Gandhi, Principal Advisor, SIAM at New Delhi





SIAM and JAMA Members at the 12<sup>th</sup> SIAM-JAMA Technical Regulations Meeting, Kyoto, Japan

Todd met SIAM in New Delhi and discussed the overall Road Safety issues related to India. He was keen to know about the possibilities of Electronic Stability Control (ESC) implementation in passenger Cars and its relevant to India. He felt that SIAM members would need to organise more awareness campaigns for educating people on Rod Safety.

The 12<sup>th</sup> SIAM-JAMA Technical Regulations meeting was held on 30th October 2017 at Kyoto. The technical regulations experts from both sides shared their views/suggestions on various agenda points including VECTO, Sapo Car (Safety Support Car), 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, IWVTA and Revision of 1958 Agreement.

Following are some of the key regulations that were announced / implemented by Government of India over the last one year.

#### **Ventilation/ Air Conditions cabins for Trucks**

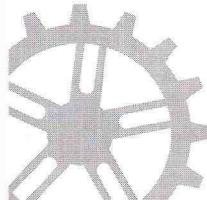
SIAM supported the government's initiative of providing greater cabin climatic conditions to truck drivers (of N2 and N3 category vehicles) as a comfort feature. After successful negotiations with Hon'ble Minister of

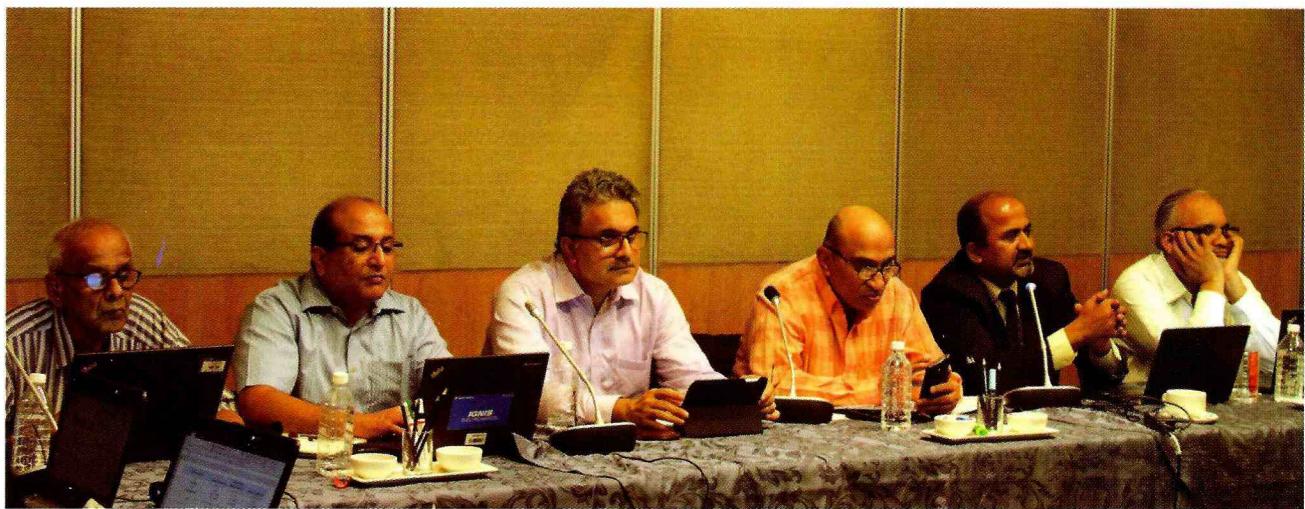


Road Transport & Highways, Shri Nitin Gadkari SIAM's proposal of providing ventilation system, as another option of truck cabin comfort found acceptance with the ministry. The standard formulated by the Automotive Industry Standards Committee enables said vehicles to be equipped with Air Conditioning (AC) / Heating, Ventilation and Air Conditioning (HVAC) systems or Ventilation Systems. Drive away chassis will be provided with ventilation kits to be installed in the body building stage. The regulation came into force on 1<sup>st</sup> January 2018 vide the final notification issued by the ministry dated 20<sup>th</sup> November 2017.

#### **Whole Vehicle Safety Conformity of Production (WVSCOP)**

With the aim that every vehicle, system(s), or part approved under CMVR must be so manufactured/





SIAM Whole Vehicle Safety Conformity of Production Workshop at Aerocity, New Delhi

imported as to conform to vehicle type approved by meeting the appropriate requirements under CMVR. In order to monitor conformity of production as envisaged in rule 126A and to ensure that it has been correctly implemented and functions properly, manufacturers/importers would need to be regularly checked by the authority designated for that purpose. While preparing the standard, the AISC panel studied the COP procedures used in automotive legislation in developed markets where practices ranging from self-certification to audited certification exist. The current Indian procedure (TAP 115) which mandates a supervised physical testing regime for verifying conformity of production of vehicle tailpipe and crankcase emissions under CMVR 115 and requirements for performance of the vehicle safety components under AIS 037 were also considered. It was concluded that a comprehensive procedure consisting of supervised inspection, installation checks and physical tests on randomly selected vehicles would provide the highest level of assurance to all stakeholders. This standard seeks to implement such a procedure. This panel is led by Mr S Ravishankar, Executive Advisor, Ashok Leyland. The frequency for WVSCOP test has been finalised as once in two years. The dates for mandatory compliance to the same are yet to be finalised.

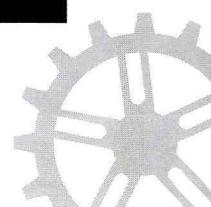
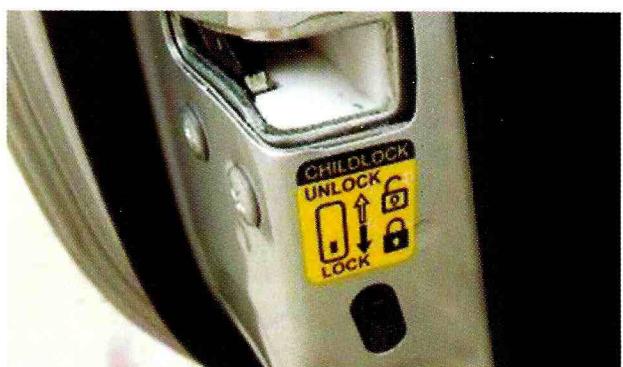
#### **School Bus Requirements as per AIS-063**

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 address the

requirements of school buses. However, based on operational issues, AIS-063 went through multiple revisions and corrections such as change in seat dimensions, knee spacing, seat spacing and child seat strength. SIAM and its members worked hand-in-hand with CIRT and ARAI to formulate and freeze the necessary amendments to the AIS that had kept school bus certification on hold.

#### **Child Lock Deactivation**

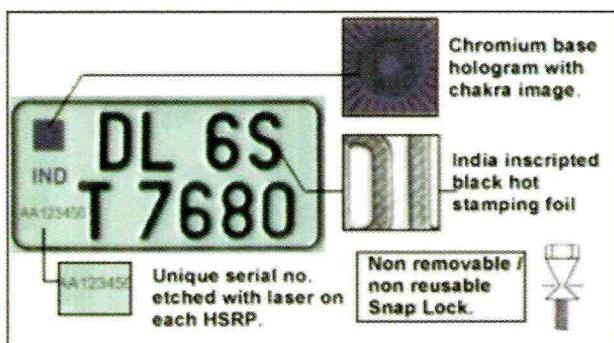
The 50th meeting of the Technical Standing Committee of CMVR, it was informed that Ministry of Road Transport & Highways received a representation from Times Network highlighting the issue of misuse of child locks in fleet cabs / taxis and it has been proposed to deactivate child locks in such vehicles. In this regard, chairman, CMVR-TSC had requested SIAM to come back with a solution to the same. SIAM members evaluated various possibilities for permanent deactivation/dysfunctioning of child lock system including the possibility of cutting child lock lever etc. Moreover, it stands a risk of damage to latch itself,



thus compromising its robustness, as such measures could be overridden by any person with wrong intentions. Therefore, after a thorough deliberation, SIAM submitted that development of a new door latch without the child lock function, would be the most appropriate and robust solution. For such development, a lead time of 12 months has been proposed which would be essential for redesign, supplier development, parts validation, vehicle level validation, homologation, etc. Chairman, CMVR-TSC upon accepting the same directed implementation from 1<sup>st</sup> July 2019. In this regard, SIAM has submitted an amendment to the current AIS-145 on Additional Safety Features to incorporate in the proposal.

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

The Ministry of Road Transport & Highways released a draft notification that mandates vehicle manufacturers to affix HSRP including the third registration mark, on vehicles manufactured on and after 1<sup>st</sup> January, 2019. A detailed submission was made by SIAM on



the same that took care of the duplicities occurring in the draft Statutory Orders and CMV Rule 50. SIAM also proposed the formulation of an AIS standard to take care of the technical specifications of the same. An AISC committee has thus been formulated to lay down the type approval and COP process for the plates.

#### **Amendment to CMV Rule 92**

In the SIAM CMVR & Safety Group meeting, the group deliberated the need for amendment on CMV Rule no. 92 to address the date of implementation of notifications unless otherwise mentioned. This emanates from the purposive interpretation done by the Hon'ble Supreme Court in the BS III / BS IV switchover case wherein the Hon'ble Court interpreted the date of the notification as date of sales. It has been proposed that the date of

implementation will be treated as date of manufacture and include a provision to provide manufacturer an option to manufacture vehicle meeting notified regulation well in advance. A submission in this regard has been made to Ministry of Road Transport.

#### **Revised Max Speed**

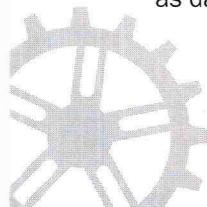
In mid-2017, a committee was constituted under the chairmanship of Mr Abhay Damle to look into the possible revision of maximum operational speed limit for various categories of vehicles on expressways, highways, city roads etc. The notification SO 1552 (E) dated 6<sup>th</sup> April, 2018 issued by MoRTH revised the maximum speed limit. The new limit for private cars on expressways is 120kmph instead of 100kmph and for buses has been increased from 80kmph to 100kmph. Private cars will now be allowed a speed limit of 100kmph compared to the previous 80kmph.

#### **Enhanced features for buses**

The Ministry of Road Transport & Highways released the final notification to introduce second generation requirements for buses, aligning with Europe. These requirements would be applicable for all fully built M2 and M3 category buses manufactured on and after 1<sup>st</sup> April, 2019 by OEMs as per AIS - 153, further increasing the disparity in the content of fully built buses delivered by OEMs and bus bodies built by after-market structural fabricators without necessary approvals. Some of the buses with seating capacity ranging from 9 to 12 seats do not fall under the Bus Code defined by AIS-052 and therefore these vehicles will not be in a position to comply with new AIS-153 requirements. In its submission to the ministry, SIAM has expressed that many of these requirements are not related with



Brainstorming session with CV manufacturers to discuss upcoming norms for buses



improving Road Safety or Environmental impact and therefore should be as agreed between manufacturer and purchaser and should not be regulated. A lead time of four years for necessary development and validation has also been submitted.

### **Revision of CMVR Rule 93 on Overall Dimensions of Motor Vehicles**

To address the concerns related to dimensions of bodies built on the incompletely built vehicles by the body builders, Chairman, CMVR-TSC had requested to study the possibility of marking overall length, width & height of vehicles directly on them in, order to make the dimensions readily available to RTO's and also examine the amendment to existing standard to enable this.

The finalised amendment replaces the existing text form of CMV Rule 93 with a table which will help in identifying dimensional (length, width and height) requirements for each vehicle category at a glance by end users such as RTOs and will be edited to include suitable wordings for clarity and legal purposes. Every dimension of each vehicle category has been discussed in detail with Joint Secretary, MoRTH.

### **Microdot Marking System**

Mr Dinesh Tyagi, Director, iCAT, has been assigned the task to lead the deliberations of the introduction of Microdot marking system in India for prevention of theft of vehicles and vehicle parts. The objective of the standard is to create a deterrent for theft and improve vehicle traceability mechanism. Chairman,



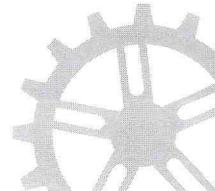
CMVR-TSC has suggested that this standard would be introduced as a guideline standard. The first meeting of the panel saw participation from senior industry representatives, testing agencies and suppliers of microdot marking system. The panel discussed the effectiveness of the standard and its success rate in developed countries where the standard has been

mandated. SIAM members also raised concerns regarding the roadblocks for effective implementation of the standard in India. The issues were deliberated at length and after much brainstorming, it was concluded that usage of microdot may not be limited to vehicles only and product standard for the same may be formulated. The suggested guideline standard may be divided into two parts, namely product standard and process guidelines.

### **Fitment of Crash Guards and Bull Bars**

In a recently held CMVR-TSC meeting, the discussion on fitment of bull bars and crash guards on vehicles came up with respect to the advisory issued by MoRTH. Representatives from India Safety Guards Industries Association submitted that many types of bull bars / crash guards have been present in the market for more than 30 years as a safety feature, and they are widely used by the consumer as a safety accessory. Since there are no standards to evaluate the performance of such fitments. Presently the need to develop safety standards for approval of crash guards was felt. A small Working Group under the Convenorship of Shri Dinesh Tyagi, Director ICAT, was formed to explore the very specific items for external fitments that can be added to the vehicle in the aftermarket. It was agreed to study fitment of crash guards on two wheelers and passenger cars in the first phase and aspects such as occupant and pedestrian safety and external dimensions be kept in focus.

The usage of crash guards/bull bars on four wheelers and two wheelers is being separately analysed. The committee has agreed to find a method to enable fitment of bull bars on field after necessary examining of crumple zone, etc. for four wheelers. SIAM two-wheeler members shared its previous stand on leg



guards being a safety hazard. However, it was also mentioned that some states insist for leg guard fitment. Currently, SIAM 2W group is compiling conclusions from all international studies and is in the process of making a suitable recommendation to the committee. Director, iCAT is expected to call a meeting of the all members and the bull bar manufacturers soon for further discussion.

### **Increase in Axle Load**

The permissible safe axle weights of goods vehicles were last notified in the year 1983. The global axle weight norms are higher as compared to the exiting Indian norms. The lower axle weight has often been cited as one of the major factors responsible for high logistics cost in India and incidence of overloading. SIAM along with its members had been working on the revision of axle weights with MoRTH and other concerned stakeholders for almost two years. Our proposal on the subject was also submitted to the ministry in December 2017.

Ministry of Road Transport & Highways vide SO 3467(E) dated 16<sup>th</sup> July 2018 notified the increase in prevalent axle loads from 6 tonnes for single axle two tyres to 7.5 tonnes and 11.5 from 10.2 tonnes for single axle with four tyres. A submission in this regard was also made to the government which also emphasized on the need for a certain lead time to comply to the new and proposed axle configurations, as these new configurations of axle loading would require appropriate timeline for design and developmental efforts (for critical attributes such as Braking and Steering) and CMVR certification. Joint Secretary, MoRTH called for a special CMVR-TSC meeting to discuss the implications of the notification. SIAM was required to present industry views in the



Discussion on new axle loads with ATMA

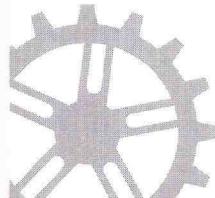
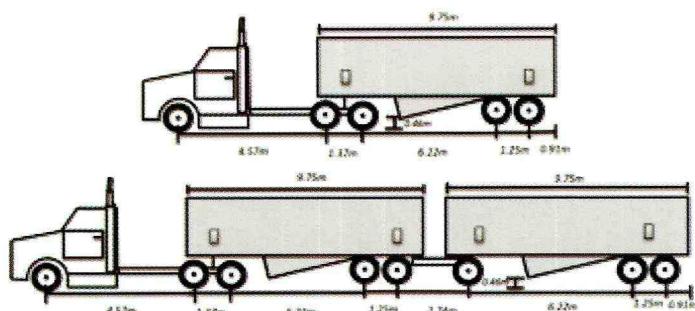
special CMVR TSC meeting on applicability of new axle load for a) In-use Vehicle b) Vehicles in OEM/Dealer Stock and c) Vehicles under production. Based on the outcome of the Special CMVR TSC, ministry issued a CMVR notification revising the Max Safe Axle load to 7.0 Tonne (from 7.5 tonne) with all existing certificates issued prior to 16<sup>th</sup> July 2018 to get an automatic increase in RC books by RTOs.

### **Issue of Speed Governors for Taxi Segment**

Government of India is keen on curbing the road accident menace caused due to over speeding, which accounted for 47% on-road fatalities in 2015, as per the data by National Crime Records Bureau. Manufacturers have already implemented, as per rules, speed limiters on all relevant categories of four wheelers. Effective 1<sup>st</sup> May 2017 based on Karnataka High Court judgement, government has removed the exemption given to M1 category from such fitment. SIAM members believe that there is a need to distinguish clearly between driving at high speeds and driving rashly/recklessly, a view supported by the Bombay High Court.

SIAM filed an application before the Madras High Court recommending the withdrawal of the speed limiter recommendations and pressed upon usage of technologies such as satellite vehicle tracking and speed alerts being implemented by the government to enhance safety. This would mitigate the problem of traffic slow down and congestion caused by speed limitation and also help the country make better use of the new high-speed highway infrastructure being created by MoRTH & NHAI.

Unfortunately, the matter has not been heard on





Madras High Court

merits yet despite being listed several times before the bench. As per the April 2018 order of the high court, the central government has been asked to look into the representations made by SIAM so far on the matter.

In this regard, a representation has been made by SIAM to the Ministry of Road Transport to consider our submissions and suitably respond to the Hon'ble Madras High Court's order.

### Intelligent Transport Systems

Ministry of Road Transport and Highways in November 2016 announced the implementation of AIS-140 on Intelligent Transport System standard for all public vehicles for emergency button and vehicle tracking location that uses satellite-based location technology to determine and record the precise location of a vehicle at regular intervals. The regulation focused on women safety in public service vehicles such as buses and taxis. The location data so determined can be stored within the device, and/or can be transmitted to the Backend Control Centre using a wireless communication modem built in the device. However, the navigation satellite IRNSS sent out by ISRO in February 2018 failed. Thus, after thorough discussion at the AISC panel chaired by Mr Rakesh Sharma, Vice President, DIMTS, SIAM had requested that implementation for a later date may be looked at since availability of chip modules in large volumes remained a concern. After much deliberation committee agreed for IRNSS based navigation application from 1<sup>st</sup> October, 2018. This was tabled at the CMVR-TSC and approved by Chairman, CMVR-TSC.

On 18<sup>th</sup> April 2018, MoRTH vide its notification SO 1663 postponed the implementation of AIS-140 to 1<sup>st</sup> April 2019 thus unfortunately hampering the primary motive

of the regulation. During these first few weeks of April, industry had already started ramping up the capacities and inventory got build up. The accumulated losses due to deferral badly impacted the Industrial Ecosystem.

### Update on Implementation Fastag

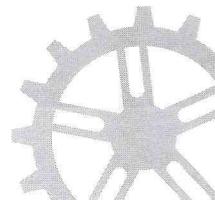
Ministry of Road Transport & Highways released draft GSR 1112(E) on 29<sup>th</sup> August, 2017 for implementation FASTag by 1<sup>st</sup> October, 2017 to supplement Electronic Toll Collection. The final notification GSR 1361(E) released on 2<sup>nd</sup> November 2017 mandated the fitment of FASTag on vehicles sold on and after 1<sup>st</sup> December 2017. SIAM had several interactions with the Ministry and NHAI to resolve the ambiguities in implementation of FASTags and negotiated the implementation in a phased manner. Phase 1 entailed fixing of FASTags at OEM/dealer level, beginning from 1<sup>st</sup> December, 2017.

SIAM made a representation to NHAI for continuing the existing practice of fitment of issuer Bank FASTag as per Phase 1, as it was successfully implemented, and no major issues are reported/envisaged in continuance of the current practice. With continuation of dealership fitment, OEMs can continue to utilize processes put in place and expertise of dealerships on fitment of FASTags developed in Phase 1. It will also help in avoiding other complexities, such as pasting of Aluminum foil, etc.

Regarding Phase 2, Group has taken a position to convince authorities to implement bank neutral tag under Phase 2 and option of fitment of bank neutral tags either at OEMs place or at their authorized dealerships needs to be given. This would ensure achieving the end objective effectively and provide much desired flexibility utilizing processes in place, experience and expertise gained by stakeholders.



1<sup>st</sup> SIAM Connected Vehicle Group Meeting at Mumbai



## ITS Committee at NITI Aayog

Considering the importance of the CASE (Connected, Autonomous, Shared and Electric) mobility, NITI Aayog has recently 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.



3<sup>rd</sup> ITS Working Group Meeting at NITI Aayog, New Delhi

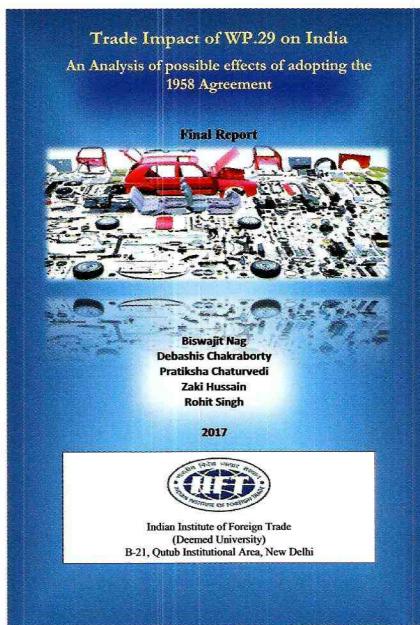
The main objective of this policy is to reduce urban traffic congestion, improve parking for vehicles in cities, road safety and the security of passenger and goods traffic. The committee has formed the groups on Capacity-Building & Awareness, Institutional & Regulatory Frameworks and Standards & Innovation to work towards setting uniform standards to implement the ITS in various parts of the country:

SIAM has also presented its concerns on radio frequency de-licensing for automotive purposes, particularly for 24 GHz and 79 GHz for enabling advance driver assistance system to the committee.

Likewise, SIAM's submission on radio frequency de-licensing for automotive purposes was presented to DoT and MoRTH; an Inter-Ministerial meeting in this regard is expected to be called soon.

### Study: Analysis of possible effects of adopting the 1958 Agreement

Standing Committee of WP.29 directed in the year 2015 that SIAM should initiate a study to assess the impact on the country's trade, should India sign the 1958 Agreement under UNECE WP.29. This study was undertaken by Indian Institute of Foreign Trade (IIFT), which concluded that joining 1958 agreement may not bring forward very clear advantages and several concern areas will also arise. IIFT report further states



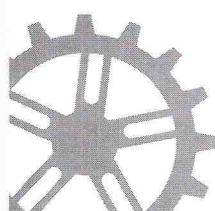
that India should not decide to join the WP.29 1958 agreement under the current format of the agreement as the imminent threat is high. The study report and the outcome has been submitted by SIAM to the Government of India for taking suitable actions.

### Study on relevance of advanced International Regulations in India

Over the years, the absence of a long-term regulation roadmap made industry suffer short term policy adhocism leading to disruptions in planning and investments. Therefore, SIAM EC directed technical heads to conceptualize a long-term road map that benefits the industry. The SIAM International Harmonization Group (IHG) worked on the terms of reference for requesting proposals to conduct a study "To Understand the potential impact (Economic & Usage) of International Regulations on Indian



Members reviewing the Proposal for Study on Future Regulations





SIAM Members at the 23<sup>rd</sup> International Harmonization Group Meeting at VECV, Indore

Vehicles & their applications". The study is expected to identify all the international regulations along with their amendments - ECE Regulations & GTRs (WP.29) as well as understanding the regulatory landscape in India and potential applicability of new regulations that would create an impact in CO2 /PM, safety, etc. based on Indian operating conditions. It will also analyze feasibility & risks in implementing the identified regulations and what would be the long term and short term trade implications.

## IT Initiatives

### AutoDx

A joint initiative of SIAM and ACMA, under this initiative UN's EDIFACT based standards have been adopted for standardisation of information exchange between OEMs and suppliers. KPMG and IBM worked with the industry for setting standards and for being the technology partner, respectively, for this initiative. Exchange of information on various critical logistics and financial transactions, such as delivery schedules, commercial documents, logistics information, etc., can now be done seamlessly between supply chain partners without any manual intervention. While improving efficiency, it will also lead to reduced transaction costs. The initiative makes digital collaboration amongst supply chain partners in the Indian automotive industry comparable to any industry globally. AutoDx is a solution to high transaction cost and low efficiencies across the industry

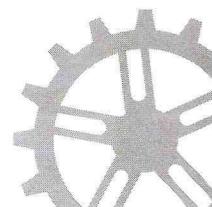
and unharmonized industry processes, which act as a barrier for integrating with global OEM supply chains.

### Digital Transformation Roadmap

SIAM IT Group in coordination with IT Committee at ACMA started a study on Digital Transformation Roadmap. The main objective of this study was to pin out the current situation in the Indian automotive industry and prepare itself to address the challenges and opportunities on a firm footing and to clearly identify relevant digital technologies for each stakeholder in the ecosystem and develop a roadmap for adoption.



Digital Transformation Roadmap Kick Off Meeting at Mercedes Plant Chakan, Pune



The core committee went through the proposals and had a couple of discussions with appropriate knowledge partners.

The Joint IT Committee of SIAM and ACMA has recommended to assign the study to AT Kearney as they have a better understanding of our requirement and have worked on similar studies globally. The deliverables will have a roadmap for the Auto sector in terms of Digital Transformation and implementable action points.

## Mandatory Vehicle Recall

### Vapas

The Service Group at SIAM took up the responsibility to take the SIAM Voluntary Recall Code online, as was desired by Ministry of Heavy Industries & Public Enterprise. The group prepared vehicle Information webpage called VAPAS, which is also linked to MoH&PE's website and launched on 7<sup>th</sup> September 2017 during the SIAM Annual Convention.



Launch of VAPAS by Shri Anant G Geete, Hon'ble Minister, Ministry of Heavy Industry & Public Enterprises, at the 57<sup>th</sup> SIAM Annual Convention

## Inspection and Certification of Commercial Vehicles

SIAM Secretariat is working with Haryana Transport Department on their request for considering setting up Inspection & Certification Centre for commercial vehicles at automobile's dealers / service stations in Haryana. Members of Service heads highlighted that Land at service station of dealers is not sufficient for doing proper I&C and Cost for installing new equipment will be huge. The detail plan of the Government in this regard is also not very clear. SIAM secretariat arranged a visit to I&C Centre, Rohtak, for FADA members so that they can seek information on setting-up the facility. After the visit, a business model is under preparation

(by SIAM??!) that will cover total cost involved, number of vehicles to be checked per day for the center to be sustainable, charges per vehicles, viability gap to be bridged by Government, etc.

## Electric Mobility in India

In the past one year, the discussion on electric mobility in India took a bigger shape from its previous year and emerged with a greater clarity and list of action plans.

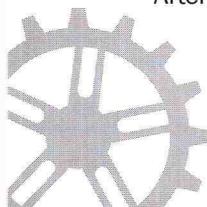


Lamp Lighting Ceremony in the presence of Mr Anil Srivastava (third from left), Advisor, NITI Aayog, during a conference on Charging Infrastructure, New Delhi

With a purpose to support government's intent, SIAM took the responsibility to prepare an electrification roadmap for the nation. In this respect, a 'White Paper on Electric Vehicles' was launched in December 2017 with a vision to achieve 100% new vehicle sales in the country to be pure electric vehicles by the 100th anniversary of India's Independence viz. 2047. This is in-line with the intent of Government of India to have all new vehicle sales for intra-city public transport fleets to be pure electric vehicles by 2030 and 40% of new vehicle sales (for personal mobility and inter-city commercial fleets) in the country to be pure electric vehicles by 2030.

To achieve the stated vision, the paper recommended a multi-pronged strategy. The paper highlighted following policy measures and recommendations to act collectively for achieving this vision: (1) bridging the viability gap, (2) enabling charging infrastructure buildout, (3) encourage domestic manufacturing, (4) creating public awareness.

SIAM had made some unique recommendations through this paper. SIAM observed that demand incentives or cash subsidies can at best be a short-term measure and, therefore, recommended other



fiscal & non-fiscal measures that can be sustained over a longer term to have greater impact and outreach. One of the fiscal measures proposed is to have lowest GST rate for electric vehicles at 5%. Further, fiscal measures, such as income tax credits, accelerated depreciation, attractive interest rates on loans, attractive power tariff. Non-fiscal measures, such as promoting cell manufacturing locally, demand aggregation, leasing, bulk insurance at concessional rate, removal of permits for commercial fleets, waiver of toll and parking fees were proposed.



Stakeholders' Meeting with the Bolivian Embassy organised by SIAM, New Delhi

In line with the recommendations made in the SIAM White Paper on Electric Vehicles, the thought process of government has been more focused on implementing step-by-step measures to promote electric mobility and to ensure that the automotive industry is taken forward in an organic manner. NITI Aayog, the government's think tank, took a direction towards promoting electric mobility in the form of various actionable measures in coordination with various ministries in the government. The chart below depicts various actions being undertaken by different ministries in the government.

NITI Aayog						
Ministry of Electronics and IT	Ministry of Power	Bureau of Indian Standards (Ministry of Consumer Affairs)	Ministry of Road Transport & Highways	Ministry of Urban Development	Ministry of New and Renewable Energy	Ministry of Science & Technology
Fiscal Support						
Ministry of Finance						

**Ministry of Electronics and IT**

- EVs as thrust area under National Electronics Policy
- Special incentive package
- May include large (EV) components in their incentive scheme

**Ministry of Power**

- Grid Connectivity
- Charging Infrastructure through Electricity Companies
- Proposed to give electric cards
- EESL- Demand for bulk procurement of EVs
- Pre-Sale of Electricity for EV charging
- NTPC given the mandate for creation of Charging Infrastructure

**Bureau of Indian Standards (Ministry of Consumer Affairs)**

- ETD-51 formed by group.
- Committee is involved in finalizing the charging standards for all categories of EVs

**Ministry of Road Transport & Highways**

- Introducing e-buses, taxis and Auto
- Funding to State, metro and auto companies
- Working on Report - "Move in India" with VMTL and Push-Evs
- Non-Fiscal Support- Green number Plates
- Alteration of CMVR for EVs

**Ministry of Urban Development**

- Space Availability for charging infrastructure
- Guidelines for Charging Station
- Smart Cities Mission

**Ministry of New and Renewable Energy**

- Battery Operated Vehicles
- Hydrogen Fuel
- R&D programme on setting up Technology Platform on E-Mobility (TPEM)
- Establishment of non-fossil fuels
- Solar Charging Stations
- WindSolar Hybrid Policy
- Working on Hydrogen Fuel Cell Vehicles

**Ministry of Science & Technology**

- Standardization & Research for EVs- NEARP 2020
- Managing FAME-II
- Developing a public private model to fund Evs to states
- Funding to Pilot Project
- Ministry of Road Transport & Highways
- Electro-Mobility Technical Advisory Group (EM-TAG)
- National Council for Electro-Mobility (NCEM)
- National Board of NEARP
- Demand Incentive Review Committee
- Committee for evaluating procurement of EVs

At present, Government is finalizing some of the key measures viz. Phase-2 of FAME India scheme, charging standards and energy storage mission focusing on manufacturing of lithium-ion battery in the country. Phase-2 of FAME India is being proposed to be focused on electrification of public transport and other transport vehicles like taxi fleets and 3-wheelers. It is expected that Phase-2 of FAME India would be implemented with a bigger mandate in terms of outlay and implementation period. Ministry of Road Transport and Highways (MoRTH) has issued a notification for fitment of green high security registration plates, which can address some of the non-fiscal measures proposed by SIAM like waiver of toll tax, parking fees, state entry tax, permit, etc. Government is also considering actively to push hybrid and electric vehicles through regulatory mechanisms including strengthening of fuel efficiency regulations.

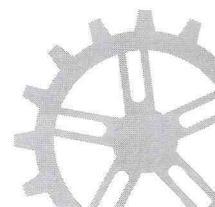
Department of Heavy Industry is in consultation with various stakeholders on their draft National Automotive Policy, wherein, it is proposed to link GST rates with tail pipe CO<sub>2</sub> and length of vehicles (particularly for passenger vehicles) to have differential rates based on CO<sub>2</sub>. Outcomes of these measures are expected to come out in due course.



SIAM explained the key recommendations of EV White Paper during the Conference organized by DHI in collaboration with SIAM, New Delhi

Further, various States of India including Andhra Pradesh, Gujarat, Karnataka, Kerala, Maharashtra, Tamil Nadu, Telangana, Uttar Pradesh are implementing conducive policies to promote investments in the area of electric mobility by way of providing demand and supply side incentives.

At the same time, automobile industry bolstered this movement by demonstrating its intent to provide hybrid



and electric vehicle technologies as part of sustainable mobility. In the Auto Expo – The Motor Show 2018 held in February 2018 at Delhi NCR, members of SIAM showcased various hybrid and electric models and related technologies including fuel cell electric vehicles, battery swapping etc. More than 40 hybrid and electric vehicle models were on display at the show. In a nutshell, the show was touted as “harbinger of electric mobility”.

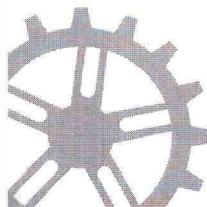
### **Anti-Counterfeiting**

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 parallelly, raising serious concerns about vehicle safety. Counterfeit parts pose as a grave threat to a vehicle's performance, but more importantly they jeopardize 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.



Members at the Anti-Counterfeiting Group Meeting, Pune

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 comes 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 vehicle 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 Anti-Counterfeiting Group with the support of industry together focuses on spreading awareness among the end-consumers. The Group organized its 3<sup>rd</sup> edition of the campaign with the theme “BE GENUINE, BUY GENUINE” during Auto Expo – The Motor Show held in February 2018. The campaign focused on experience on the road, empowering consumers to make responsible purchasing decisions by encouraging them to buy original auto parts. Through this initiative, SIAM reached out to the consumers via online and on ground mediums by creating an experience room for the campaign, digital pledge wall, live graffiti wall painting and entertainment filled package at Auto Expo 2018.



# PUBLIC POLICY



SAFE Annual Convention 2018, Guwahati, Assam

By setting up the Society for Automotive Fitness and Environment (SAFE) in 1999, the Society of Indian Automobile Manufacturers (SIAM) stated in no uncertain terms the automotive industry's commitment to the twin cause of Clean Air and Safe Motoring. Since its inception, SIAM-SAFE has focused on a holistic approach to tackling the issues of environmental pollution and road traffic injuries.

Its initiatives spanning in-use vehicle management, road safety, anti-counterfeiting, and other relevant issues have reached the length and breadth of the

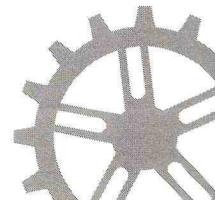
country and encouraged the participation of several stakeholders including Traffic Police, Regional Transport Offices, Automobile Dealers, Fuel Stations, Automotive Service Garages, Spare Parts Dealers, Transport Service Providers, Schools, Colleges, Corporates, the Media, and Residential Communities.

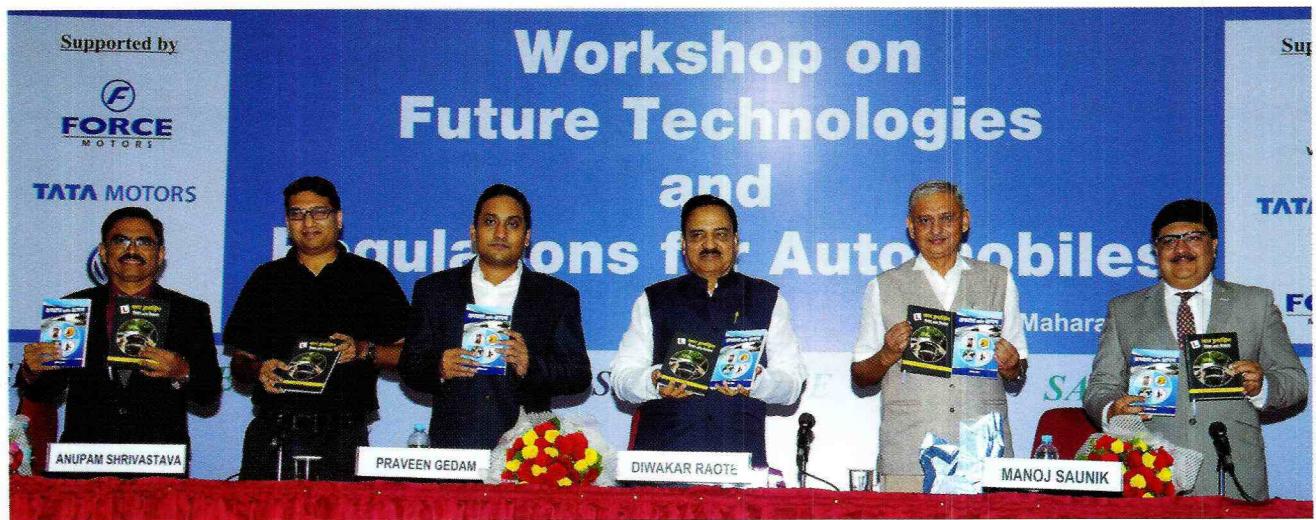
Every year, SAFE selects a State to host its Annual Convention that focuses on important issues pertaining to environmental and safety. The 2018 Annual Convention was held on 2<sup>nd</sup> May 2018 at Guwahati, Assam, and the theme was "Enforcement, Intelligent Transportation and Training for Safer Roads." The program was supported by the Transport Department, Government of Assam, and Ministry of Road Transport & Highways. Mr. Parimal Suklabaidya, Hon'ble Minister of Environment, Forest, Fishery and Excise, Government of Assam, inaugurated the Convention in the presence of senior officials from NATRIP, Transport Secretary, Transport Commissioner, Assam and auto industry representatives. The convention helped showcase many initiatives from different stakeholders across the country to improve safety on roads.

SIAM-SAFE in 2017-2018 reached out to states like Orissa, Tamil Nadu, Maharashtra and Haryana



Shri Parimal Suklabaidya, Hon'ble Minister of Environment, Forest, Fishery and Excise, Government of Assam, addressing the participants at SAFE Annual Convention 2018, Guwahati





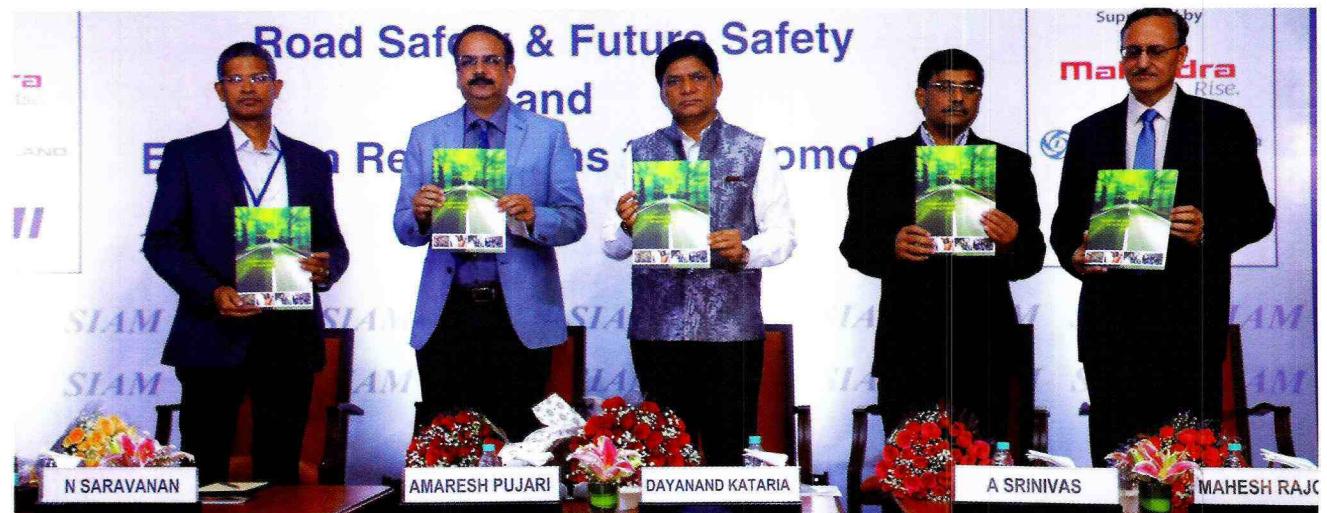
State interaction at Maharashtra

by having a detailed discussion with more than thousand Transport Department officials and other state holders from government departments of respective states on the issues related to upcoming Vehicular Technology, Inspection and Certification System and Road Safety.

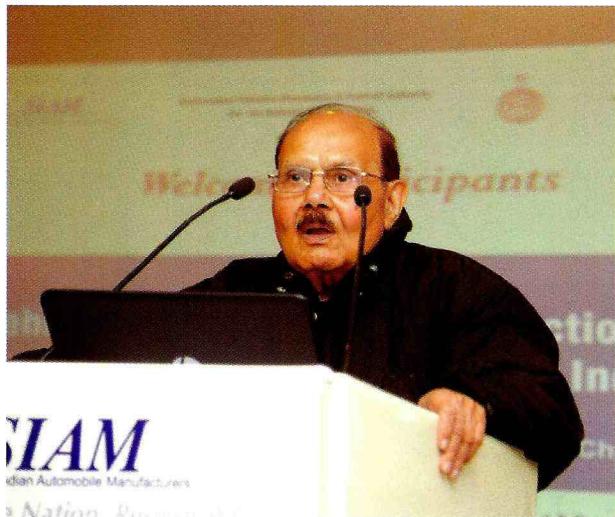
SAFE's approach has always been collaborative and its aim has consistently been advocacy for change in policies and institutional mechanisms and promoting awareness to bring about behaviour change. Partnering with national and international development agencies, including the World Health Organization, the United Nations, and sectoral agencies like the Federation of Automotive Industries Association (FAMI), JAMA, OICA, IMMA and others, SIAM - SAFE has enabled the

exchange of best practices and transferred learnings to relevant agencies/institutions in the country.

Consistency of efforts and scale are few of the other distinct features of SIAM-SAFE's approach. Over the years, several PUC camps have been organized by the Society to drive home the importance of periodic vehicle checks. On the occasion of World Environment Day 2018 on 5<sup>th</sup> June, 7200 free PUC check-up camps were organized in association with SIAM members and their dealership network. A special feature of this year's camp was the effort to encourage vehicle owners to save water by doing dry washing of vehicles and gifting of saplings to all those who availed of the checks to further the cause of increasing green cover.



State interaction at Tamil Nadu



Dr Bhure Lal, Chairman, EPCA, addressing the participants during State interaction at Haryana

SAFE's commitment is recognized by stakeholders and its participation and advice sought by stakeholders including the Traffic Police Departments of various cities, State Governments, and schools and colleges. SIAM-SAFE have been a part of Delhi Traffic Police's road safety endeavors. During the FY18 SIAM - SAFE with Delhi Traffic Police and OEMs reached to more than 1200 schools in Delhi covering ten lakh students and imparted road safety education using different activities including competitions. SIAM-SAFE's

contributions were recognized with an award from Mr Amulya Patnaik, Commissioner of Police, Delhi.

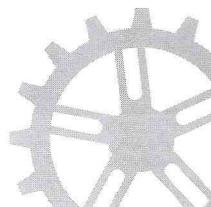
Road traffic injuries are recognized a public health issue and with a view to promoting a holistic approach to tackling the problem. SAFE in association with the Ministry of Road Transport & Highways (MoRT&H) and the National Highway Authority of India (NHAI) organized eye check-up camps for commercial vehicle drivers. Commercial vehicle drivers traverse long distances transporting materials and tough road conditions including driving under poor visibility conditions impacts their eyesight. The camps sought to highlight the importance of eye health.

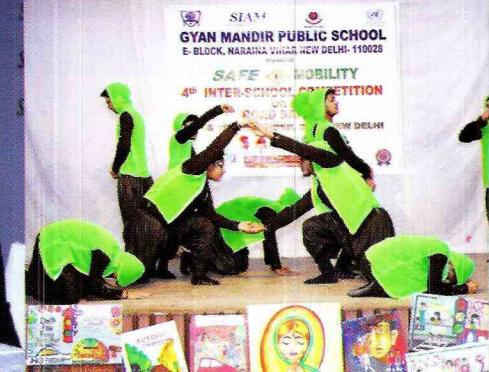
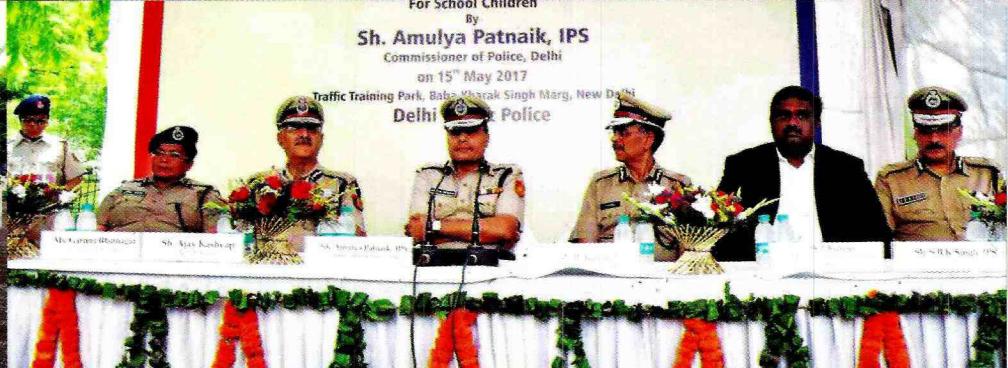
Three-Wheeler, Cab, KSRTC and BEST Bus drivers, and airport transport personnel were some of the other stakeholders with whom SAFE connected through various programmes during the year.

SAFE is a custodian of the social conscience of the Indian automotive industry and it re-affirms its commitment to staying steadfast to its mission of furthering the cause of clean air and safe motoring. An overview of the various activities undertaken in 2017-2018 will substantiate this affirmation.



SIAM - Delhi Traffic Police awarding the Road Safety Rolling Trophy to DAV School, Ashok Vihar







# SIAM COUNCILS & GROUPS 2017-18

## A. COUNCIL ON INTERNATIONAL BUSINESS



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

### 1. INTERNATIONAL RELATIONS & TRADE POLICY GROUP



**Chairman: Mr Ketan Doshi**  
Senior Vice President –  
New Business Development &  
EA to MD  
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**  
Chief Commercial Officer,  
Bajaj Auto Ltd.



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

## B. COUNCIL ON MARKET



**Chairman: Mr Y K Koo**  
Managing Director & CEO,  
Hyundai Motor India Ltd.

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



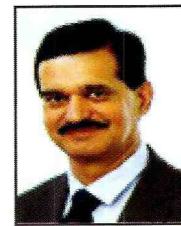
**Chairman: Mr Jnaneswar Sen**  
Senior Vice President –  
Sales & Marketing,  
Honda Cars India Ltd.

\*Till 31<sup>st</sup> March 2018



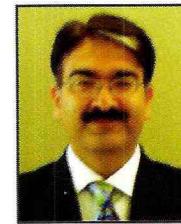
**Co-Chairman: Mr Ashutosh Khosla**  
President – Sales & Marketing  
Force Motors Ltd.

### 2. TRADE FAIRS GROUP

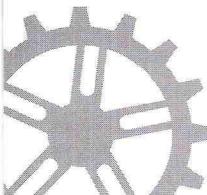


**Chairman: Mr Arun Malhotra**  
Managing Director,  
Nissan Motor India Pvt. Ltd.

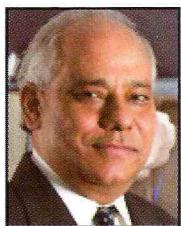
\*Till 31<sup>st</sup> March 2018



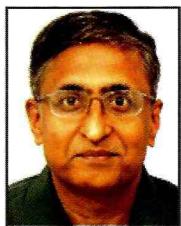
**Co-Chairman: Mr Sanjeev Handa**  
Vice President – Marketing,  
Maruti Suzuki India Ltd.



### 3. LOGISTICS GROUP



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



**Co-Chairman: Mr V Anand**  
Senior General Manager –  
Sales Logistics,  
Hyundai Motor India Ltd.

### 4. CSR & COMMUNITY SERVICES GROUP

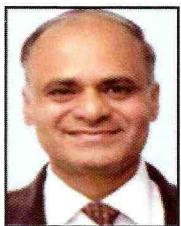


**Chairman: Mr Naveen Soni**  
Vice President – External Affairs,  
Toyota Kirloskar Motor Pvt. Ltd.



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

### 5. SERVICE HEADS GROUP



**Chairman: Mr Rajesh Mukhija**  
National Service Head & CRM,  
Hero MotoCorp Ltd.



**Co-Chairman: Mr Dinesh Bhasin**  
Vice President – PVBU,  
Tata Motors Ltd.

### 6. IT GROUP



**Chairman: Mr Vijay Sethi**  
CIO and Head – CSR,  
Hero MotoCorp Ltd.



**Co-Chairman: Mr Bishwanath Ghosh**  
Vice President – IT & KM,  
Mahindra & Mahindra Ltd.

## C. COUNCIL ON ECONOMIC AFFAIRS



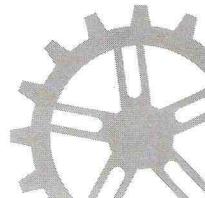
**Chairman: Mr S Sandilya**  
Chairman,  
Eicher Group



**Chairman: Mr Hemant Sikka**  
President & CPO,  
Powerol & Spares Business,  
Member of the Group Executive Board  
Mahindra & Mahindra Ltd.



**Co-Chairman: Mr Jagadish Hegde**  
Director & Sr. Vice President,  
Isuzu Motors India Pvt Ltd.



## 2. ECONOMIC RESEARCH GROUP



**Chairman: Mr Narayan Swamy Raja**  
Deputy Managing Director –  
Sales & Service,  
Toyota Kirloskar Motor Pvt. Ltd.



**Co-Chairman: Mr B. Srinivas**  
Sr. Vice President, Strategy,  
Product Planning,  
Bus Sales & Marketing,  
VE Commercial Vehicle Ltd.

## 5. DIRECT TAX



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



**Co-Chairperson:**  
**Ms Saraswathi Subramaniam**  
Head – Direct Taxation,  
Tata Motors Ltd.

## 3. TAXATION POLICY GROUP



**Chairman: Mr Shekar Viswanathan**  
Vice Chairman & Whole-time Director,  
Toyota Kirloskar Motor Pvt. Ltd.



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

## 6. FINANCE, LEASING & INSURANCE GROUP



**Chairman: Mr K Ramkumar**  
Vice President – Finance,  
Ashok Leyland Ltd.

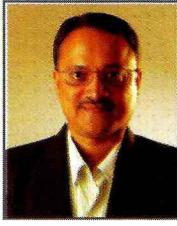


**Co-Chairman: Mr Gopal Bansal**  
Whole-time Director &  
Chief Financial Officer,  
SML Isuzu Ltd.

## 4. TAXATION PROCEDURAL GROUP



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

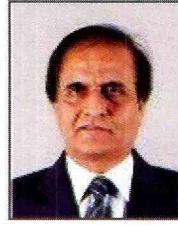


**Co-Chairman: Mr Mohan Raghavan**  
Sr. Vice President – Indirect Taxation,  
Mahindra & Mahindra Ltd.

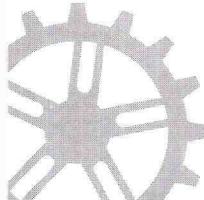
## 7 HUMAN CAPITAL GROUP



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



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



## 8. ANTI COUNTERFEITING GROUP



**Chairman: Mr Yashpal Sachar**  
General Manager – Parts,  
Honda Motor India Pvt. Ltd.



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



**Co-Chairman: Mr Pankaj Chandak**  
Head – Parts,  
FCA India Automobiles Pvt Ltd.

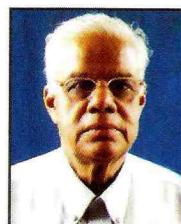


**Co-Chairman: Mr Mahesh Babu**  
CEO – Mahindra Electric,  
Mahindra & Mahindra Ltd.

## D. TECHNICAL COUNCIL



**Chairman: Mr K N Radhakrishnan**  
President & CEO,  
TVS Motor Company Ltd.



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



**Co-Chairman: Mr Sumit Sawhney**  
Country CEO & Managing Director,  
Renault India Pvt. Ltd.



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

## 1. E MOBILITY GROUP



**Chairman: Dr Tapan Sahoo**  
Senior Vice President –  
Engineering and R&D,  
Maruti Suzuki India Ltd.



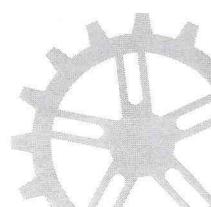
**Co-Chairman: Mr Rajendra M Petkar**  
President & CTO  
Tata Motors Ltd.



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



**Chairman:**  
**Mr Kumarprasad Telikepalli**  
Head – Electronics & EV  
Application CoE,  
Mahindra & Mahindra Ltd.



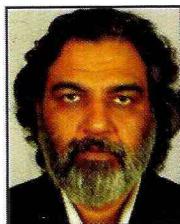


**Co-Chairman: Mr N S Talib**  
General Manager,  
Honda Cars India Ltd.



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

#### 5. STYLING & DESIGN GROUP



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

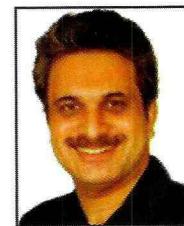
#### 2. CMVR & SAFETY REGULATIONS GROUP



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



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



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

### E. NATIONAL & INTERNATIONAL REGULATIONS COUNCIL



**Chairman: Mr Rajan Wadhera**  
President – Automotive Sector,  
Mahindra & Mahindra Ltd.

#### 3. TWO WHEELERS GROUP



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



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



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

#### 1. EMISSIONS & CONSERVATION GROUP

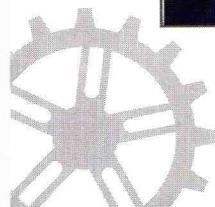


**Chairman: Mr C V Raman**  
Senior Executive Director –  
Engineering,  
Maruti Suzuki India Ltd.

#### 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: Mr R S Sachdeva**  
COO,  
VE Commercial Vehicles Ltd.



**Co-Chairman: Mr Anil Kumar C**  
Head – PV (Body & Trim)  
Tata Motors Ltd.

#### F. COMMERCIAL VEHICLES CEOs COUNCIL



**Chairman: Mr S Borwankar**  
Executive Director &  
Chief Operating Officer,  
Tata Motor Ltd.

#### G. THREE WHEELERS CEO'S COUNCIL



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

#### H. TWO WHEELERS CEO'S COUNCIL



**Chairman: Mr K N Radhakrishnan**  
President & CEO,  
TVS Motor Company Ltd.

#### I. PASSENGER CAR 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.

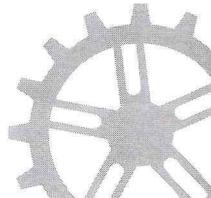
#### K. SAFE - SOCIETY FOR AUTOMOTIVE FITNESS & ENVIRONMENT



**President: Mr Naveen Soni**  
Vice President – External Affairs,  
Toyota Kirloskar Motor Pvt. Ltd.



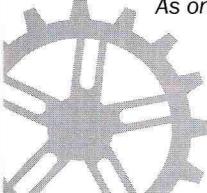
**Vice President: Mr Anupam Shrivastava**  
Senior General Manager,  
Bajaj Auto Ltd.



# SIAM EXECUTIVE COMMITTEE 2017-18

COMPANY	MEMBER	ALTERNATE MEMBER
Ashok Leyland Ltd	Mr Vinod K Dasari	Mr Anuj Kathuria
Bajaj Auto Ltd	Mr Rajiv Bajaj	Mr R C Maheshwari
BMW India Pvt Ltd	Mr Vikram Pahwa	Mr Vinod Pandey
Cummins India Ltd	Mr Sandeep Sinha	Mr Ashish Aggarwal
Fiat India Automobiles Pvt Ltd	Mr Ravi Gogia	Mr Kevin Flynn
Force Motors Ltd	Dr Abhay Firodia	Mr Prasan Firodia
Ford India Pvt Ltd	Mr Anurag Mehrotra	Dr Shripad Bhat
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 Y K Koo	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 Roland Folger	Mr Santosh Iyer
Nissan Motor India Pvt Ltd	Mr Thomas Kuehl (Co-opted)	Mr Abhishek Mahapatra
Piaggio Vehicles Pvt Ltd	Mr Ravi Chopra	Mr Diego Graffi
Renault India Pvt Ltd	Mr Sumit Sawhney	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, Past President (Co-opted)	
Tata Motors Ltd	Mr Satish Borwankar	Mr Sushant Naik
Toyota Kirloskar Motor Pvt Ltd	Mr Akito Tachibana	Mr Vikram Gulati
Toyota Kirloskar Motor Pvt Ltd	Mr Vikram Kirloskar, Past President (Co-opted)	
TVS Motor Company Ltd	Mr K N Radhakrishnan	Mr Sudarshan Venu
VE Commercial Vehicles Ltd	Mr Vinod Aggarwal	Mr B Srinivas
Volkswagen India Pvt Ltd	Dr Andreas Lauermann (Co-opted)	Mr Pankaj Gupta

As on 31<sup>st</sup> March 2018

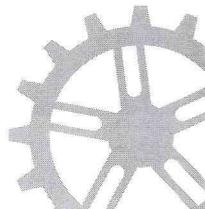


# PAST PRESIDENTS

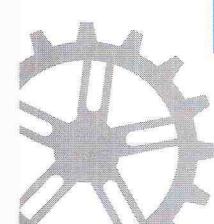
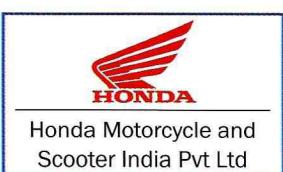
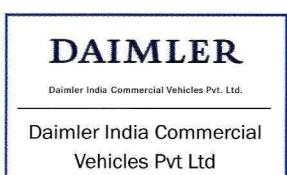
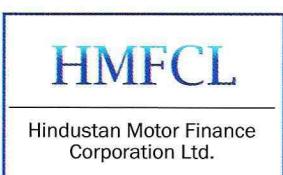
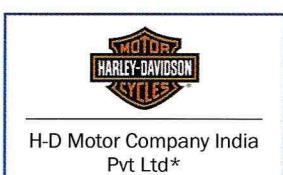
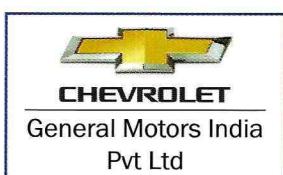
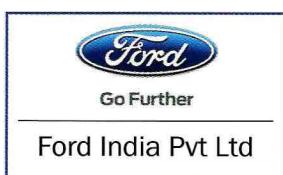
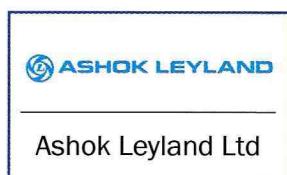
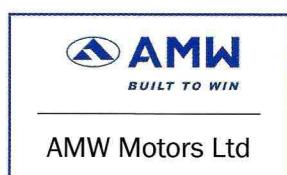
YEAR	NAME	COMPANY
1960	Mr Lalchand Hirachand*	Premier Automobiles Ltd
1961	Sir L P Misra*	Hindustan Motors Ltd
1962 & 1963	Mr A E L Collins*	Ashok Leyland Ltd
1964	Mr Keshub Mahindra	Mahindra & Mahindra Ltd
1965 & 1966	Dr M A Chidambaram*	Automobile Products of India Ltd
1967 & 1968	Mr K V Srinivasan*	Standard Motor Products IndiaLtd
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 Bhatte	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

\* Since deceased

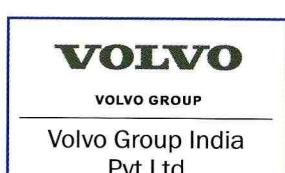
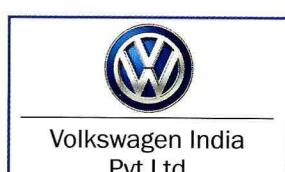
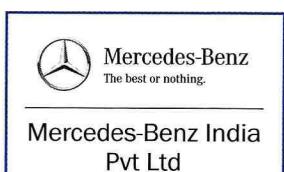
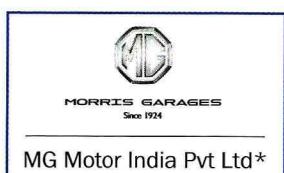
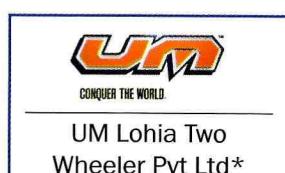
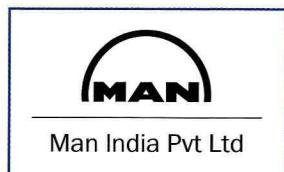
Note: The names of the Companies are as they were known then.



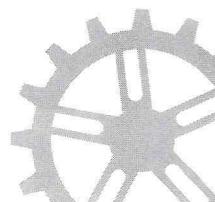
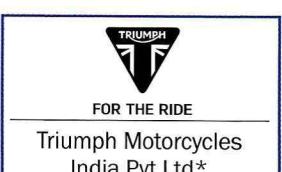
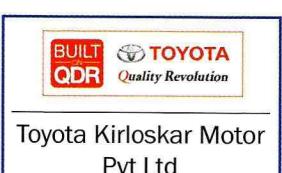
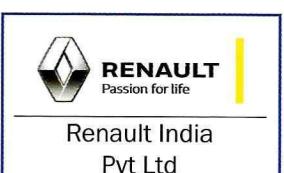
# SIAM MEMBERS



# SIAM MEMBERS



In alphabetical order  
\*Associate Member  
As on 1<sup>st</sup> June, 2018



## SIAM SECRETARIAT



Mr Amit Kumar

Mr Arindom Ghatak

Mr Arnab Chakraborti

Mr Atanu Ganguli

Mr B K Dutta

Mr Bhisham Prasad Rai

Mr Debasish Majumder

Mr Dikshant Negi

Mr Dinesh Patnaik

Mr Diwit Prajapati

Mr Hardik Makhija

Ms Jasleen Kaur

Mr J S Cheema

Mr Jitendra Rai

Mr K K Gandhi

Mr Kartike Karwal

Ms Manju Dhamija

Mr Manoj Mohapatra

Ms Meenakshi Kukreja

Ms Novika Sood

Mr P K Banerjee

Mr Philip Skaria

Mr R N Chakravarty

Ms Ragmani Shukla

Mr Raju Kamat

Mr Ramesh P Iyer

Mr Rashid Hasan

Ms Ritika Changia

Ms Ruby Ganguly

Mr Saurabh Rohilla

Mr Sugato Sen

Mr Sundeep Sundli

Ms Supriya Sinha

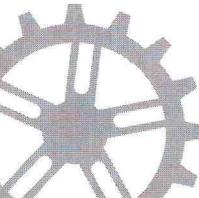
Mr Sushil Kumar

Mr Tribhuvan Rai

Mr V K Pandey

Mr Vishnu Mathur

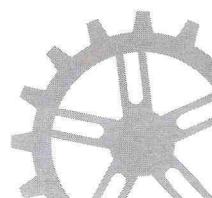
*In alphabetical order*



## LINKAGE WITH OTHER INSTITUTIONS IN INDIA

All India Motor Transport Congress  
Alloy Steel Producers Association  
Aluminium Association of India  
Asian Development Bank  
Association of Indian Forging Industry  
Association of State Road Transport Undertakings  
Automotive Component Manufacturers Association of India  
Automotive Services Equipments Association  
Automotive Skills Development Council (ASDC)  
Automotive Tyre Manufacturers Association  
Bureau of Indian Standards  
Central Institute of Road Transport  
Central Road Research Institute  
Center for High Technology  
Confederation of Indian Industry  
Delhi Transport Corporation  
Federation of Automobile Dealers Association  
Indian Auto LPG Coalition  
Indian Diesel Engine Manufacturers Association  
Indian Institute of Foreign Trade  
Indian Institute of Petroleum  
Indian Institute of Technology  
Indian Machine Tool Manufacturers Association  
Indian Rubber Institute  
Institute of Road Traffic Education  
International Centre for Automotive Technology  
National Automotive Testing and R&D Infrastructure Project  
National Council of Applied Economic Research, (NCAER)  
National Institute of Design  
National Skill Development Corporation (NSDC)  
Petroleum Federation of India  
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  
The Energy and Resources Institute  
Tractor Manufacturers Association  
Vehicle Research & Development Establishment  
Western India Automobile Association

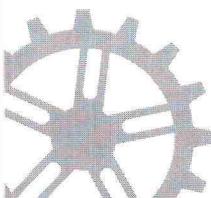
*In alphabetical order*



## 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,  
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  
Federal Chamber of Automotive Industry (FCAI), Australia  
Federation of Asia Motorcycle Industries (FAMI), Singapore  
Federation of Nepal Chamber of Commerce & Industry, Nepal  
From Concept to Car  
Fuels and Lubes Asia (F&L Asia)  
Global Automotive Industry Dialogue (GAID)  
Indonesia Automotive Federation  
Indonesian Automotive Industry Association (GAIKINDO), Indonesia  
Indonesian Motorcycle Industry Association, Indonesia  
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 Association of Vehicle Manufacturers (ANFAVEA), Brazil  
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 Indonesia Automotive Federation (FOI)  
The Indonesian Motorbike Assemblers' Association (PASMI) , Indonesia  
The Society of Motor Manufacturers and Traders (SMMT), UK  
The Thai Automotive Industry Association (TAIA), Thailand  
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)