

# ***SIAM***

Society of Indian Automobile Manufacturers



## **Making India an Automotive Hub**

ANNUAL REPORT  
2006-2007

# ***SIAM***

Society of Indian Automobile Manufacturers

## Annual Report 2006 - 2007



An ISO 9001:2000 certified institution

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## President's Message

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When I took over as President SIAM, collectively we had set ourselves the ambition of "Enabling India to Become a Global Automotive Hub," and our activities and initiatives were built around the theme. I look back with satisfaction at the end of two exciting and challenging years in office.

The Industry as a whole grew over 13.5% in number terms and 15.6% in value. Exports have been estimated at \$ 2.8 billion. Commercial vehicle exports grew by over 22% to almost 50,000 units; two wheelers clocked 619,138 units in exports and passenger vehicles 198,478 units. Three wheeler exports have also reached 143,896 numbers. The Industry was aided by a buoyant economy with a GDP growth of 9.2%, increasing urbanisation, rural connectivity, rise in household incomes, availability of finance and, not the least, reduction in excise duty on small cars, to name a few key drivers. I was, indeed, fortunate to be leading the industry when two significant landmarks were achieved, crossing 10 million vehicles in production and exporting over one million vehicles.

The Indian Automobile Industry is continuing to create opportunities and the automobile is now an integral part of the national strategy to create employment and entrepreneurship and to promote economic growth. Policy issues, economic and technical work, and our initiatives in states and international engagements, kept us busy throughout the year. SIAM played a significant role in providing inputs on various policy and procedural matters to the Government and members, which were both appreciated and accepted.

Last year, at the SIAM Annual Convention, Mr Sontosh Mohan Dev, Minister of Heavy Industries & Public Enterprises, released the draft of the 10 year Automotive Mission Plan 2006-2016 for wider debate. This document is reflective of the public private partnership in developing the vision and mission plan for the automotive industry. The final document, built upon the draft and reflecting the views various stake holders and after consultations within the Government, was released by the Prime Minister, Dr Manmohan Singh on 29th January 2007 at New Delhi.

The Automotive Mission Plan has identified interventions required from both Government and Industry to realize the vision of making India a destination of choice for the design and manufacture of automobiles and automotive components. This will remain a key guiding document for the future development of this industry during the next decade and I am personally pleased to be able to see the finalisation of the document during my tenure.

However, Automotive Mission Plan (AMP) 2006-2016 is just the beginning of a new phase in the history of Indian automotive industry. The recommendations will have to be given shape in the coming months and years. All stakeholders have to come together to take a comprehensive outlook. SIAM will have to play a major facilitative role to realise the goals.

While last year our efforts were to ensure that NATRIP as a project was accepted and finalised, this year, SIAM



## President's Message

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members, actively participated in various technical committees and advisory groups. I personally spent a considerable amount of time with colleagues from the industry not only to help give direction to NATRIP but also to ensure that it had the right human resource base. This is a critical time for NATRIP, and leaders from industry as well as technical experts need to enhance their level of support and involvement.

Another significant development during the year was the finalisation of the report on the structure and functioning of the National Road Safety Board, a process with which SIAM was involved. Again, the challenge is to ensure that it gets implemented in a manner that facilitates the reduction of accidents on the road and also achieves the intended outcome in emergency care and fatality reduction. SIAM was also invited as a member of a Committee set up to prepare and finalise the National Road Transport Policy.

During the year, SIAM was actively engaged in the consultation process for formulation of the Eleventh Five Year Plan. SIAM was also invited as a member of the Working Group on Large Industries for formulating the Tamil Nadu State Plan for the Eleventh Five Year Plan and provided inputs for the automobile policy in Uttar Pradesh as well.

SIAM also developed an industry consensus on the issue of the definition of the Small Car. While the AMP defined small car as a car having a length of 3.8 metres, the Excise benefits had been announced for cars up to 4 meters in length and having specific engine capacity. Based on global best practice and technological factors, SIAM proposed that the definition should be based on uniform length of 4 meters.

SIAM continued its partnership with the Government to ensure that the outcome of the bilateral, regional, or multilateral trade agreements are such that value addition and manufacturing is promoted within the country. SIAM had identified 20 items, after a detailed study and a lot of deliberation within membership, as sensitive and

requested Government of India to keep these 20 items in the negative list in bilateral agreements. At the same time, SIAM has identified key areas where industry in India would like market access and has given specific suggestions on how this could be achieved.

Last year, SIAM became a member of International Motorcycle Manufacturers Association (IMMA). It was a proud privilege for SIAM to play host to the IMMA General Assembly and the IMMA Technical Committee meeting this year. The General Assembly was attended by two wheeler associations from Australia (FCAI), Canada (MMIC), Asia (FAMI), Europe (ACEM), USA (USMMA) and India (SIAM). This year, SIAM became a member of International Organisation of Motor Vehicle Manufacturers (OICA), which has a membership of 43 national trade associations from around the world, and is accredited with consultative status at the UN ECE WP-29. Membership of OICA would enable representation of the Indian automobile industry at the international level, in particular with intergovernmental and international bodies. An important aspect is the recognition of the Auto Expo as the automotive show in India and the Auto Expo becoming a part of the OICA calendar. I am sure with increasing globalisation, our membership in OICA will be useful to the industry. SIAM has also played host to eminent personalities from the global automotive industry, like Mr Carlos Ghosn of Nissan & Renault and Mr Rick Wagoner of General Motors. SIAM delegations also visited to the United Kingdom,, Canada, Geneva, Japan , South Korea and the USA.

SIAM has identified human resource development as the thrust area and is actively working to develop an E-learning initiative that would serve as a means to increase the availability of employable manpower for the industry and also facilitate skill development of associates within the industry. A SIAM HR Forum was set up to promote the use of Good HR Practices as well as guide the implementation of this initiative.

New initiatives this year included the setting up of consultation mechanisms with other stakeholders such

## President's Message

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as the *Indian Railways*, *General Insurance Council of India* and the *National Consumer Helpline*.

The study on "Automotive Infotronics and India: Unlocking Domestic Value and Emerging Market Leadership" was released

Sector specific Conclaves, in order to forecast the growth for the year 2007-08 and identify key challenges, were organised.

There are many perceptions about the use of Diesel in the vehicle industry. In order to be able to contribute to the increasing knowledge base and to convey the facts about diesel, a diesel core group has been set up. The group organised the first ever Diesel is Clean Seminar in India and has also brought out a document that dispassionately reviews the use of diesel in the automobile industry. New technological developments have made the diesel vehicle cleaner, quieter, and fun to drive machines.

To facilitate the introduction of modern buses, a joint working group was set up to develop uniform standards for buses to be used in cities under the National Urban Renewal Programme.

SIAM was privileged to be the lead association and to organise, jointly with the Ministry of New and Renewable Energy (MNRE), a conclave on "National Hydrogen Road Map-Opportunities for Public-Private Partnership (PPP)."

SIAM has submitted a project to study the emissions and performance characteristics of vehicles running with blend of Hydrogen with CNG in Internal Combustion Engines and create awareness among general public on Hydrogen application on automobiles in India. Tata Motors, Ashok Leyland, Mahindra & Mahindra, Eicher Motors and Bajaj Auto would participate in this project on behalf of SIAM. Indian Oil Corporation, Research and Development Centre (IOC R&D) would support the energy supplies and in-use testing. The entire project is being done under the aegis of Ministry of New and Renewable Energy (MNRE).

During the year, Ministry of Heavy Industries and Public Enterprises launched a new initiative to promote Indo-German cooperation in the area of alternate drives and fuels to meet the energy and environmental challenges in the automotive sector. SIAM signed a Memorandum of Understanding with the German Automotive Industry Association, Verband der Automobilindustrie (VDA), for future cooperation, especially in the areas of diesel engines, alternative drives and fuels, and for working towards fuel efficient engines.

SIAM Technical Committee on Emissions and Central Motor Vehicle Rules (CMVR), Safety and Regulations Committee worked on various subjects for formulation of vehicle regulations in India. SIAM has given inputs for the draft notification for Bharat Stage IV Emission Norms for two, three and four wheelers likely to be issued by Ministry of Shipping, road Transport & Highways. SIAM is working with The Automotive Research Association of India (ARAI) for preparation of draft Type Approval Procedure for BS IV vehicles. SIAM is also participating as a member of the Sub-Committee on Fuel Efficiency formed by the Standing Committee on Implementation of Emission Legislation (SCOE) to discuss fuel efficiency for automobiles. Over the last few months stakeholders also reviewed the alignment status of Automotive Industry Standards (AIS) & Indian Standards (IS) with corresponding ECE Regulations.

Since India is now a signatory to the 1998 agreement under WP.29, it is important for Indian Government and the Automotive Industry to actively participate in the formulation of Global Technical Regulations (GTR) and ensure that Indian views are represented appropriately in UN ECE WP-29.

I am happy to report that the Indian proposal on modification of World-Wide Harmonised Emission Testing Procedure for Motorcycles (WMTC) was formulated and adopted at the WP.29 we hope that it would be voted into legislation later this year. This activity is going to increase significantly in the immediate future and SIAM members would need to allocate time and resources for this.



## President's Message

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This year our initiative to increase our engagement with the general public and redefine our corporate citizenship activities under the SIAM and SAFE banners was extremely productive. SAFE partnered with many of the State Governments during the National Road Safety Week, the Global Road Safety Week and the World Environment Day programmes. During the National Road Safety Week over 75 programmes were organised across the country. On the occasion of World Environment Day, pollution check camps were organised in 150 cities and towns across 25 States. About 600 vehicle dealers spontaneously offered their support for the initiative. Yet much more needs to be done. This model has to be further refined and the activities taken up in a concerted manner in the future. Members would need to lead this work.

Climate change has become a major cause of concern for the policy makers across the globe. Alternative and renewable fuels will become more important in future. As Hybrid vehicles will play an important role as a preferred mode of transport to meet both the environmental and fuel economy challenges, manufacture of hybrids needs to be encouraged in India. However, there is no one solution. There has to be a mix. While, there is a continued focus on new vehicles, this would alone not solve the problem, unless we address the large number of in-use vehicles and also driving and traffic patterns, the solution will continue to elude us.

As my tenure as President, SIAM, comes towards the end, I look back with nostalgia and remember the support from all, without which such an enormous agenda could not have been taken forward. I must acknowledge the tremendous partnership with the Ministry of Heavy Industry and Public Enterprises led by Minister, Mr Sontosh Mohan Dev and so ably supported by Dr R C Panda, Dr Surajit Mitra and their colleagues. Without this partnership many policy initiatives would not have seen the light of day. SIAM has been fortunate to receive the support of many other Government organisations and I personally benefited from their advice, cooperation, and partnership. I express my sincere thanks to the Vice-President, Treasurer, Executive Committee and members of all other Committees, Task Forces and Working Groups whose contribution to SIAM work is immense. The support from members has been overwhelming. I would like to thank the Past Presidents and, most of all, the Secretariat which worked day and night to make things happen.

I feel confident that SIAM will continue to maintain high standards of service to the automobile industry in general and members in particular.

Please join me in dreaming and working for a bright future for our industry.



5th September 2007

Madhur Bajaj

## About SIAM

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Society of Indian Automobile Manufacturers (SIAM) is the apex Industry body representing leading vehicle and vehicular engine manufacturers in India.

SIAM provides a window to the Indian Automobile Industry and aims to enhance exchanges and communication, expand economic, trade, and technical cooperation between the Indian Automotive Industry and its international counterparts. The Society works closely with all the concerned stake holders in the formulation of rules, regulations, and policies related to the Automobile Industry.

SIAM interacts with experts to assess the global trends and developments shaping the Automotive Industry. It has been actively pursuing issues like Frontier Technologies viz. Automotive Infotronics, Promotion of

Alternative Fuels, including Hydrogen Energy for automotive use, and Harmonisation of Safety and Emission Standards.

SIAM is an important channel of communication for the Automobile Industry with the Government, National and International organisations. Dissemination of information is an integral part of SIAM's activities which it does through various publications, reports, seminars and conferences. It organises the biennial Auto Expo series of trade fairs in co-operation with Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA).

SIAM endeavours to be a catalyst in the development of a stronger Automotive Industry in India.



## Annual Convention 2006

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The 46th Annual Convention of SIAM was held on 7th September 2006 at New Delhi. The theme of the Convention was 'India - An Automotive Hub - The Next Leap.' Mr Sontosh Mohan Dev, Union Minister, Ministry of Heavy Industries and Public Enterprises was the chief guest and he unveiled the draft Automotive Mission Plan (AMP) at the Convention. The Plan envisages a turnover target \$145 billion by 2016 for the industry and an annual growth rate of 15 percent. This will double the share of the industry in the GDP to over 10 percent, creating 25 million new jobs.

Automotive sector is one of the government's thrust areas. There was a two-pronged strategy for raising exports and achieving global standards. The first is the National Automotive Testing and R&D Infrastructure Project (NATRIP) to create world-class testing and accreditation facilities. This Rs 1700 crore project will be in place by 2008. The second is streamlining policy and building synergy between the government and industry. Government has had extensive dialogue with industry while preparing AMP 2016. It needed wider public debate so that it was complete, acceptable and inclusive.

President, SIAM, and Vice-Chairman, Bajaj Auto, Madhur Bajaj, was of the view that AMP was an important initiative to realize the ambition of making India a global auto manufacturing hub.

Member, Development Council for Automobiles and Allied Industries, Mr Anand Mahindra, informed that an investment of \$35-40 billion would be needed in next 10 years to achieve the goals of AMP.

The auto industry needed trained, quality human resources for which it was necessary to create centres for excellence, allow movement of scientists and researchers between labs, universities and industry, and set up an automotive training institute.

The other panelists at the Inaugural Session were Dr Surajit Mitra, Joint Secretary, Ministry of Heavy Industries and Public Enterprises, Mr Ravi Kant, Vice President, SIAM and Mr S Sandilya, Treasurer, SIAM.

In the one day programme, eminent speakers from India and abroad presented their perspectives on the human resource challenge, technology, building global brands, mergers and acquisitions and the leadership challenge. The keynote speakers included Mr Nandan M Nilekani, CEO & MD, Infosys Technologies, Mr Alyque Padamsee, CEO, AP Advertising, Prof Dr Herbert Kohler, Chief Environmental Officer, DaimlerChrysler AG, Mr P Raghavendran, President-Refinery Business, Reliance Industries, Mr Bhure Lal, Chairman, EPCA, Mr David Lim, Director, Everest Motivation Team Pte Ltd, Mr Rajeev Gupta, MD, Carlyle India Advisers, and Dr R C Panda, Secretary, Ministry of Heavy Industries and Public Enterprises. A panel discussion on 'Growth and Prospects for Indian Automotive Industry 2016' included Dr K Kumar, Adviser (Engg), Maruti Udyog, Mr Deep Kapuria, CMD, Hi-Tech Gears, Mr Ravi Kant, Tata Motors, Mr Arun Maira, Chairman, The Boston Consulting Group, Dr Pawan Goenka, Mahindra & Mahindra and Dr Surinder Kapur, CMD, Sona Koyo Steering Systems.

## Annual Convention 2006



President, SIAM, Mr Madhur Bajaj receiving Hon'ble Minister for Heavy Industries and Public Enterprises, Mr Sontosh Mohan Dev for the SIAM Annual Convention 2006



Hon'ble Minister received by Mr Brijmohan Lall, Chairman, Hero Honda. Also seen Dr Pawan Goenka, President-Automotive, Mahindra & Mahindra (Centre)



Dr Surinder Kapur, CMD, Sona Koyo Steering Systems Limited and Mr Venu Srinivasan, CMD, TVS Motor Company (Centre) with the Hon'ble Minister



Mr S Sandilya, Treasurer, SIAM and Mr C V Karthik Narayanan, Past President, SIAM and Mr H S Lheem, MD, Hyundai Motors (L to R) during the SIAM Annual Convention 2006



Mr S Sandilya, Treasurer, SIAM, Dr Surajit Mitra, JS, MoHI&PE, Mr Anand Mahindra, Vice Chairman & MD, Mahindra & Mahindra and Hon'ble Minister of Heavy Industries and Public Enterprises, Mr Sontosh Mohan Dev (L to R) during the Inaugural Session



Hon'ble Minister of Heavy Industries and Public Enterprises, Mr Sontosh Mohan Dev releasing the draft Automotive Mission Plan 2006-16



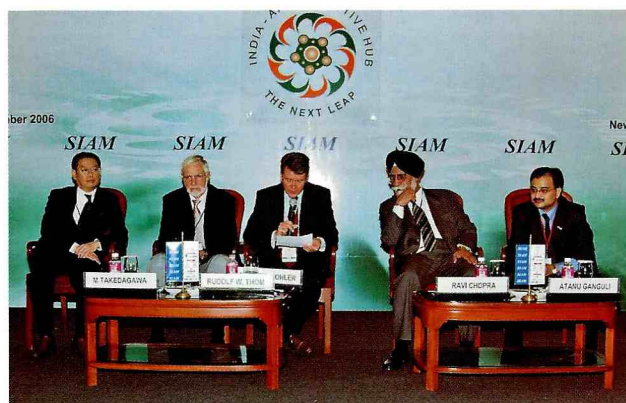
# Annual Convention 2006



Mr Venu Srinivasan (R) with Mr Nandan M Nilekani, CEO & MD, Infosys Technologies (C) and Mr Alyque Padamsee, CEO, AP Advertising Pvt Ltd (L)



Mr Venu Srinivasan, Chairing the first keynote on 'Meeting the Human Resource Challenge in a Growth Sector' along with Mr Anant J Talaulicar, Chairman & MD, Cummins India



Mr M Takedagawa, President & CEO, Honda Sael Cars India Chairing the second keynote along with Mr Ravi Chopra, Managing Director, Piaggio Vehicles on 'Technology - Addressing the Challenge of Fuel, Safety & Environment' by Prof Dr Herbert Kohler, Vice President- Research and Mr Rudolf Thom DaimlerChrysler AG



The keynote on 'Building a Global Brand - Ingredients of Positive Brand Equity' by Mr Alyque Padamsee, CEO, AP Advertising Pvt Ltd was chaired by Mr Ravi Kant, Managing Director, Tata Motors and Mr Arvind Mathew, President & MD, Ford India



Fourth keynote on 'Investment, Growth and Scale - Mergers and Acquisition' by Mr Rajeev Gupta, Managing Director-Carlyle India Advisers Pvt Ltd was chaired by Mr A Toyoshima, Managing Director, Toyota Kirloskar Motor along with Mr Siddhartha Lal, Managing Director, Eicher Motors



Dr K Kumar, Adviser (Engg), Maruti Udyog, Mr Deep Kapuria, CMD, Hi-Tech Gears, Mr Ravi Kant, Tata Motors, Mr Arun Maira, Chairman, The Boston Consulting Group, Dr Pawan Goenka, Mahindra & Mahindra and Dr Surinder Kapur, CMD, Sona Koyo Steering Systems during a panel discussion on 'Growth and Prospects for Indian Automotive Industry 2016'



## Annual Convention 2006



Mr P Raghavendran, President, Refinery Business, Reliance Industries during his keynote session on 'The Fuel Quality Challenge shaping the Automobile Sector: Leveraging Technology Solutions' being chaired by Mr Brijmohan Lal, Past President, SIAM and Chairman, Hero Honda Motors and co-chaired by Dr Wilfried Aulbur, Managing Director & CEO, DaimlerChrysler India



Mr Bhure Lal, Chairman, EPCA during the special plenary on 'The Energy Challenge Shaping the Automobile Industry'



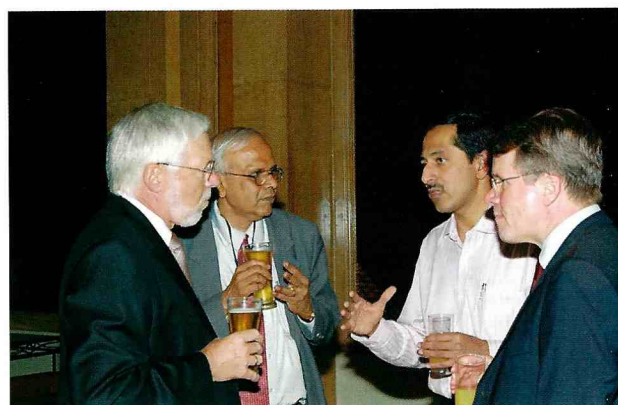
Dr Ramesh Chandra Panda, Secretary, Ministry of Heavy Industries and Public Enterprises addressing the gathering. Also seen Mr David Lim, Director, Everest Motivation Team, Singapore and Mr Arvind Saxena, Vice President, Hyundai Motor India



Students of Delhi College of Engineering with the Hybrid Car displayed during the SIAM Annual Convention 2006



Mr Madhur Bajaj, Mr Arvind Mathew and Mr Jagdish Khattar during the SIAM dinner hosted by Mr Madhur Bajaj



Mr T M Balaraman, Chairman, SIAM CMVR Safety and Regulations Committee and Mr Sanjeev Mandpe, DaimlerChrysler along with delegates from DaimlerChrysler, Germany



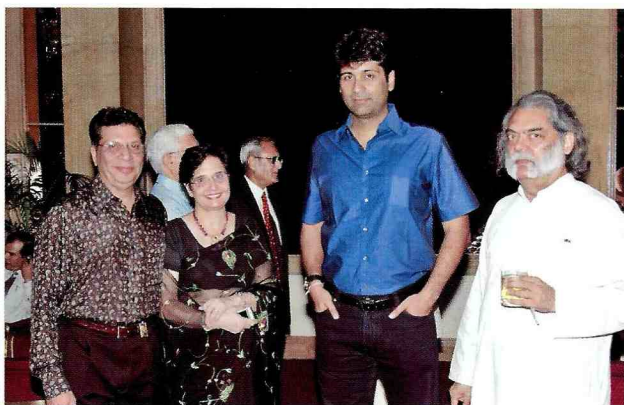
## Annual Convention 2006



*Delegates from SMMT at the SIAM Annual Dinner*



*Mr Abhay Firodia, Chairman & MD, Force Motors Ltd, Mr Rakesh Jain, Past President, FADA, & MD, Gautam Motors, and Mr Dinesh Munot, Managing Director, ZF Steering Gear (India) Ltd at the SIAM Annual Dinner*



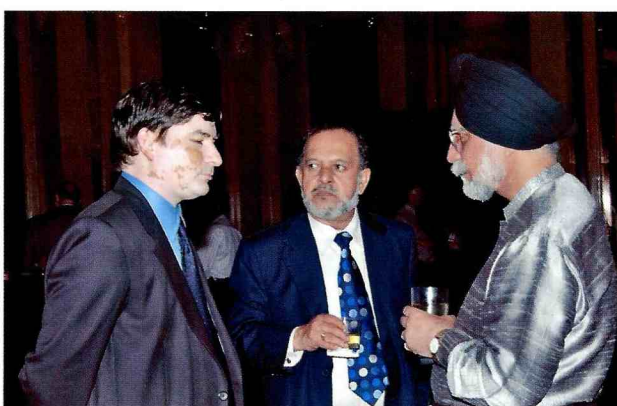
*Mr Rajiv Bajaj, Managing Director, Bajaj Auto with Prof Dinesh Mohan, IIT Delhi and Mr Prem Bagga*



*Mr Rahul Bajaj, Chairman, Bajaj Auto with Mr S R Marathe, Director, ARAI and invitees from IDIADA*



*Dr Surajit Mitra, Joint Secretary, MoHI&PE with Mr K K Gandhi, ED (Tech), SIAM*



*Mr Dilip Chenoy, DG, SIAM, Mr S K Basu, Sr Vice President, Greaves Cotton and Mr Ravi Chopra, MD Piaggio Vehicles*



### Economic Agenda

#### Eleventh Five Year Plan: Consultations by Government Ministries/ Departments

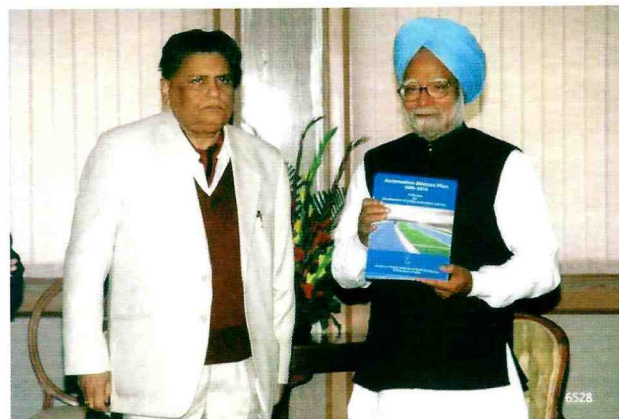
SIAM was inducted as a member of various Working Groups constituted under different Ministries, as part of the Government's consultation process for the formulation of the Eleventh Five Year Plan. SIAM participated actively in the discussions of the following Working Groups:

- 1) Automotive Sector under Ministry of Heavy Industries & Public Enterprises
- 2) Demand and Supply of Iron & Steel under Ministry of Steel
- 3) Urban Transport, including Mass Rapid Transport System under Ministry of Urban Development
- 4) Working Group on Policy Issues under Ministry of Shipping, Road Transport & Highways
- 5) Demand Projections under Ministry of Petroleum & Natural Gas
- 6) Research, Design & Development in Renewable Energy under Ministry of New & Renewable Energy

SIAM was also invited as a member of the Working Group on Large Industries for formulating the Tamil Nadu State Plan for the Eleventh Five Year Plan in Chennai. SIAM gave inputs on the Paper on Automotive Sector identifying the problems and suggesting specific remedies related to infrastructure, efficiency, HR and general environment for the State's policy framework.

#### Launch of Automotive Mission Plan (AMP) 2006-2016

Hon'ble Prime Minister, Dr Manmohan Singh officially launched the Automotive Mission Plan (AMP) 2006-2016 on 29th January 2007 at New Delhi. The Prime Minister was presented the first copy by Mr Sontosh Mohan Dev, Hon'ble Minister for Heavy Industries and Public Enterprises. The Automotive Mission Plan 2006-2016 is reflective of the public private partnership in developing the vision and mission plan for the automotive industry as marked by presence of Mr Ratan N Tata, Mr Brijmohan Lall, Chairman, Hero Honda, Mr



*Hon'ble Prime Minister Dr Manmohan Singh releasing the Automotive Mission Plan 2006-16 in the presence of Mr Sontosh Mohan Dev, Hon'ble Minister for Heavy Industries and Public Enterprises*

Raghu Mody, President ACMA, Mr Ravi Kant, Vice President, SIAM & Managing Director, Tata Motors, Mr L D Mittal, President, TMA, Mr H S Lheem, CEO, Hyundai Motor India, and Mr M Takedagawa, CEO, Honda SIEL India. Dr V Krishnamurthy, Chairman, NMCC, Dr R C Panda, Secretary and Dr Surajit Mitra, Joint Secretary, Heavy Industry were also present.

The final document was built upon the draft released for wide consultation at the SIAM Annual Convention 2006 by the Hon'ble Minister of Heavy Industries & Public Enterprises, Mr Sontosh Mohan Dev. The final document reflects inputs of the various stake holders and consultations within the Government.



*Hon'ble Prime Minister handing over a copy of the Automotive Mission Plan to SIAM members*

## Economic Agenda

### Development Council for Automobile and Allied Industries (DCAAI)

Development Council for Automobile and Allied Industries (DCAAI) under the Chairmanship of Dr R C Panda, Secretary, Ministry of Heavy Industries & Public Enterprises met in October 2006 in New Delhi. During this meeting, the Draft Automotive Mission Plan 2006-2016, which was launched at the SIAM Annual Convention on 7th September 2006, was approved. The Development Council also discussed the issue of excise duty concession on small cars and was of the view that the excise duty on all segments of automobiles should be brought down to 16%.

### Consultations on Multilateral and Bilateral Trade Agreements

#### Meetings with Commerce Minister & Commerce Secretary

SIAM President, along with Mr Venu Srinivasan, Chairman, International Trade Committee met Mr Kamal Nath, Hon'ble Commerce Minister to convey industry concerns related to India's international trade policy.

Automotive industry is disadvantaged due to the disparities in the tariff structure of India vis-à-vis ASEAN countries. While CBU rates in ASEAN and in India are more or less at the same level, the CKD/SKD rates in India have been brought down from 30% four years back to 10% compared to 20 to 30% in Thailand, Indonesia etc. Even the component duties in ASEAN are higher by 7.5 to 10% compared to India. Mr Venu Srinivasan requested that duties on CKD/SKD and component especially in Indonesia and Thailand should be brought down to India's tariff level immediately and be finally eliminated. However, for four wheelers, CBUs should remain in the negative list in all FTAs.

Commerce Minister assured his support as such. SIAM also informed Commerce Minister that the latest draft proposal of NAMA Chairman in WTO does not address the concerns of the Automobile Industry. Commerce

Minister assured that Automobiles will be treated with sensitivity. SIAM team also met the Commerce Secretary and made a detailed presentation on issues of concern.

### Consultations on Regional Trade Agreements/ Free Trade Agreements

As India is entering into trade negotiations with many countries/ regions, SIAM is engaged in continuous interaction with officials of Ministry of Commerce & Industry and has communicated its position as regards various FTAs/ RTAs to them. Various FTAs/ RTAs are being negotiated to include countries/ regions like ASEAN, Thailand, Korea, GCC, Sri Lanka, SAFTA, Mercosur, etc.

### Trade Workshops with Ministry of Commerce & Industry Officials

#### Phase IV

SIAM, along with ACMA, organised an interactive Trade Workshop – Phase IV in November 2006 at New Delhi. The Workshop saw participation of officials from Ministry of Commerce, Ministry of Heavy Industries and industry. Ministry of Commerce officials informed about the current status of developments under various trade negotiations including both at the bilateral and multilateral levels. Ministry of Commerce officials



Mr S Sandilya, Treasurer, SIAM, along with Mr Deep Kapuria, ACMA, moderating the International Trade Workshop on Trade Policy matters



## Economic Agenda



Ministry of Commerce officials at SIAM Trade Workshop

included Mr Jayant Dasgupta, Joint Secretary, Mr P K Dash, Joint Secretary, Mr Bipin Menon, Joint DGFT, Mr R S Ratna, Director, and Mr K C Rout, Director. Mr S Sandilya, Co Chairman, International Trade Committee and Treasurer, SIAM and Group Chairman, Eicher Group, welcomed the participants and expressed industry's concerns. ACMA (Mr Deep Kapuria, Immediate Past President, ACMA) and SIAM (Mr Sanjay Bhargava, Advisor, Bajaj Auto and Mr Sugato Sen, Director, SIAM) made presentations highlighting aspirations and concerns of the automotive industry in the International Trade arena.

### Phase V

SIAM and ACMA jointly organised the Trade Workshop - Phase V on 3rd August 2007. Mr S Sandilya, Co-Chairman, SIAM International Trade Committee chaired the meeting and in his opening remarks said that SIAM has always looked outward and it wanted to take advantage of Government of India's initiatives through bilateral and regional agreements. We had agreed to give full market access to SAARC countries on a reciprocal basis. However, Indian Automobile Industry did not receive any concession from the partner countries, barring two wheelers in Sri Lanka. SIAM had identified 20 items after a detailed study and a lot of deliberation within membership as sensitive and requested Government of India to keep those 20 items in the negative list in bilateral agreements with Thailand, ASEAN, Japan, Korea, China, EU, etc.

He highlighted that CBU rates in ASEAN and in India are more or less at the same level, but the CKD/SKD rates in India have been brought down from 30% four years back to 10% compared to 20 to 30% in Thailand, Indonesia etc. Since all the ASEAN countries have kept CBUs in the negative, the anomaly in CKD/ SKD duty will remain unless they are specifically removed from the negative list and brought down to the level of India. He requested the negotiating teams to look into this aspect and negotiate so that duties on CKD/SKD and component duties are brought down to India's tariff level immediately.

He pointed out that the latest WTO proposal of NAMA Chairman which talks about co-efficient of 19-23 for developing countries would still not be sufficient for us since there will be drastic reduction in the bound rates. He reiterated SIAM position in this and requested for inclusion of all CBUs, including Commercial Vehicles, in India's sensitive list for special and differential treatment.

Mr G K Pillai, Commerce Secretary, assured that SIAM concerns would be addressed. He suggested SIAM should work closely with officials of his Ministry and give inputs not only about concerns but also on our export interests.

Mr Jayant Dasgupta, Joint Secretary, Ministry of Commerce gave a brief on likely scenario in NAMA negotiations in WTO.



Mr Dinesh Sharma, Joint Secretary, Ministry of Commerce & Industry, Mr S Sandilya, Treasurer, SIAM & Co-Chairman, SIAM International Trade Committee, Mr G K Pillai, Commerce Secretary, Mr Raghu Mody, President, ACMA and Mr Jayant Dasgupta, Joint Secretary, Ministry of Commerce & Industry in Trade Workshop Phase V (L to R)



## Economic Agenda



Mr Bipin Menon, Joint Director General of Foreign Trade, Ministry of Commerce & Industry, Mr V L Kantha Rao, Director, Ministry of Commerce & Industry and Mr R S Ratna, Director, Ministry of Commerce & Industry in Trade Workshop Phase V (L to R)

Mr Bipin Menon, Director, Ministry of Commerce made a detailed presentation on the latest NAMA Chair's proposal and its implications for the automotive industry and the various options available to us to safeguard our interests.

Mr R S Ratna, Director (RMTR), Ministry of Commerce gave an overview of FTAs/RTAs and suggested that SIAM and ACMA should let them know of industry's export interest in the countries with whom India is negotiating FTAs.

Mr Dinesh Sharma, Joint Secretary, Ministry of Commerce gave an overview of our negotiations with South Korea, Japan, and China. While India-Korea FTA is in an advanced stage of negotiation, the other two are yet to progress. Regarding China he suggested the industry should provide him with inputs that would help Government in the negotiations.

### Meeting with Foreign Secretary

A delegation from SIAM, along with other industry associations met Mr Shivshankar Menon, Foreign Secretary, in October 2006 at New Delhi to discuss how the Ministry of External Affairs, network of Indian missions, and industry could work jointly for economic benefit of the country.

Representatives from various industry chambers pointed out that country-specific strategies need to be drawn in consultation with industry, based on predefined institutional system.

### Foreign Trade Policy Consultation

During the year SIAM met the Director General of Foreign Trade, Ministry of Commerce during a Brain Storming session for suggestions for Foreign Trade Policy 2004 – 2009 (Annual Supplement) in New Delhi. SIAM presented its Memorandum of Suggestions on Foreign Trade Policy.

### Union Budget 2007-08

SIAM was invited by Ministry of Finance in November 2006 to present its Pre-Budget memorandum for the Union Budget 2007-2008. SIAM suggestions were presented at the meeting by Mr K K Swamy, Chairman, SIAM Committee on Taxation. The meeting was chaired by Mr Chitra Shah, Member-Budget, CBEC, Department of Revenue, Ministry of Finance. Ministry of Heavy Industries & Public Enterprises also called SIAM, ACMA and FADA to discuss the Pre-Budget Suggestions.

SIAM's Pre Budget suggestions, among other things, included:

- Excise Duty on all passenger vehicles i.e, Passenger Cars, MPVs & MUVs should be 16%. Excise Duty on



SIAM Members listening to the Budget Speech of Hon'ble Finance Minister, Mr P Chidambaram along with members of CII

## Economic Agenda

two and three wheelers and their components should be reduced to 8%.

- For Passenger Cars, Two & Three wheelers custom duty should be retained at the current level. Tariff for CBU of Commercial Vehicles should be de-linked from other tariffs. Duties should not go below 12.5% slab. The applied rates for used Commercial Vehicles need to be pegged to 40% i.e, bound rate.
- Benefit of weighted tax deduction @ 150% of R&D expenditure u/s 35 (2AB) of Income Tax Act should be extended for a further period of 10 years in order to continue to encourage the R&D activities and also to enable the companies to compete globally. The facility should cover not only R&D in-house but also expenditure on outsourced R&D.
- A one-time incentive-based fleet modernization programme should be launched during the year.

The main announcements in the budget with respect to the auto sector were:

- Reduction of CST from 4% to 3%,
- Continuation of the weighted deduction of R&D expenditure under Income Tax Act for the automobile sector for the next 5 years,
- Retention of current customs duty structure on cars and two wheelers, and
- Increase in spending on roads, both national highways and rural roads.

However, concern was with respect to:

- Reduction in customs duty on commercial vehicles from 12.5% to 10%, and
- High incidence of excise duty on cars and utility vehicles not addressed.

### SIAM Conclave on Indian Automobile Industry: Looking Ahead

SIAM organised four Conclaves on Indian Automobile Industry focusing on the segment-wise outlook for the



Mr Anil Dua, VP (Mktg), Hero Honda, Mr Pawan Munjal, Chairman, SIAM Two Wheeler Committee & MD, Hero Honda, and Mr Dilip Chenoy, DG, SIAM during the Two Wheeler Conclave

year 2007-08, i.e. for two wheelers, three wheelers, commercial vehicles and passenger vehicles. These were organised with a view to deliberate and foresee the future for the Indian automobile industry. The Conclave saw participation from experts from various quarters (Economists, Consultants, Insurance Companies, Finance/ Leasing Companies, Dealers, etc.). Presentations by experts were followed by round table discussions among the participants wherein they deliberated on the expected future growth rates, challenges and the interventions required.

Two Wheelers Conclave was held under the chairmanship of Mr Pawan Munjal, Chairman, SIAM



Mr Mansoor Ahmed, Chairman, SIAM CV Committee & VP (Mktg), Volvo India, Mr S Sandilya, Treasurer, SIAM and Mr Dilip Chenoy during the CV Conclave



## Economic Agenda



*Mr M Takedagawa, President & CEO, Honda Siel Cars India Ltd, Chairman SIAM Committee on Passenger Cars and MUVs and Mr Dilip Chenoy, DG, SIAM during the Passenger Vehicle Conclave*

Committee on Two Wheelers and Managing Director, Hero Honda. Experts included Mr Anil Dua, Hero Honda, Mr Sachin Mathur, CRISIL, Mr Subrata Ray, ICRA, Mr Nikunj Sanghi, FADA and Mr Vijay Kumar, Bajaj Allianz.

Three Wheelers Conclave saw participation from Mr J Narayanan, Piaggio Vehicles, Mr V Sriram, IMAcS, Mr Rakesh Jain, FADA and Mr R M Kapoor, Manoram Bajaj.

Commercial Vehicles Conclave was chaired by Mr S Sandilya, Treasurer, SIAM & Chairman, Eicher Group. Presentations were delivered by Mr Mansoor Ahmed, Chairman, SIAM Committee on Commercial Vehicles, Mr Manish Mathur, AT Kearney, Mr D Purkayastha, IMAcS, Mr Sachin Mathur, CRISIL, Mr Binod Agarwal, FADA and Mr N R Narayanan, ICICI Bank.

Passenger Vehicles Conclave was held under the chairmanship of Mr M Takedagawa, Chairman, SIAM Passenger Vehicle Committee and President & CEO, Honda Siel Cars. Mr J Sen, Sr General Manager, Honda Siel Cars presented industry perspective on the passenger vehicle industry. The other thought stimulating presentations were given by Dr Biswajit Dhar, Professor, IIFT, Mr Rajat Dhawan, Partner, McKinsey & Company, Mr N R Narayanan, ICICI Bank, Mr A Subramanian, BCG and Mr R R Rao, IMAcS.

### Interaction with Ministry of Urban Development

Last year SIAM had meetings with Ministry of Urban Development to discuss manufacturers' capability/ plans to offer low floor/semi-low floor, air conditioned/ non-air conditioned buses. SIAM informed that Industry had supplied vehicles meeting the requirements of customers and was committed to delivering vehicles which offer comfort and reliability. SIAM added that all vehicle manufacturers had the competence to produce state of the art, contemporary buses.

### National Road Transport Policy

SIAM participated as members of the Committee constituted by the Department of Road Transport & Highways on the National Road Transport Policy. The final National Road Transport Policy would integrate recommendations of National Urban Transport Policy and National Road Safety Board.

### Interaction with The Boston Consulting Group

The Boston Consulting Group organised its world-wide partner meeting in Delhi in November 2006 and organised an interactive session for ACMA & SIAM members with its select senior partners working in the automotive industry (OEMs and Suppliers). Their presentation covered the markets in United States, Middle East, China, Central and Eastern Europe and Latin America for both vehicles and components. They also talked of scope for Indian companies in these regions.

### Interaction with Mr Carlos Ghosn

SIAM, in association with ACMA and supported by Microsoft Corporation, organised an Automotive CEO's interaction with Mr Carlos Ghosn, President & CEO of Nissan & Renault in April 2007.

Mr Carlos Ghosn talked about the current global car industry and the role India can play for the future. He

## Economic Agenda



President, ACMA, and President, SIAM, during a session with Mr Carlos Ghosn, President & CEO of Nissan & Renault at Mumbai

discussed why India can play a role and what makes India a singular country compared to China, Southeast Asia, or some other rapidly growing market. He said that it is the opportune time for the car industry, as well as for other industries, in India not only to play a role in the industry but also through partnership, supply, support engineering, etc., work not only to participate in the development of the Indian market but to reinforce the offer and the performance of the global car manufacturers by participating to their global level. He mentioned that India is today the most competitive country in the world.

### SIAM Interaction with Partnering Sectors

SIAM has initiated a dialogue with officials of Indian Railways to identify the current bottlenecks and suggest appropriate remedial actions. SIAM and Indian Railways formed a joint working group.

To support insurance companies in recovery of stolen vehicles, through its members' service stations, SIAM has initiated a dialogue with the General Insurance Council of India.

SIAM is engaged in interaction with representatives of the National Consumer Helpline (NCH) and providing help and support in addressing to resolve complaints.

### Roundtable on World-wide Motorcycle Scenario

SIAM organised an international Roundtable on 'World-wide Motorcycle Scenario' in New Delhi coinciding with IMMA General Assembly meetings. The presence of Dr R C Panda, Secretary, Ministry of Heavy Industries & Public Enterprises, as the Chief Guest added further value to this Roundtable which saw participation from assembly of delegates from across the world.



Mr Madhur Bajaj, President, SIAM, Mr Minoru Harada, President, IMMA, Dr R C Panda, Secretary, Ministry of Heavy Industries & Public Enterprises, and Mr Pawan Munjal, MD, Hero Honda Motors Ltd & Chairman, SIAM Committee on Two Wheelers at the international Roundtable on World-wide Motorcycle Scenario

The Roundtable was chaired by Mr Pawan Munjal, Chairman, SIAM Committee on Two Wheelers. Representatives of international motorcycle associations from Asia, Australia, Canada, Europe, and United States made presentations on the growth, trends, and future outlook for the industry in their respective country/ regions.

### Interaction with Mr Rick Wagoner, Chairman, General Motors

SIAM, in association with CII, ACMA and AMCHAM, organised an Interactive session with Mr Rick Wagoner, Chairman, General Motors - 'Prospects of Automotive Industry in India: Indo - US perspective' in April 2007 in New Delhi.



## Economic Agenda



Mr R Seshasayee, President, CII, Mr Sontosh Mohan Dev, Hon'ble Union Minister of Heavy Industries and Public Enterprises, Mr Rick Wagoner, Chairman, General Motors, Mr Madhur Bajaj, President, SIAM, and Mr Raghu Mody, President, ACMA (L to R) during the Interactive Session

Mr Rick Wagoner in his remarks shared the four lessons that he had learnt from emerging markets like India. These are: firstly, one size does not fit all. Mr Wagoner said companies in mature markets like the US, have learnt that since every market is different there is a need to tailor the activities of a company accordingly. Secondly, it is important to get locals as that enables a company "to have a voice in how the country and its businesses are positioned for sustainable success". Thirdly, the products offered in any market should be focused specifically on local customers' needs, wants and desires. Finally, he stressed on the need to run the business in a lean and innovative manner to be successful in an emerging market.

### Meeting with Parliamentary Standing Committee on Industry

SIAM made a number of submissions to the Department-related Parliamentary Standing Committee on Industry under the chairmanship of Mr Santosh Bagrodia on the Review of Auto Policy in the context of recently announced Automotive Mission Plan 2006-2016 in June – August 2007.

The Committee had detailed discussions with the various stakeholders involved – auto associations and

their members (SIAM, ACMA, ATMA, etc.), NATRIP, Ministry of Heavy Industries & Public Enterprises, Ministry of Commerce & Industry, Ministry of Shipping, Road Transport & Highways, Ministry of Finance, Ministry of Railways, AICTE, IRDA - on issues and concerns of the automotive industry in India. The deliberation process involved series of meetings with various stakeholders spanning a period of over three months.

The Committee is expected to present its report to the Parliament of India.

### Task Force on Vehicle Classification

SIAM Task Force on Vehicle Classification met under the Chairmanship of Mr Rajeev Dube, Chairman and Vice President, PCBU, Tata Motors, for deliberating on changes in the present Vehicle Classification followed by SIAM and the structure of the SIAM monthly statistical report.



Mr Rajeev Dube, Chairman during the meeting of the Task Force on Vehicle Classification

### SIAM Participation in Forum Indien, Stuttgart, Germany

SIAM was invited to participate in 'India Automotive Supplier Conference' organised by Forum Indien on 3rd May 2007 in Stuttgart, Germany. The Conference saw participation from various German participants who were interested in exploring potential for setting up businesses in India.

## Economic Agenda



Mr Sugato Sen, Director, SIAM, making a presentation on "The Changing Indian Automotive Industry" at Stuttgart

The objective of the conference was to share the prospects and consequences of entering the Indian market. Mr Sugato Sen made a presentation on 'The Changing Indian Automotive Industry' which covered the current industry scenario and future opportunities.

### SIAM Visit to Hanover Motor Show

SIAM joined the Indian delegation led by Mr Sontosh Mohan Dev, Hon'ble Minister for Heavy Industry & Public Enterprises to visit the Hanover Motor Show from 21st to 23rd September 2006.

Hon'ble Minister spoke during the inaugural of the Motor Show. A special India Day Programme was also organised by VDA and "India Hour" was organised by MAN. SIAM & VDA Teams met on the sidelines of



SIAM and ACMA delegates during the Hanover Motor Show

Hanover Auto Show and discussed the roadmap for future cooperation.

### APEC Automotive Dialogue

The 15th Steering Committee meeting of the Automotive Dialogue (AD) was held in Kuala Lumpur, Malaysia, from 1st to 3rd November 2006. The Steering Committee meeting was attended by government and industry representatives from Australia, Chinese Taipei, Indonesia, Japan, Korea, Malaysia, Philippines, Thailand, the United States and Vietnam. SIAM attended the meeting as a guest.



SIAM participation at the APEC Automotive Dialogue

The ninth meeting of the APEC Automotive Dialogue (AD) was held in Melbourne, Australia from 17th to 20th April 2007. The Dialogue was attended by government and industry representatives from Australia, Chinese Taipei, Indonesia, Japan, Korea, Malaysia, Philippines, Thailand, the United States, and Vietnam. SIAM attended the meeting as a guest. Mr A S Puri, General Manager, Tata Motors, Mr Dilip Chenoy, Director General, and Mr Sugato Sen, Director, represented SIAM.

### SIAM Delegation to UK

A SIAM delegation visited the United Kingdom at the invitation of UK Trade and Investment Commission and SMMT to explore opportunity for technology sourcing



## Economic Agenda



SIAM delegation in UK during a workshop organised by SMMT

from UK by Indian Companies from 29th October to 3rd November 2006. Ashok Leyland, Hindustan Motors, Mahindra & Mahindra, Maruti Udyog and Tata Motors were invited and one-on-one meetings with local technology suppliers were organised in Kenilworth, near Birmingham, UK. Apart from the one-on-one meetings, the Indian delegation visited Mahle Powertrain, Zytex Group and MIRA.

### Association for Manufacturing Technology's Mission to India

The Association for Manufacturing Technology (AMT) of USA brought a US Trade Mission to India in the second week of November 2006. The Mission comprised of 17 delegates from top level management personnel of 15 US member companies of AMT. The delegation visited various Automobile, Components, and Machine tools manufacturing plants. It met representatives of all major Indian Trade Associations (CII, IMTMA, ACMA & SIAM) on 11th November in New Delhi.

### Visit to Seoul Motor Show 2007

SIAM was invited to visit the Seoul Motor Show from 10th to 13th April 2007 in Seoul. Coinciding with the visit to the show, meetings were held with the Managing Director of Korea Automobile Manufacturers Association (KAMA) to exchange views on each other's industry development. During the meeting, Korea-India FTA was



Mr Dilip Chenoy, DG, SIAM and Mr Sugato Sen, Director, SIAM during the Seoul Motor Show

also discussed and it was conveyed that SIAM has sensitivities to CBUs being put in the concession list and had, therefore, requested the Government of India for certain items to be kept in the negative list for inclusion in all FTAs. SIAM and KAMA also discussed the two associations' involvement in the Global Automotive Industry Dialogue (GAID) on NTBs in Geneva. Both sides felt that there is a need for regular interactions between the two associations and decided that annual meetings would be organised. Also SIAM got inputs from the Seoul Motor Show and the same are being implemented by CII, SIAM and ACMA in Auto Expo 2008.

### Automotive Industry Workforce Development

At the last SIAM Annual Convention, one of the key issues highlighted was the need to identify numbers of young people who could be made eligible for working in the automotive industry and also simultaneously develop programmes in existing manufacturing units and service centres.

The Automotive Mission Plan 2006-2016 also identified e-learning as a major initiative that could be taken forward. SIAM had been discussing this issue with various stakeholders and service providers and the first workshop was organised, in partnership with Adayana Inc, on 23rd February 2007 at New Delhi.

The event was attended by over twenty-five participants

## Economic Agenda

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*Ms Patricia Serratore, Group Vice-President, ASE, Mr Vikram Sinha, Head, Customer Support, Tata Motors, Mr S Sandilya, Treasurer, SIAM, and Dr Rajiv Tandon, President & CEO, Adayana (L to R)*

from Ashok Leyland, Bajaj Auto Ltd, BMW, DaimlerChrysler, Eicher Motors, Mahindra & Mahindra, Maruti Udyog Ltd, and Tata Motors, as well as ACMA, Delphi, Hella India Lighting, Hubert Ebner, MICO/BOSCH, and TVS & Sons.

The Welcome and Keynote Address was delivered by Mr S Sandilya, Treasurer, SIAM, and Group Chairman, Eicher. This was followed by presentations on best practices from Global and Indian Automotive organisations on various aspects of workforce development and the Industry. Ms. Patricia Serratore, Group Vice-President, National Institute for Automotive Service Excellence (ASE), USA, in her presentation on "ASE Certification: The Industry Advantage" talked about the emergence of ASE as the independent certifying agency in the United States. Ms. Kathleen Schmatz, President & CEO, Automotive Aftermarket Industry Association (AAIA), USA, presented the "US Aftermarket Overview." Mr Vikram Sinha, Head, Customer Support, Tata Motors presented the "Tata Motors' Experience." Dr Rajiv Tandon, President & CEO, Adayana, presented the "Framework for Action."



## Technical Agenda

### Future Technologies

#### SIAM Hydrogen Initiatives

##### CNG-Hydrogen Projects

SIAM and its members are undertaking a project to study the emissions and performance characteristics of vehicles running with blend of Hydrogen with CNG in Internal Combustion Engines and create awareness among general public on Hydrogen application on automobiles in India.

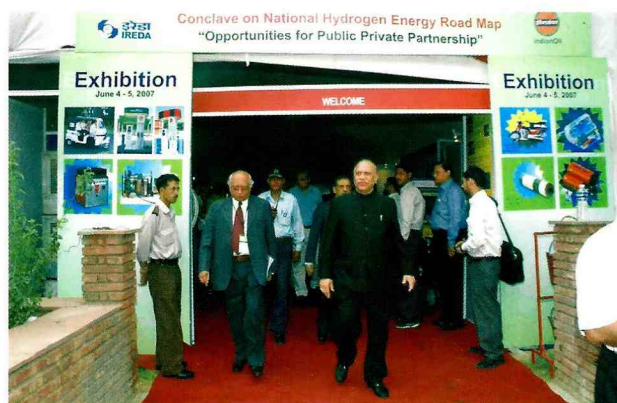
Tata Motors, Ashok Leyland, Mahindra & Mahindra, Eicher Motors and Bajaj Auto are participating in this project on behalf of SIAM. Indian Oil Corporation, Research and Development Centre (IOC R&D) is partnering for supporting the energy supplies and testing of vehicles. The entire project is under the aegis of Ministry of New and Renewable Energy (MNRE).

##### National Hydrogen Road Map

Ministry of New and Renewal Energy (MNRE) organised a conclave on "National Hydrogen Road Map: Opportunities for Public-Private Partnership (PPP)" jointly with SIAM on 4th June 2007 at New Delhi. The conclave was inaugurated by Shri Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, in



Dr S K Chopra, Special Secretary, MNRE, Dr R Chidambaram, Principal Scientific Adviser to Govt. of India, Mr Ratan N Tata, Tata Sons, Mr Montek Singh Ahluwalia, Dy Chairman, Planning Commission, Mr Vilas Muttemwar, Hon'ble Minister of New and Renewable Energy and Mr V Subramanian, Secretary, MNRE during the Inaugural Session of the Hydrogen Conclave



Mr Vilas Muttemwar, Hon'ble Minister of New and Renewable Energy, and Dr R Chidambaram at the Hydrogen Exhibition

presence of Mr Ratan Tata, Chairman, Tata Sons and Hon'ble Minister of New and Renewable Energy Shri Vilas Muttemwar. An exhibition on application of Hydrogen technology was also organised along with the conclave. Dr R Chidambaram, Principal Scientific Adviser, Government of India, Mr V Subramanian, Secretary, MNRE, and Mr Madhur Bajaj, President, SIAM, also participated in this programme.

The conclave brought together all concerned stakeholders to discuss and develop strategies and action plans for implementing of the National Hydrogen Energy Programme during the Eleventh Plan period, including prioritisation of projects and programmes.

#### National Hybrid Propulsion Platform

A panel under the Chairmanship of Dr Arun Jaura, Mahindra & Mahindra, with participation from SIAM and ACMA members and select Government Officials, has been constituted for development of National Hybrid Propulsion Platform. Three teams have been formed - for Commercial Vehicles, Passenger Vehicles and Two & Three-Wheelers - being led by Dr Aravind Bharadwaj, Ashok Leyland, Dr Arun Jaura, Mahindra & Mahindra, and Capt N S Mohanram, TVS Motor, respectively. Each team has prepared a detailed project report for three-phased execution of the project covering Technology Demonstration, Research & Development and Economical viability.



## Technical Agenda



Meeting of the National Hybrid Propulsion Programme being Chaired by Dr Arun Jaura, Vice President, Mahindra & Mahindra. Also seen Capt N S Mohanram, Adviser, TVS Motor Company, and Dr Aravind Bharadwaj, Head-Advanced Engineering, Ashok Leyland

Support is also being sought from various Ministries in Government of India to work on this subject and address all pre-competitive issues for introduction of Hybrid Platform in India.

### IT Initiatives

SIAM Task Force on IT initiatives under the chairmanship of Mr Rajesh Uppal, Maruti Udyog, is working on promoting use of Information Technology among member companies by creating a regular forum for discussions, exchange of information, sharing of best practices and creating awareness on new trends and developments of interest to the automotive sector. This



Meeting of the SIAM IT Task Force under the Chairmanship of Mr Rajesh Uppal, CGM, Maruti Udyog Limited at Bangalore

year, four round tables were organised by this committee in Pune, Mumbai, Bangalore and Chennai covering various aspects like Expanding the Innovation Horizon, Knowledge-based Manufacturing, Wireless Demand Driven Supply Chain, Warehouse Management, Digital Manufacturing, Manufacturing Execution Systems (MES), CRM & DMS: Challenges and Choice of Partners, Establishing Reliable Wide Area Network, etc. The Task Force has also been in consultation with relevant ministries and state governments for E-Governance implementation in the Transport Sector.

### Automotive Executive Circle

Microsoft, in association with SIAM and Frost & Sullivan, organised a series of Automotive Executive Circle meetings at Pune, Chennai and New Delhi beginning in February 2007.

The events focused on uncovering the opportunities and ways for driving growth through Innovation and facilitating Profitable Customer Relationships leveraging the IT-powered automotive value chain.

Presentations were made on New Product Development, Shop Floor Operations, and building customer centric businesses by UGS, GE Fanuc and Microsoft in each of the cities.



Mr Anil Khopkar, Bajaj Auto, speaking at the IT Roundtable held at Mumbai



## Technical Agenda



SIAM, Microsoft and Frost & Sullivan officials during the Automotive Executive Circle

### Core Group on Automotive Research (C.A.R.)

CAR was set up in April 2003 by Dr R Chidambaram, Principal Scientific Adviser to the Government of India, as an academia-industry interaction forum with a mandate to create a userfriendly database of scientists and to identify frontier technologies in automotive research. The CAR technology roadmap was published in March 2006. The vision is to enhance energy security, environmental quality, economic growth and establish a globally competitive transportation industry in India. The stakeholders participating in CAR include automobile manufacturers, component manufacturers, academics and government departments.

Several Consortia projects evolving from the discussions amongst various stakeholders are being funded by various ministries including Department of Science & Technology.

### Automotive Infotonics

As an initiative of the SIAM Automotive Infotonics Task force under the Chairmanship of Dr Aravind Bharadwaj, a study on "Automotive Infotonics and India: Unlocking Domestic Value and Emerging Market Leadership", done in partnership with Ministry of Heavy Industries and Public Enterprises, was released in November 2006. The study aimed to understand the value proposition of



Participants at a meeting of the Task force on Automotive Infotonics

Infotonics to the Indian stakeholders, to develop an operational blueprint of applications and technologies that would be required, and the PPP-driven plan and investments that would be needed to drive pilot programmes and broader roll-out of Infotonics.

This taskforce is also spearheading the SIMBA (Strengthening road transport research cooperation between Europe and emerging international markets) programme in India. SIMBA aims to increase R&D cooperation between the EU and the emerging markets of China, India, Brazil and South Africa in Intelligent Transport Systems (ITS) - increase road safety, improve mobility, and enhance transport efficiency. Three enablers are automotive, infrastructure development and ITS.



SIMBA Priority Workshop at New Delhi



## Technical Agenda



*Dr R C Panda, Secretary, MoHI&PE releasing "Automotive Infotronics and India"*

As a part of this initiative, SIAM organised a priority workshop on 9th and 10th November 2006 at New Delhi to define India's road transport priority research topics. The main priority areas for cooperation with the EU which emerged from the workshop in Automotive were alternative fuels, emissions & fuel economy, recycling material research and vehicle & pedestrian safety. Participants opined on the need for standardisation and development of regulations for ITS. It was also suggested that ITS should be used for city planning, traffic Information & management systems, public transport, and toll collection. On infrastructure, participants suggested to address the air quality issues, need for increasing safety by better road infrastructure, etc.

## Vehicle Regulations and Standards

### Motor Vehicle Regulations in India

SIAM Technical Committee on Emissions and Central Motor Vehicle Rules (CMVR), Safety and Regulations Committee worked on various subjects for formulation of vehicle regulations in India. SIAM has given inputs for the draft notification for Bharat Stage IV Emission Norms for two, three and four wheelers to be issued by Ministry of Shipping, Road Transport & Highways. SIAM is working with The Automotive Research Association of

India (ARAI) for preparation of Type Approval Procedure for BS IV vehicles. SIAM is also participating as a member of the Sub-Committee on Fuel Efficiency, formed by the Standing Committee on Implementation of Emission Legislation (SCOE), and the Bureau of Energy Efficiency (BEE). Several vehicle safety issues are being discussed under the Central Motor Vehicle Rules – Technical Standing Committee (CMVR-TSC).



*Meeting of the SIAM CMVR, Safety & Regulations Committee under the Chairmanship of Mr T M Balaraman, General Manager, Bajaj Auto*

Over the past few months stakeholders also reviewed the alignment status of Automotive Industry Standards (AIS) & Indian Standards (IS) with corresponding ECE Regulations. Presently 87 Indian regulations are fully / partially aligned with ECE regulations and 18 Indian regulations are in process of being aligned with ECE. Out of total 124 ECE regulations, 19 more regulations are being taken up for discussions.

### SIAM Panel on Vehicle Carriers

Presently more than one million passenger vehicles and over seven million two wheelers are moved each year on vehicle carriers. This volume will continue to increase in the next few years. While there is a need to develop various economical modes of transportation besides road transport, it is vital for the existing fleet to be used in an effective way. The current permissible dimensions of vehicle carriers do not allow these vehicles to carry two wheelers and passenger cars in volumes that would



## Technical Agenda

bring about significant saving of money, fuel, and time. SIAM has initiated a discussion with the Ministry to review these.

### World-Wide Harmonised Emission Testing Procedure for Motorcycles

Indian Two-Wheeler Industry continued its deliberation on World-Wide Harmonised Emission Testing Procedure for Motorcycles (WMTC) and finally, during the Fundamental Elements Group (FEG) meeting at Ann Arbor in November 2006, the classification and test cycles were accepted by all members with due consideration to the representation made by India along with support from China. The proposal was then placed for approval to GRPE in January 2007 and then for adoption at the WP.29 June 2007 session.

As a next step, all IMMA members agreed to collect data on various test cycles for correlation studies and suggest stand-still values. In India, mass emission data was collected on 18 vehicles on WMTC, Euro III and national test cycle (IDC) to establish a co-relation factor. This data is being used for deciding limit based on global harmonized cycle in WMTC. IMMA has so far collected data of 28 vehicles and propose to agree on the standstill values of WMTC, before the next FEG meeting scheduled in October 2007.

### SIAM Participation in WP.29 Meetings

From September 2006 to August 2007, SIAM participated in all the three main UN ECE WP.29 meetings on harmonisation of vehicle regulation held in Geneva, as a member of the Indian delegation. The delegations have been led by senior official from Ministry of Shipping, Road Transport and Highways. Since India is now a signatory to the 1998 agreement under WP.29, it is important for Indian Government and the Automotive Industry to actively participate in the formulation of Global Technical Regulations (GTR) and ensure that Indian views are represented appropriately in WP.29. On behalf of SIAM, Mr M N Muralikrishna, TVS Motor, Mr T



*Mr S K Dash, Joint Secretary, MoSRT&H along with the Indian delegation at the one of the UN ECE WP.29 meeting held at Geneva*



*Mr Dilip Chenoy, DG, SIAM, Mr Vishnu Mathur, Executive Director, ACMA, Dr Surajit Mitra, JS, MoHI&PE, Mr Vijay Singh, Secretary, MoSRT&H, and Mr S R Marathe, Director, ARAI at Geneva*

M Balaraman, Bajaj Auto, Mr P K Banerjee, Tata Motors, Mr Binani Govind Kumar, Tata Motors, Mr G Arora, Tata Motors, Mr Z A Mujawar, Mahindra & Mahindra, Mr S Ramiah, TVS Motor, Mr S V Suderson, Volvo India and Mr Jitendra Malhotra, Maruti Udyog participated in some of the recent years GR meetings of UNECE WP.29, IMMA meetings and other related international meetings on harmonisation of vehicle regulations.

### EPCA Meetings

Over last one year SIAM and its members attended several Environment Pollution (Prevention & Control) Authority meetings held under the Chairmanship of Mr Bhure Lal. On behalf of the vehicle manufacturers, SIAM

## Technical Agenda

released a joint newspaper advertisement informing the private bus operators to register with one of the authorised service centres of Tata Motors, Ashok Leyland, Eicher Motors, Swaraj Mazda, Hindustan Motors and Mahindra & Mahindra, in Delhi, for periodic CNG leakage inspection. A review on the need to increase the permits of Three-wheelers in Delhi was also discussed. EPCA has, with active participation from SIAM, prepared a report on Automotive CNG fuel specifications.

### Committee on Road Safety & Traffic Management

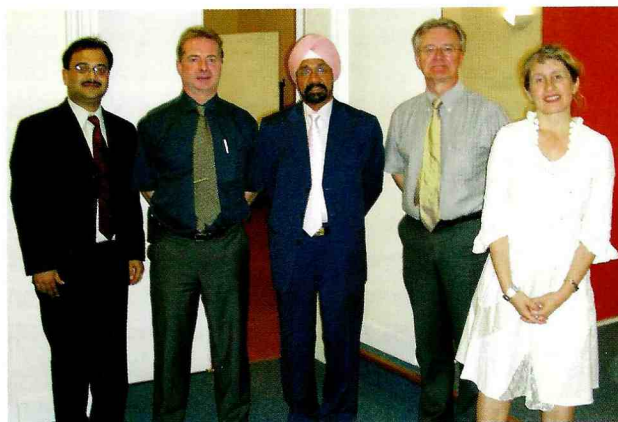
The Cabinet Committee on Infrastructure headed by the Prime Minister directed the Ministry of Road Transport and Highways to create a Directorate of Road Safety and Traffic Management. An Expert Committee under the Chairmanship of Mr S Sundar, Distinguished Fellow, The Energy and Resources Institute (TERI) and former Secretary of the then Ministry of Surface Transport, Government of India, was constituted to recommend a structure for the organisation and advise on its role and functions. The committee was asked to propose a structure for a Road Safety Organisation at the Central Government level and recommend its functions and responsibilities, to suggest amendment of relevant traffic laws, and measures for rescue and relief of accident victims. The report of the Committee was finalised in February 2007 and presented to the Hon'ble Minister of Shipping, Road Transport and Highways, Mr T R Baalu.



Mr S Sundar handing over the report of the Committee on Road Safety and Traffic Management to Hon'ble Minister of Shipping, Road Transport and Highways, Mr T R Baalu

### SIAM Membership of OICA

SIAM officially became a member of International Organisation of Motor Vehicle Manufacturers (OICA) from 1st June 2007. OICA was founded in Paris in 1919 and is known as the "Organisation Internationale des Constructeurs d'Automobiles" (OICA). The organisation's membership comprises 43 national trade associations around the world, including all major automobile manufacturing countries, thereby covering virtually the entire motor vehicle industry all over the world. The organisation maintains permanent committees which conduct activities in the fields of technical affairs, industrial and economic policy, and industry statistics. In addition, the Organisation's Exhibition Committee coordinates international motor shows.



CII and SIAM officials during a meeting with OICA

## Workshop / Seminars and Missions

### Indo-German Symposium

Mr Sontosh Mohan Dev, Minister for Heavy Industries and Public Enterprises launched a new initiative under the Ministry of Heavy Industries to promote Indo-German cooperation in the area of alternate drives and fuels to meet the energy and environment challenges in the automotive sector.



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Mr Ravi Kant, Vice President, SIAM, and Prof B Gottschalk, President, VDA, signing a Memorandum of Understanding during the Indo-German Symposium

The symposium was organised jointly with SIAM, ACMA, TMA, IDEMA, NATRIP and the German Automobile Industry Association (VDA) on 9th September 2007 at New Delhi. A 30-member strong delegation from Germany participated in the Symposium and experts from leading auto majors from Germany made presentations on a wide range of issues including hybrid technology, synthetic bio-fuels, efficient clean trucks, and drive train components. The delegation from Germany was led by Mr Ulrich Kasparick, Parliamentary State Secretary, Federal Ministry of Transport, Building and Urban Affairs. A Memorandum of Understanding was signed between SIAM and VDA for future



Dr Surajit Mitra, Joint Secretary, MoHI&PE and Mr Ulrich Kasparick, Parliamentary State Secretary, Federal Ministry of Transport, Germany at the closing session of the Indo-German Symposium.

cooperation especially in the areas of diesel engines, alternative drives and fuels, and for working towards fuel efficient engines.

### Conclave on Vehicles and Customer Services

Conclaves on Vehicles and Customer Services were organised by SIAM to share the best practices followed by member companies for after sales services. The first conclave was held in Chennai on 13th November 2006 and the second conclave was held on 14th February 2007 at New Delhi under the Chairmanship of Dr K Kumar, Chairman, SIAM Committee on In-use Vehicles & Advisor Engineering, Maruti Udyog. Some of the other important topics discussed during the conclave included Fleet Management and Vehicle Recycling Policy in India, the extent of counterfeit spare parts in Automotive Industry, options for service parts optimisation and Strategy for Vehicle Inspection Programmes in India.



Dr K Kumar, Chairman, SIAM In-Use Vehicles Committee, Mr R Bhurat, Chairman, SIAM Task Force on Anti-Counterfeiting and Capt N S Mohanram, Chairman, SIAM Task Force on Recycling during the 1st Service Heads Conclave in Chennai

### International Delegation at SIAM Office

A team from General Motors, USA visited SIAM on 10th October 2006 to get an overview of the initiatives taken in India on introduction of Bio-fuels for automotive application.

A team led by Mr Jerry Clifford, Deputy Assistant



## Technical Agenda



Delegation from General Motors, USA

Administrator, United States Environmental Protection Agency (USEPA) visited SIAM on 7th November 2006 to explore the possibilities of working closely with SIAM and its members on retrofitment of fuel injection system for two stroke two-wheelers in India.

A meeting with Nissan on vehicle accident analysis was held on 17th July 2007. Nissan is undertaking a world-wide study to analyse the causes of road accidents and would look at options for reducing fatalities and injuries through improvement in vehicle design.

Mr Ranjit Dey, President, CCS Global Group and Chair of ISO/TC 197 for Hydrogen technologies visited SIAM to highlight the importance of development of hydrogen standards and requested active participation from SIAM



US EPA delegation led by Mr Jerry Clifford, Deputy Assistant Administrator, USEPA at SIAM Office



Nissan delegation at SIAM Office

and Indian delegation, led by BIS, to put across Indian viewpoint during formulation of these standards.

### Seminar on "Diesel is Clean"

A seminar on "Diesel is Clean" was organised by SIAM on 7th February 2007 at New Delhi to share the overall perspective of Diesel Technology with stakeholders in India. The programme was inaugurated by Hon'ble Minister of Heavy Industries and Public Enterprises, Shri Sontosh Mohan Dev. Speakers from German EPA, Health Effect Institute (HEI) and Technology providers like Bosh, Delphi and Industry viz., Tata Motors, Mahindra & Mahindra, and Volkswagen, opined that Diesel is a clean and cost efficient source of fuel today.



Mr Falk Heinen, German EPA, Dr Pawan Goenka, President-Automotive, Mahindra & Mahindra, Hon'ble Minister of MoHI&PE, Ms Anuradha Shukla, CRRI, Mr Ravi Kant, MD, Tata Motors and Mr Dilip Chenoy, DG, SIAM during the Inaugural Session



## Technical Agenda



Mr Sontosh Mohan Dev, Hon'ble Union Minister of Heavy Industries and Public Enterprises visiting the Tata Pavilion during the Diesel Seminar

Diesel technology can be looked at par with any other conventional fuel from emissions point of view. However, there is a distinct advantage in terms of CO<sub>2</sub> emissions and better fuel efficiency. An exposition covering latest developments in diesel technologies was organised concurrently with the seminar.

### IMMA Meetings and General Assembly

The IMMA Technical Committee meeting and Annual General Assembly was hosted by SIAM in India on 8th and 9th May 2007. The meeting was attended by senior officials of motorcycle manufacturing companies represented by their associations from Australia (FCAI), Canada (MMIC), Asia (FAMI), Europe (ACEM), USA (USMMA) and India (SIAM). The next IMMA General



Participants of the IMMA General Assembly

Assembly will be hosted by Canada. Mr S K Dash, Joint Secretary, Ministry of Shipping, Road Transport and Highways and Dr R C Panda, Secretary, Ministry of Heavy Industries and Public Enterprises participated in the meeting to share Indian Government's perspective on motorcycle industry.

### SIAM Participation at SAE Commercial Vehicle Congress

A team of SIAM members participated at the SAE Commercial Vehicle Exposition and Congress at Chicago, USA, on 31st October and 1st November 2006. During the programme a panel on "Focus on India: Providing Engineering Solutions for the Commercial Vehicle Industry" was organised by Mr Murli Iyer of SAE International. Dr Pawan Goenka, President Automotive, Mahindra and Mahindra, and Mr A P Arya, President, Heavy and Medium Commercial Vehicles, Tata Motors, presented an overview of this sector in India. Mr Dilip Chenoy, Director General, SIAM, presented a detailed paper on behalf of NATRIP on the developments in infrastructure which is supporting the growth of the automobile industry. Mr Sujit Das from Oak Ridge National Lab, USA, and Mr Dee Kapur, President, Truck Group, International Truck and Engine Corporation, also gave presentations on emission



Dr Pawan Goenka, President-Automotive, Mahindra & Mahindra and Mr A P Arya, President-Heavy Vehicles, Tata Motors and Dr Aravind Bharadwaj, Head-Advanced Engineering, Ashok Leyland during the Indian Panel at SAE Commercial Vehicle Congress and Exhibition at Chicago



## Technical Agenda

control measures and the truck industry respectively. Following the India panel, an 'After Glow' reception was organised by SAE in honour of the visiting Indian delegation. Mr Anand Mahindra was the honoured guest during the reception and he offered his commitment to work closely with SAE International and thanked SAE for their continuous interaction with India. During the visit SIAM delegation also had meetings with Diesel Technology Forum (DTF) and Engine Manufacturers Association (EMA) to get an overview of the US regulations on Diesel Technology and active public relation and awareness campaigns being undertaken by the industry in USA on diesel technology. In USA, Diesel is being looked upon as a fuel for future which would also address the concerns of global warming.

### SIAM Participation in SAE 2007 World Congress

Dr R C Panda, Secretary, Ministry of Heavy Industries and Public Enterprises led the Indian delegation at the SAE Congress at Detroit in April 2007. The delegation also met President, SAE International led by Dr Pawan Goenka, President - Automotive, Mahindra & Mahindra Ltd, along with other SIAM, NATRIP and ACMA members. India's participation at the expo was the second largest, after Korea. A reception was hosted for the Indian delegation by Automotive Society of Engineers of Indian Origin (ASEI) and ACMA. During the Congress a visit to DaimlerChrysler assembly plant and the Chrysler Technology Centre in Auburn Hill, was also organised.



Visit to DaimlerChrysler during the SAE Congress at Detroit



Meeting of the Indian delegation led by Dr Pawan Goenka, President-Automotive, Mahindra & Mahindra with President, SAE during the SAE Congress at Detroit.

### Meeting on ISO/TC-22

The ISO/TC-22 briefing meeting was hosted by Japan Society for Automobile Engineers (JSAE) with representatives from China, South Korea, Philippines, Malaysia and India in May 2007. JSAE gave an overview of the developments of standards under ISO and proposed that active participation of Asian members will



SIAM's participation at the ISO meeting hosted by JSAE at Kyoto

result in evolution of ISO standards which take into consideration the Asian conditions. An overview of the Bio-Diesel Programme of Kyoto was also given to the participating members.



## Technical Agenda

### Training Programme with IDIADA, Spain

IDIADA, in partnership with SIAM, organised a training programme for vehicle manufacturers on Fundamental of Noise, Vibration and Harshness, Electromagnetic Compatibility Validation and Principles of Vehicle Dynamics and Evaluation Methods in March 2007 in New Delhi.

The objective of the training programme was to create awareness on the design applications and regulations which are in force in Europe and are likely to be introduced in India. Expert visiting faculty from IDIADA conducted these courses for SIAM members.



Participants of the IDIADA Training Programme

### SIAM Meetings with Canadian Institutions

A SIAM-ACMA delegation led by Mr A P Arya, President, CVBU, Tata Motors met technology providers in Windsor, Canada with an objective to foster business relations between Canadian and Indian companies. The Canadian companies felt that the growth of the automotive sector in Detroit area is now limited and, therefore, it is necessary for them to look at opportunities beyond North America. The Windsor County has strength on production technologies and is the leading location for vehicle and parts production. The delegation also met the Hon'ble Minister of Small Business and Entrepreneurship, Mr Harinder Thakhar, Government of Ontario, Canada at Toronto.



Mr Harinder Singh Thakhar, Minister of Small Business and Entrepreneurship, Government of Ontario, Canada with the SIAM delegation led by Mr A P Arya, President, CVBU, Tata Motors at Toronto

Dr Aravind Bharadwaj, Head Advanced Engineering, Ashok Leyland and Mr S S Udgata, Head R&D of R S B Transmission also joined the delegation.

### Workshop on Fuel Efficiency Policies for HDV including Standards

International Energy Agency (IEA) was called upon by G8 leaders at their 2005 summit in Gleneagles to advise on alternative energy scenarios and strategies aimed for a clever and competitive energy future, among other things, to review existing standards and codes on



Indian delegation along with officials of International Energy Agency (IEA) during the Workshop on Fuel Efficiency for Heavy Duty Vehicles at Paris



## Technical Agenda



Members of the SIMBA Steering Committee

vehicle efficiency and identify best practices. Heavy-duty vehicles are responsible for 30% of world-wide fuel use. With this background, the International Energy Agency organised a workshop in Paris on 21st & 22nd June 2007 to bring together the policy makers, technical experts, manufacturers and other stakeholders in Heavy Duty Vehicle transportation and exchange latest information on technologies / policies world over to improve HDV fuel efficiency. Based on literature survey and deliberations in this workshop IEA will make recommendations to G8 next year. A joint presentation was made by ARAI and NATRIP during this workshop.

IEA is willing to facilitate coordination of India and China with Japan for helping these two countries develop Fuel Efficiency regulations based on Japanese principle.

### SIAM participation at the European Congress and Exhibition on Intelligent Transport Systems and Services

SIAM team, led by Dr Aravind Bharadwaj, Head, Advanced Engineering, Ashok Leyland, participated at a Congress organised by ITS Congress Association, on behalf of ERTICO, in co-operation with ITS Denmark on Intelligent Transport System. The theme was 'Time for Intelligent Move', and the event focussed on business, organisational and social models for deploying ITS, and, in particular, the innovative ways of financing mobility. Various sessions in the Congress showcased concrete



SIAM Special Session during the 6th European Congress & Exhibition on ITS at Aalborg, Denmark

ITS solutions for improving road safety, the security of goods, people, and vehicles, as well as transport efficiency, intermodal transport and reduction of the environmental impact of mobility. The concurrent Exhibition displayed these related innovations to the entire European ITS community. SIAM participated in a Special Session during this event on 18th June 2007 on Opportunities for International Cooperation with key emerging markets of China, India, Brazil, and South Africa.

The SIMBA project held its European Priority Workshop on 21 June 2007 at the Hotel Hvide Hus, Aalborg. The event aimed to present the outcome of the Regional Priority Workshops from each SIMBA country, Brazil,



Open Standards based Onboard Telematics unit developed by Siemens VDO and Ashok Leyland



## Technical Agenda



*SIMBA European Priority Workshop*

China, India, and South Africa, and to discuss the country's identified areas for cooperation with EU in ITS, automotive and infrastructure.

### **Kaizen and Managerial Training Programme**

The training programmes on Kaizen and Managerial Effectiveness were organised jointly by Society of Indian Automobile Manufacturers (SIAM) and The Association for Overseas Technical Scholarship (AOTS) in Delhi and other cities.

Training on approach to Kaizen Improvement for Assembly Plants was organised by Mr Minoru Saito, Chief Instructor, Instruction Group, Overseas Project, Isuzu Techno Co Ltd, Japan and Mr Takashi Kotabe, Isuzu Techno Co Ltd, at Delhi and Chennai.



*Mr Saito conducting the training programme on Kaizen at Chennai*

The Management Training programmes focused on principles of management, job assignment and enrichment, directing & controlling, leadership, human behavior and implementation of training and development. Features of Japanese, American and European Management practices were also discussed.

## **Society & SIAM : SIAM Outreach Programmes - SAFE**

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### **PUBLIC POLICY**

SIAM directly, and through the Society for Automotive Fitness & Environment (SAFE), took up several initiatives and partnerships in the year 2006-2007. SAFE's programmes covered the length and breadth of the country, reached out to several stakeholders and were held throughout the year.

SAFE partnered with the most of the State Governments during the National Road Safety Week, the Global Road Safety Week and the World Environment Day programmes. On the occasion of World Environment Day, pollution check camps were organised in 150 cities and towns across 25 States. About 600 vehicle dealers spontaneously offered their support for the initiative. During the National Road Safety Week, driver training programmes and safety awareness programmes for school children were organised in several cities, in association with State Transport Departments and local NGOs.

During the United Nations 1st Global Road Safety week, driver training programmes were organised which included a module on defensive driving techniques. Additionally, refresher courses for technicians in PUC centres, seminars on strategies for cleaner and safer vehicles, and Road Safety Awareness painting competitions for school children were also organised.

It was the endeavour of SAFE to associate with as many stakeholders, as was possible, for the programmes during the year. It worked with companies (not just from the auto sector), state governments, traffic police, NGOs and schools. It was a learning experience for SAFE; yet all associates added value through their expertise.

It is six years since the soft skills development programme was started. SAFE has been able to work with commercial vehicle drivers in the private sector and those working with State Road Transport Undertakings. SIAM members have supported this programme in a big way by providing faculty for the workshops. The soft skills development programme is an integral part of SAFE's annual calendar in view of the significant role played by commercial vehicle drivers in the road transport sector. SAFE has always advocated an integrated approach to road safety. There is growing recognition of the need for a holistic approach to traffic accidents.

SIAM and SAFE hope that the Government of India would soon set up the National Road Safety and Traffic Management Board. Such a lead agency is essential to provide a coordinated policy on road safety on a scientific basis and to galvanise nation-wide resources/expertise dedicated to controlling road traffic injuries and fatalities.

The SAFE Annual Convention 2007 was organised on 17th August 2007 at Indore this year. The theme was 'Riding the Roads: To a Safer & Greener Tomorrow'. SAFE Annual convention showcased the efforts that are underway in different parts of the country to tackle the problem of pollution and road traffic injuries. Experts, policy makers and all other stakeholders exchanged ideas on best practices in order to further the cause of sustainable mobility in the country.



## Society & SIAM : SIAM Outreach Programmes - SAFE



Mr A Ramasubramanian, Chief Executive, Eicher Motors addressing the participants during Road Safety Week in the presence of Dr R C Panda, Secretary, MoHI&PE



Training of DTC Bus Drivers during the Global Road Safety Week



Mr Madhur Bajaj, President, SIAM during vehicle inspection camp at India Habitat Centre



Mr Madhur Bajaj, President, SIAM handing over the keys of a mobile pollution check van, supported by Tata Motors, to the Environment Department, Government of NCT of Delhi



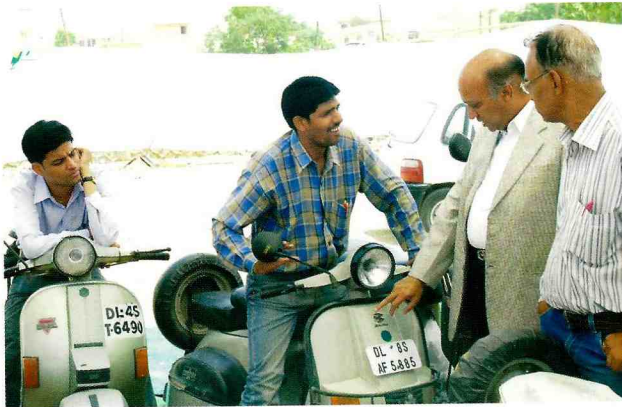
Vehicle queuing up at the SIAM-SAFE Free Pollution Check camp at Delhi



Computerised emission check being undertaken in the camp



## Society & SIAM : SIAM Outreach Programmes - SAFE



Mr Madhur Bajaj, President, SIAM interacting with the vehicle users at the camp



Mr Abhijit Barooah, CII addressing the participants during the workshop with Pollution Control Board of Assam. Seated from L to R: Dr Surojit Mohan Gupta, Deputy Director, SIAM, Dr Jawahar Lal Dutta, Chairman, PCBA & Mr K K Gandhi, ED (Tech), SIAM



Dr Wilfried Aulbur, Managing Director, DaimlerChrysler India with Hon'ble Chief Minister of Delhi Mrs Shiela Dikshit and Mr K K Gandhi with the award winning student of Mercedes-Benz Mobile Kids programme from Amity International School



SIAM staff being trained on defensive driving by Hubert Ebner



SIAM-Bajaj Road Safety Programme at Lucknow



Road Safety Painting Competition at Delhi



## Society & SIAM : SIAM Outreach Programmes - SAFE



Free Pollution Check Camp at Surat by Ashok Leyland



Free Pollution Check Camp by Bajaj Auto



Free Pollution Check Camp by GM at Bhubaneswar



Free Pollution Check Camp by GM



Free Pollution Check Camp by Tata Motors at New Delhi



Safety Exhibition at Punjabi Bagh Traffic Park



## Society & SIAM : SIAM Outreach Programmes - SAFE



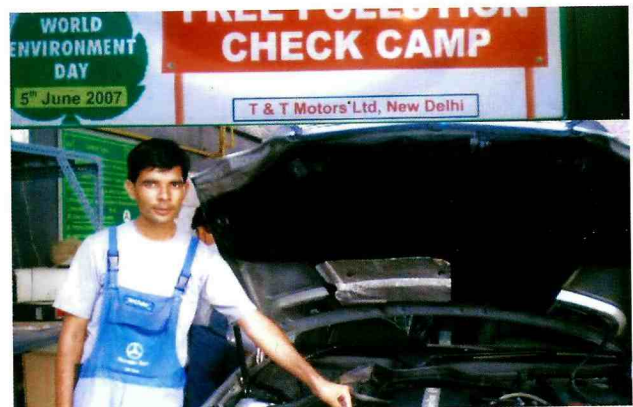
Workshop on Strategies for Cleaner and Safer Vehicles, Bangalore



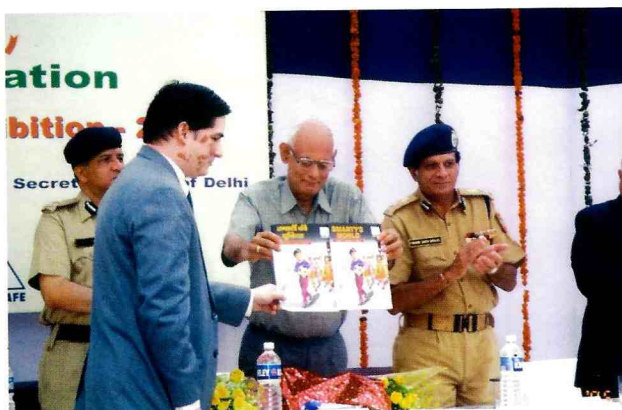
'Swastha Vahan, Swastha Chalak' Programme at Ludhiana



Road Safety Awareness Programme with Education Department, Government of NCT of Delhi



Free Pollution Check Camp at New Delhi by DaimlerChrysler



Launch of the Mercedes-Benz Mobile Kids Programme at New Delhi



Road Safety Training Programme for Drivers in Bangalore



## Society & SIAM : SIAM Outreach Programmes - SAFE



Road Safety Training Programme for Drivers at Haryana



Safe Driving Programme for Three-Wheelers in Delhi being inaugurated by Hon'ble Transport Minister of Delhi, Mr Haroon Yusuf and Mr Qamar Ahmed, Joint Transport Commissioner of Police (Traffic)



'Safe Vehicle Safe Driver' Programme at Lucknow



Soft Skills Development Programme for Drivers



Mr S D Shinde, Transport Commissioner, Government of Maharashtra at the BEST Driver Training Programme in Mumbai



Mr Ajay Mishra, Transport Commissioner, Government of Andhra Pradesh during the PUC Training Programme at Hyderabad

## Overview of Automobile Industry Performance

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### Automobile Industry Performance: 2006 –07

#### Domestic Sales

The year 2006-07 showed encouraging results for all segments with domestic sales registering a growth of over 13% in number terms and more than 15% in value terms. Exports have grown more than 25%. Indian economy's sound parameters, improved availability of finance in rural and semi-urban areas, and continued infrastructural development facilitated growth.

#### Segment-wise Performance

##### Passenger Vehicles

Passenger vehicles segment has grown over 20% and within this segment, passenger cars grew at a rate exceeding 22%, Utility Vehicles grew over 13% and Multi Purpose Vehicles over 25%.

##### Commercial Vehicles

The Commercial Vehicles segment was upbeat; this segment grew at the rate of 33% in 2006-07. M&HCVs segment has grown by 32% whereas LCVs grew by 34%.

##### Two Wheelers

Two Wheeler segment, during the year 2006-07, grew by over 11%. Backed by Government's initiative on rural roads and better connectivity with major towns and cities, improved agricultural performance, upward trend of purchasing power in the hands of rural people, the two wheeler sales crossed 7 million, with exact number being 7,857,548. Within the Two-Wheeler segment, all segments performed well. Motorcycles grew over 13%, followed by Mopeds at 6% and Scooters at 3%.

##### Three Wheelers

Three Wheeler segment, during the year 2006-07, grew at the rate of 12%. Growth is driven by factors like introduction of new products with better maneuverability & driveability, suitable for congested Indian roads and tropical conditions. It also provides opportunity for self-employment. Passenger Carrier segment grew at 11%, with sales of 236,788 units and Goods Carrier segment registered a growth of 13.5%, with 167,121 units being sold.

#### Exports – cross 1 billion marks in numbers

Exports have shown remarkable performance during the year 2006-07 with the growth rate being over 25%. Commercial Vehicles exports grew over 22% by exporting 4,977 units. Passenger Vehicles exports grew by 13% by



## Overview of Automobile Industry Performance

exporting 198,478 units. Industry exported over 600,000 Two Wheelers resulting in growth of 26% over last year. Three Wheelers exports grew at a remarkable rate of 87.2%.

### Automobile Industry's Performance during 1st quarter in 2007-08 (April-June)

#### Domestic Sales

The cumulative growth of the Passenger Vehicles segment during April-June 2007 was 12.9 percent. Passenger Cars grew by 12.7 percent, Utility Vehicles by 10.9 percent and Multi Purpose Vehicles by 23.5 percent in April-June 2007 compared to the same period last year.

In April-June 2007, the Commercial Vehicles segment grew by 3.8 percent over the same period in 2006. Light Commercial Vehicles recorded a growth of 14.5 percent; however, Medium & Heavy Commercial Vehicles witnessed a fall by 3.4 percent. Three Wheelers sales fell by 6.02 percent with sales of both Goods Carriers decreased by 9.66 percent and Passenger Carriers by 3.6 percent during the period.

Two Wheeler market also registered a negative growth of 8.89 percent during April-June 2007 over April-June 2006. Though Scooters, Mopeds and Electric Two Wheelers grew by 17.9 percent, 28.2 percent and 91.4 percent respectively, motorcycles, which is the main segment in this category, registered a decline of 14.5 percent.

#### Exports

Automobile Exports continued to register growth at 16.9 percent during April-June 2007 over the same period last year. Commercial Vehicles exports increased by 28.9 percent, Three Wheelers exports grew by 31.5 percent and Two Wheelers Exports grew by 21.3 percent. However, Passenger Vehicles Exports registered a decline of 7.2 percent, with all its sub-segments except Utility vehicles, which grew at 36.0 percent.

### Outlook for 2007-08

The Automobile Industry outlook for 2007-08 is positive and it is likely that this growth would continue with some corrections. Segment wise growth (y-o-y) expectations are:

• Passenger Vehicles	11 - 14%
• Commercial Vehicles	6 - 8%
• Two Wheelers	4 - 7%
• Three Wheelers	5 - 8%

# Overview of Automobile Industry Performance

In Numbers

## Automobile Production Trends

Category	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Passenger Cars	500,301	557,410	782,562	960,487	1,046,133	1,238,032
Utility Vehicles	105,667	114,479	146,325	182,018	196,506	222,111
MPVs	63,751	51,441	60,673	67,371	66,661	84,707
<b>Total Passenger Vehicles</b>	<b>669,719</b>	<b>723,330</b>	<b>989,560</b>	<b>1,209,876</b>	<b>1,309,300</b>	<b>1,544,850</b>
M&HCVs	96,752	120,502	166,123	214,807	219,295	294,266
LCVs	65,756	83,195	108,917	138,896	171,788	225,734
<b>Total Commercial Vehicles</b>	<b>162,508</b>	<b>203,697</b>	<b>275,040</b>	<b>353,703</b>	<b>391,083</b>	<b>520,000</b>
Three Wheelers	212,748	276,719	356,223	374,445	434,423	556,124
Scooters	937,506	848,434	935,279	987,498	1,021,013	943,974
Motorcycles	2,906,323	3,876,175	4,355,168	5,193,894	6,207,690	7,112,225
Mopeds	427,498	351,612	332,294	348,437	379,994	379,987
Electric Two Wheelers	-	-	-	-	-	7,982
<b>Total Two Wheelers</b>	<b>4,271,327</b>	<b>5,076,221</b>	<b>5,622,741</b>	<b>6,529,829</b>	<b>7,608,697</b>	<b>8,444,168</b>
<b>Grand Total</b>	<b>5,316,302</b>	<b>6,279,967</b>	<b>7,243,564</b>	<b>8,467,853</b>	<b>9,743,503</b>	<b>11,065,142</b>

## Automobile Domestic Sales Trends

Category	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Passenger Cars	509,088	541,491	696,153	820,179	882,208	1,076,408
Utility Vehicles	104,253	113,620	146,388	176,360	194,502	220,199
MPVs	61,775	52,087	59,555	65,033	66,366	83,091
<b>Total Passenger Vehicles</b>	<b>675,116</b>	<b>707,198</b>	<b>902,096</b>	<b>1,061,572</b>	<b>1,143,076</b>	<b>1,379,698</b>
M&HCVs	89,999	115,711	161,395	198,506	207,472	275,600
LCVs	56,672	74,971	98,719	119,924	143,569	192,282
<b>Total Commercial Vehicles</b>	<b>146,671</b>	<b>190,682</b>	<b>260,114</b>	<b>318,430</b>	<b>351,041</b>	<b>467,882</b>
Three Wheelers	200,276	231,529	284,078	307,862	359,920	403,909
Scooters	908,268	825,648	886,295	922,428	909,051	940,673
Motorcycles	2,887,194	3,647,493	4,170,445	4,964,753	5,810,599	6,553,664
Mopeds	408,263	338,985	307,509	322,584	332,741	355,870
Electric Two Wheelers	-	-	-	-	-	7,341
<b>Total Two Wheelers</b>	<b>4,203,725</b>	<b>4,812,126</b>	<b>5,364,249</b>	<b>6,209,765</b>	<b>7,052,391</b>	<b>7,857,548</b>
<b>Grand Total</b>	<b>5,225,788</b>	<b>5,941,535</b>	<b>6,810,537</b>	<b>7,897,629</b>	<b>8,906,428</b>	<b>10,109,037</b>

## Automobile Exports Trends

Category	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Passenger Cars	49,273	70,263	125,320	160,670	169,990	192,745
Utility Vehicles	3,077	1,177	3,049	4,505	4,489	4,403
MPVs	815	565	922	1,227	1,093	1,330
<b>Total Passenger Vehicles</b>	<b>53,165</b>	<b>72,005</b>	<b>129,291</b>	<b>166,402</b>	<b>175,572</b>	<b>198,478</b>
M&HCVs	4,824	5,638	8,188	13,474	14,078	18,838
LCVs	7,046	6,617	9,244	16,466	26,522	30,928
<b>Total Commercial Vehicles</b>	<b>11,870</b>	<b>12,255</b>	<b>17,432</b>	<b>29,940</b>	<b>40,600</b>	<b>49,766</b>
Three Wheelers	15,462	43,366	68,144	66,795	76,881	143,896
Scooters	28,332	32,566	53,687	60,699	83,934	35,685
Motorcycles	56,880	123,725	187,287	277,123	386,054	545,887
Mopeds	18,971	23,391	24,078	28,585	43,181	37,566
<b>Total Two Wheelers</b>	<b>104,183</b>	<b>179,682</b>	<b>265,052</b>	<b>366,407</b>	<b>513,169</b>	<b>619,138</b>
<b>Grand Total</b>	<b>184,680</b>	<b>307,308</b>	<b>479,919</b>	<b>629,544</b>	<b>806,222</b>	<b>1,011,278</b>

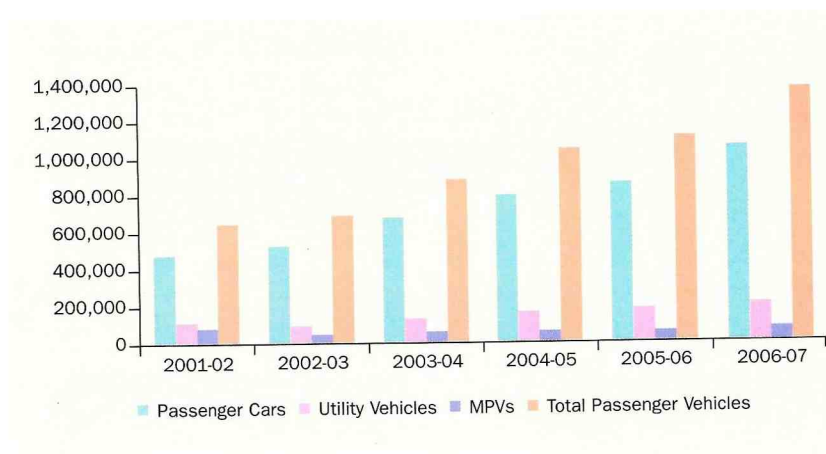


# Overview of Automobile Industry Performance

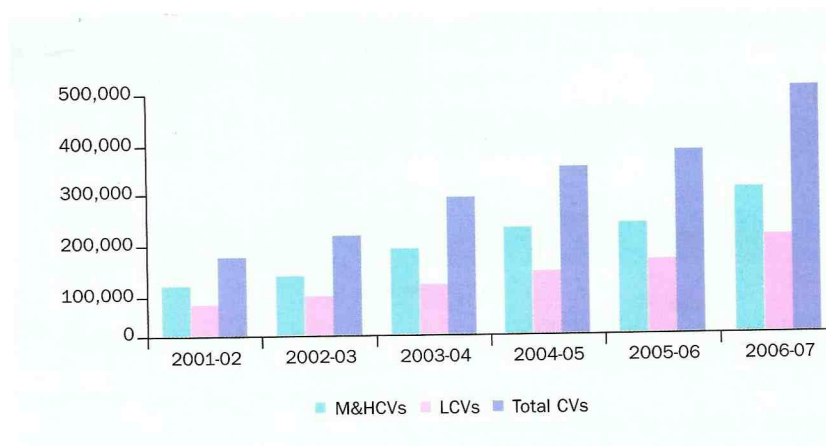
## Automobile - Domestic Sales Trends

In Numbers

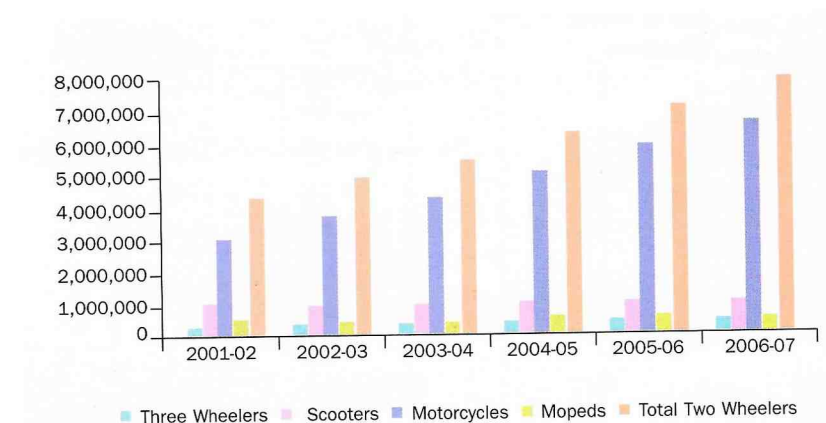
### Passenger Vehicles



### Commercial Vehicles



### Two & Three Wheelers

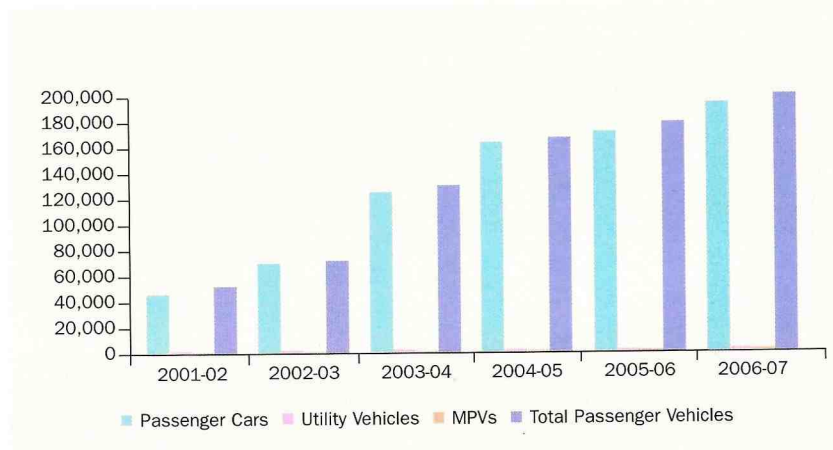


# Overview of Automobile Industry Performance

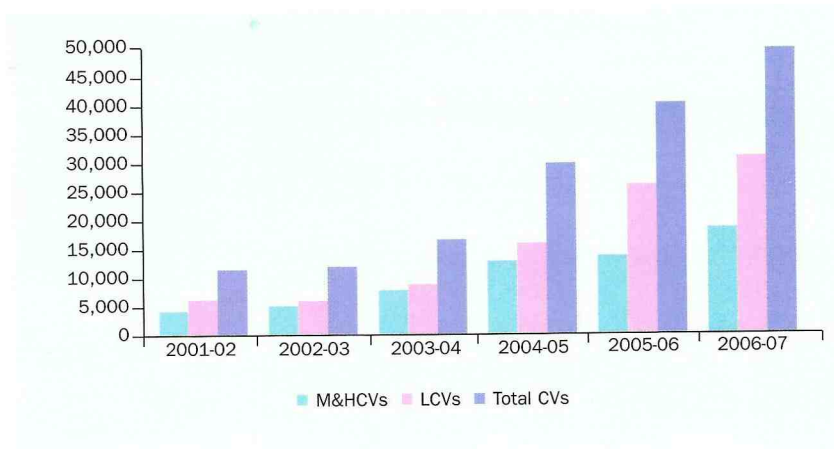
## Automobile - Exports Trends

In Numbers

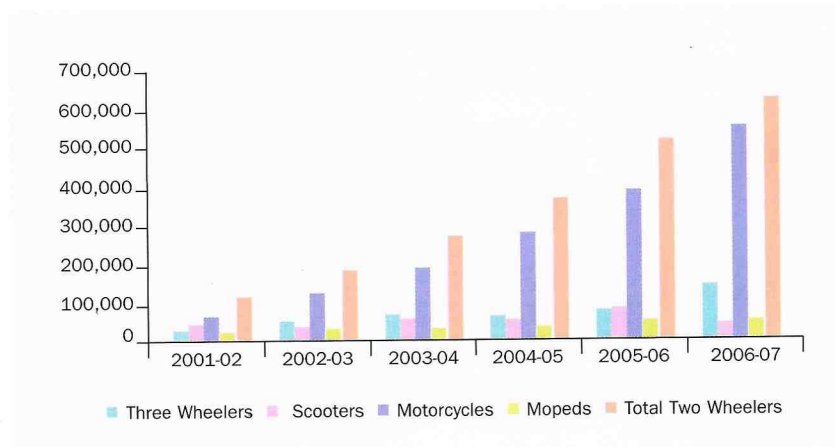
### Passenger Vehicles



### Commercial Vehicles



### Two & Three Wheelers





## SIAM Office Bearers

### SIAM Executive Committee 2006-2007

Company	Member	Alternate
Bajaj Auto Ltd	Mr Madhur Bajaj (President)	Mr Sanjiv Bajaj
Tata Motors Ltd	Mr Ravi Kant (Vice President)	Mr Prakash M Telang
Eicher Motors Ltd	Mr S Sandilya (Treasurer)	Mr A Ramasubramanian
Ashok Leyland Ltd	Mr R Seshasayee	
Cummins India Ltd	Mr Anant J Talaulicar	Mr Arun Ramachandran
Ford India Pvt Ltd	Mr Arvind Mathew	Dr Shripad Bhat
Force Motors Ltd	Mr Abhay Firodia	Mr Sudhir Mehta
General Motors India Pvt Ltd	Mr Rajeev Chaba	Mr P Balendran
Hero Honda Motors Ltd	Mr Pawan Munjal	
Hyundai Motor India Ltd	Mr H S Lheem	Mr A K Saxena
Maruti Udyog Ltd	Mr Jagdish Khattar	Mr Hirofumi Nagao
Mahindra & Mahindra Ltd	Dr Pawan Goenka	Mr Ketan Doshi
Piaggio Vehicles Pvt Ltd	Mr Ravi Chopra	
Royal Enfield Motors	Mr Siddhartha Lal	
Scooters India Ltd	Mr P Muthusamy	
Toyota Kirloskar Motor Pvt Ltd	Mr Atsushi Toyoshima	
TVS Motor Company Ltd	Mr Venu Srinivasan	
TVS Motor Company Ltd	Mr K N Radhakrishnan	
Volvo India Pvt Ltd	Mr Eric Leblanc	Mr G V Rao

## **Committees, Sub Committees, Working Groups, Task Forces and Core Groups ( 2006-2007)**

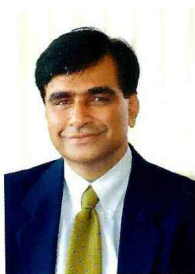
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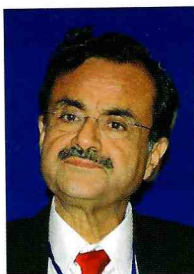
Mr Venu Srinivasan



Mr S Sandilya



Mr K K Swamy



Mr Jagdish Khattar

### **Committee on International Trade**

**Chairman – Mr Venu Srinivasan, Chairman & Managing Director, TVS Motor Company Ltd**

**Co-Chairman – Mr S Sandilya, Chairman, Eicher Group**

SIAM Committee on International Trade under the Chairmanship of Mr Venu Srinivasan deliberated and provided inputs on trade related issues, pertaining to WTO and India's Preferential Trade Agreements. SIAM gave suggestions to Ministry of Commerce & Industry and Ministry of Heavy Industries and Public Enterprises on the items relating to Automotive sector and other related issues. The committee also spearheaded SIAM initiatives on various international platforms like APEC Automotive Dialogue, ATPC initiative on WTO, etc., and held multiple briefings throughout the year.

### **Finance Committee**

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

The Committee Chairman and Treasurer SIAM, looks after the financial performance and monitors the budgeted and actual accounts of SIAM in consultation with office bearers and advises necessary modifications.

### **Committee on Taxation**

**Chairman – Mr K K Swamy, Deputy Managing Director, Toyota Kirloskar Motor Ltd**

The Committee under the Chairmanship of Mr K K Swamy had several interactions with Central Board of Excise & Custom (CBEC), Central Board of Direct Taxes & officials of Ministry of Finance on issues relating to Direct & Indirect Taxation during the period under review.

### **Committee on External Relations**

**Chairman – Mr Jagdish Khattar, Managing Director, Maruti Udyog Ltd**

The Committee worked with Central Government and different state governments in order to assist the state and city administrations in addressing safety and emission management from the transport sector.



## Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)

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Mr Mansoor Ahmed

### **Committee on Commercial Vehicles**

**Chairman – Mr Mansoor Ahmed, Vice President (Mktg),  
Volvo India Private Ltd**

The Committee on Commercial Vehicle Sector (Transportation Issues) deliberated on various issues ranging from Transport efficiency improvement – infrastructure, product configurations and enforcement – overloads, over-dimensions, roadworthiness, legal & taxation issues, logistics - hub & spoke system development, freight rates and seamless flow of goods including – JIT, transport delivery, vat, etc. Some of the subjects were also discussed during the Auto Conclave.



Mr M Takedagawa

### **Committee on Passenger Cars and MUVs**

**Chairman – Mr M Takedagawa, President & CEO,  
Honda Siel Cars India Ltd**

Committee on Passenger Cars and MUVs was set up to look into the commercial issues related to the passenger car industry. Several issues were covered during the Auto Conclave for Passenger Cars.



Mr Rajiv Dube

### **Committee on Classification of Vehicles**

**Chairman – Mr Rajiv Dube, Vice President,  
Tata Motors Ltd**

The Committee on Classification under the Chairmanship of Mr Rajiv Dube during the year under review sought to bring about consensus on various issues regarding classification of vehicles such as – Model-wise details; reporting of CBU/SKD in the new format; state-wise data in a new format; reporting of price data; reporting of imports, etc. The model-wise data was circulated to the members for the first time by SIAM under the aegis of this committee.



Mr Pawan Munjal

### **Committee on Two Wheelers**

**Chairman – Mr Pawan Munjal, Managing Director,  
Hero Honda Motors Ltd**

The Committee on Two Wheelers was set up to look into the commercial issues related to Two Wheeler industry. The committee has already drawn up its terms of reference. Some of the issues were discussed during the Auto Conclave. An international Roundtable on “World-wide Motorcycle Scenario” was organised.

## Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)

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Mr Ravi Chopra

### **Committee on Three Wheelers**

**Chairman – Mr Ravi Chopra, Managing Director,  
Piaggio Vehicles Pvt Ltd**

The Committee on Three-Wheelers was set up to look into the commercial issues related to Three-Wheeler industry. Some of the issues were discussed during the Auto Conclave. Under the Chairmanship of Mr Ravi Chopra, this committee also discussed the Fuel Efficiency regulations for three-wheelers.

### **Committee on Styling & Design (Auto Sector)**

**Chairman – Dr Pawan Goenka, President- Automotive  
Mahindra & Mahindra Ltd**

The Committee on Styling and Design was set up to give greater exposure and an enabling atmosphere to designers to be able to assimilate customer expectations into products being manufactured in India. A major Styling and Design Conclave is being organised on the sidelines of Auto Expo 2008, where international experts will make presentations and interact with local stakeholders.



Dr Pawan Goenka

### **Task Force on Emission Road Map**

**Chairman – Dr Pawan Goenka, President-Automotive, M&M Ltd**

A Task Force of CEO's was formed to suggest Emission Road Map beyond 2010. The first suggested proposal was presented to the SIAM Executive Committee.

### **Task Force on Diesel Image**

**Chairman – Dr Pawan Goenka, President-Automotive, M&M Ltd**

This Task force has been formed to look at ways to improve the image of Auto Industry in general and diesel vehicles in particular. A conclave was organised in February 2007 and a white paper on Diesel image has been prepared by this task force. This task force also has members from two technology providers, Bosch and Delphi.

### **Committee on Frontier Technologies**

**Chairman – Dr Pawan Goenka, President-Automotive, M&M Ltd**

The Committee under Dr Pawan Goenka identified Advanced Propulsion System, Manufacturing, Lighting, Materials and Safety as focus areas for the committee. The MNRE project on Hydrogen-CNG blend has been conceptualised and is likely to commence very soon.



## Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)

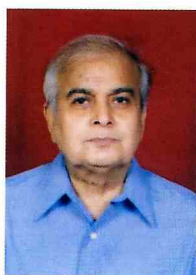


Mr Anant J Talaulicar

### Committee on Auto Engines

**Chairman – Mr Anant J Talaulicar, Managing Director,  
Cummins India Ltd**

The Committee looked at specific issues relating to IC engines, encompassing economic and technical, implications. The Committee held several meetings this year. One of the main subject which was formulated by this committee is the preparation of the SIAM roadmap for future emission regulations beyond 2014.



Dr K Kumar

### Committee on In-Use Vehicles

**Chairman- Dr K Kumar, Advisor, Maruti Udyog Ltd**

Under the Committee on In-Use Vehicles, two conclaves on Vehicles and Customer Services were organised by SIAM during the last year to share the best practices followed by member companies for after sales services. Some of the other important topics discussed during the conclave included Fleet Management and Vehicle Recycling Policy in India, the extent of counterfeit spare parts in Automotive Industry, options for service parts optimisation and Strategy for Vehicle Inspection Programmes in India.



Mr J K Deb

### Technical Committee on Emissions

**Chairman – Mr J K Deb, Director - Product Engineering,  
General Motors India Private Ltd**

The Committee is represented by all the Technical Heads of the member companies and focuses on the Emission related issues before SIAM. The Committee was engaged in discussions on the next stage emission norms and worked in finalising the draft text for BS IV emission norms. Work has also started in drafting the Type Approval procedure for BS IV vehicles. The committee is now actively deliberating on the Fuel efficiency regulations.



Mr Vinod K Dasari

### Committee on Auto Fuel

**Chairman – Mr Vinod K Dasari, Chief Operating Officer,  
Ashok Leyland Ltd**

The charter of this committee is to discuss and suggest specifications for Gasoline/ Diesel/ CNG/ LPG/ Bio-Diesel/ Ethanol etc. and ensure that it meets all type of emission regulations, present and future. This committee met three times last year.

## Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)



Mr T M Balaraman



Mr S Ravishankar



Mr K E Takawale



Mr M N Muralikrishana

### Technical Committee on CMVR & Safety Regulations

**Chairman – Mr T M Balaraman, General Manager,  
Bajaj Auto Ltd**

The committee is represented by all the Technical Heads of member companies which focuses on the safety related regulations, WP-29 activities, Harmonisation of regulations etc. The Committee provided inputs on drafts standards, alignment of existing AIS & IS to advanced levels of ECE Regulations and EEC Directives.

### Working Group on CMVR

**Chairman – Mr S Ravishankar, Senior General Manager,  
Tata Motors Ltd**

The working group provided technical inputs of the safety standards under preparation in the various AISC panels, safety facilities status at the testing agencies for preparedness for meeting notified standards.

### Technical Sub Committee on Passenger Vehicles

**Chairman – Mr K E Takawale, Senior General Manager,  
Toyota Kirloskar Motor Private Ltd**

The Sub Committee looks into technical issues, both emission and safety related, pertaining to passenger cars. This committee deliberated extensively on BS IV Emission regulations and On-Board Diagnostics Systems and submitted its recommendation to Ministry of Shipping, Road Transport & Highways. Presently the Technical Sub-Committee on Passenger Vehicles is drafting the Type Approval Procedure.

### Technical Sub Committee on Two and Three Wheelers

**Chairman – Mr M N Muralikrishana, Adviser, TVS Motor Company Ltd  
Co-Chairman – Mr V M Mundada, Advisor, Force Motors Ltd.**

The Two and Three Wheeler Sub Committee under the Chairmanship of Mr M N Muralikrishana met regularly to deliberate on consolidating industry position on future emission norms beyond 2005, durability of catalytic converters, evaluation of deterioration factor for two wheelers, use of alternative fuels, in-use vehicle norms, studies related to World Motorcycle Testing Cycle (WMTC) and other relevant issues. Members of this committee also represented the industry in International Motorcycle Manufacturers Association (IMMA).



# Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)



Mr B S Devgun

## Technical Sub Committee on Commercial Vehicles

**Chairman – Mr B S Devgun, Executive Director,  
Swaraj Mazda Ltd**

The sub committee looks into technical issues, both emission or safety related, pertaining to the commercial vehicles, including the bus and truck body code. The Committee organised stakeholder consultation on the truck code, provided inputs to the Emission Committee on next stage emission norms, and had detailed discussion with manufacturers on options for fuel efficiency regulations for this category of vehicles.



Mr Rajesh Uppal

## Task Force on IT Initiatives

**Chairman – Mr Rajesh Uppal, Chief General Manager,  
Maruti Udyog Ltd**

This Task Force aims to promote the use of Information Technology among member companies by creating a regular forum for discussions, exchange of information, sharing of best practices and creating awareness on new trends and developments. The Task Force catalyses the use of information technology in the areas of vehicle registration and driving licenses through drawing attention of relevant ministries, and stake holders focusing on the current best practice in creating a centralised database for vehicle registration and driving license records.



Mr R Bhurat

## Task Force on Anti Counterfeiting

**Chairman – Mr R Bhurat, Vice President,  
Mahindra & Mahindra Ltd**

The Task Force on Anti Counterfeiting was constituted under the Chairmanship of Mr R Bhurat. The Task Force sought to create awareness campaign on use of counterfeit components in the Automotive sector through workshops at the regional level involving stake holders – industry, judiciary, excise & customs, police, consumers and Trade Marks officials. A workshop for creating awareness of the subject was organised in Mumbai.



Capt N S Mohanram

## Task Force on Recycling

**Chairman – Capt N S Mohanram, Advisor,  
TVS Motor Company**

The Task Force under the Chairmanship of Capt N S Mohanram deliberated on Recycling and End of Life of Vehicles taking cognisance of existing regulations and experience worldwide. The committee is preparing a SIAM roadmap for recycling of vehicles.

## Committees, Sub Committees, Working Groups Task Forces and Core Groups ( 2006-2007)

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*Dr Aravind Bharadwaj*

### **Task Force on Automotive Infotronics**

**Chairman – Dr Aravind Bharadwaj, Executive Director,  
Ashok Leyland Ltd**

The Task Force on Automotive Infotronics aims to promote the use of Infotronics (In Vehicle and Inter Vehicle applications). The Task Force has developed a high-level operational blue-print to establish a common roadmap for automotive infotronics in India and achieve the right public-private partnership alignment between different ministries and private enterprises. The Task Force also creates awareness by organizing Exhibitions, National/International Conferences in the area of Automotive Infotronics. It is also spearheading the SIMBA project.



*Mr R Devarajan*

### **Society for Automotive Fitness & Environment (SAFE)**

**President – R Devarajan, Special Director,  
Ashok Leyland Ltd**

Society for Automotive Fitness and Environment (SAFE) has membership from vehicle manufacturers, ARAI, IIP, CIRT and NGOs in the governing council. SAFE worked on issues of road safety and in-use vehicle emission management with various Government Departments in major cities. Road Safety education has always been one of the major areas of focus for SAFE and under this initiative school children were taken on visits to various automobile manufacturing facilities and interactive programmes in partnership with Traffic and Transport Departments of State Government. Other initiatives includes free pollution check camps, driver training programmes with special focus on attitudinal change, traffic rules, fuel conservation and other safety tips.



## SIAM 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 of India Ltd
1969	Mr A H Tobaccowala	Tata Engineering. & Locomotive Co. Ltd
1970 & 1971	Mr A Sivasailam-	Simpson & Co. Ltd
1972 & 1973	Mr N K Firodia*	Bajaj Tempo Ltd
1974 & 1975	Mr J E Talaulicar	Tata Engineering. & Locomotive Co. Ltd
1976 & 1977	Mr Rahul Bajaj	Bajaj Auto Ltd
1978 & 1979	Mr P V Venkatesan	Premier Automobiles Ltd
1980 & 1981	Mr C V Karthik Narayanan	Standard Motor Product of India Ltd
1982 & 1983	Mr R J Shahaney	Ashok Leyland Ltd
1984 & 1985	Mr V Krishnamurthy	Maruti Udyog Ltd
1986 & 1987	Mr S L Bhatler	Hindustan Motors Ltd
1988/89 & 1989/90	Mr B De Souza	Mahindra & Mahindra Ltd
1990/91 & 1991/92	Mr 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 Honda Motors Ltd
1997/98 & 1998/99	Mr V M Raval	Tata Engineering & Locomotive Co. 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

\* Since deceased

## Members of SIAM

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1. Ashok Leyland Ltd	20. Kinetic Engineering Ltd
2. Atul Auto Ltd	21. Kinetic Motor Company Ltd
3. Bajaj Auto Ltd	22. LML Ltd
4. BMW India Pvt Ltd	23. Mahindra & Mahindra Ltd
5. Cummins India Ltd	24. Maruti Udyog Ltd
6. DaimlerChrysler India Pvt. Ltd	25. Piaggio Vehicles Pvt Ltd
7. Eicher Motors Ltd	26. Premier Ltd
8. Electrotherm India Ltd	27. Royal-Enfield
9. Fiat India Pvt Ltd	28. Scooters India Ltd
10. Force Motors Ltd	29. Simpson & Co. Ltd
11. Ford India Pvt Ltd	30. SkodaAuto India Pvt Ltd
12. General Motors India Pvt Ltd	31. Suzuki Motorcycle India Pvt Ltd
13. Greaves Cotton Ltd	32. Swaraj Mazda Ltd
14. Hero Honda Motors Ltd	33. Tata Motors Ltd
15. Hindustan Motors Ltd	34. Tatra Vectra Motors Ltd
16. Honda Motorcycle & Scooter India (P) Ltd	35. Toyota Kirloskar Motor Pvt Ltd
17. Honda Sael Cars India Ltd	36. TVS Motor Company Ltd
18. Hyundai Motor India Ltd	37. Volvo India Pvt Ltd
19. International Cars & Motors Ltd	38. Yamaha Motor India (P) Ltd

\*Member up to 31st March 2007



## Affiliation & Liaison with other Associations & Institutions

### India

All India Motor Transport Congress

Aluminum Association of India

Association of State Road Transport Undertakings

Asian Development Bank

Automotive Component Manufacturers Association of India

Automotive Tyre Manufacturers Association

Automotive Services Equipments Association

Bureau of Indian Standards

Central Institute of Road Transport

Central Road Research Institute

Confederation of Indian Industry

Delhi Transport Corporation

Federation of Automobile Dealers Association

Federation of Motor Sports Club of India

Indian Diesel Engine Manufacturers Association

Indian Institute of Petroleum

Indian Machine Tool Manufacturers Association

Indian Institute of Metals

Indian Institute of Technology

Indian Steel Alliance

Indian Rubber Institute

Indian Institute of Foreign Trade

Insurance Regulatory and Development Authority

Institute of Road Traffic Education

International Centre for Automotive Technology

## Affiliation & Liaison with other Associations & Institutions

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National Institute of Design

National Automotive Testing and R&D Infrastructure Project (NATRIP)

Petroleum Federation of India

Research & Information Systems for Non-aligned and Other Developing Countries

Technology Information Forecasting & Assessment Council

The Automotive Research Association of India

The Energy and Resources Institute

The World Bank

Tractor Manufacturers Association

Vehicle Research & Development Establishment (VR&DE)

Western India Automobile Association



## Affiliation & Liaison with other Associations & Institutions

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### Overseas

ACEA (EU Automotive Association), Brussels

ANFINA (Brazil Automotive Association), Brazil

Asia Pacific Economic Cooperation Automotive Dialogue

ASEAN Automotive Federation

Asian Motorcycle Union (UAM)

Association of Indonesian Automotive Industries (GAIKINDO), Indonesia

Association Nazionale fra Industrie Automobilistiche, Torino, Italy

Association of Fabricas de Automotores, Buenos Aires, Argentina

Automotive Federation Malaysia

Automotive Research & Testing Centre, Taiwan

Automotive Policy Planning, METI, Japan

Automotive Trade Policy Council, USA

Chambers Syndicate des Constructeurs d Automobiles, Paris, France

China Association of Automobile Manufacturers, Beijing, P R China

Clean Air Initiatives of Asian Cities (CAI-Asia)

Diesel Technology Forum, USA

Engine Manufacturers Association, USA

Federation of Asian Motorcycle Industries, Singapore

Federal Chamber of Automotive Industry, Australia

Federation of Nepal Chamber of Commerce & Industry, Nepal

Founder Member: Federation of Asian Motorcycle Industries, Singapore

Government of Ontario, Canada

Indonesian Motorcycle Industry Association, Jakarta, Indonesia

International Energy Agency

International Motorcycle Manufacturers Association, Geneva

## Affiliation & Liaison with other Associations & Institutions

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Japan Automobile Manufacturers Association Inc, Tokyo, Japan

Japan Automobile Standards Internationalisation Centre, Tokyo, Japan

Japan Society for Automotive Engineers

Korea Automobile Manufacturers Association, Seoul, Korea

Malaysia Automotive Association

Mitra Emisi Bersih, Indonesia

Motor Vehicle Manufacturers Association, Italy

Motorcycle and Scooter Assemblers and Distributors Association of Malaysia, Penang, Malaysia

Motorcycle Development Program Participants Association, Pasig City, Philippines

Philippine Automotive Federation, Philippines

National Alternative Fuel Training Consortium, USA

National Highway Traffic & Safety Authority, USA (NHTSA)

Nepal Auto Dealers Association, Nepal

Organisation Internationales des Constructeurs d Automobiles, Paris, France

SAE International, USA

Singapore Motorcycle Trade Association, Singapore

Taiwan Transportation Vehicle Manufacturers Association, Taipei, Taiwan

Thai Automotive Industry Association, Bangkok, Thailand

Thailand Automotive Institution, Thailand

Thai Auto Parts Manufacturers & Traders Ltd, UK

The Ceylon Motor Traders' Association (CMTA), Sri Lanka

The Society of Motor Manufacturers & Traders Ltd, London, UK

Transport Research Laboratory, UK

US Department of Commerce , USA

US Department of Energy, USA



## Affiliation & Liaison with other Associations & Institutions

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UNECE-WP.29 - World Forum for Harmonisation of Vehicle Regulation

US Environment Protection Agency, USA

Verband der Automobilindustrie e.v. Frankfurt, Germany

Vietnam Register, Vietnam

Windsor Essex County Development Commission

## **SIAM Secretariat**

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### **Society of Indian Automobile Manufacturers**

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India Habitat Centre  
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***SIAM***

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