

1st  
**ANNUAL  
REPORT  
1998-99**

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**SIAM**  
SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS

# **SIAM**

Society of Indian Automobile Manufacturers

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**1<sup>st</sup> Annual Report**  
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# **SIAM**

SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS

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## President's Message



Formation of Society of Indian Automobile Manufacturers (SIAM) is one of the important landmarks in the history of Indian Automobile Industry, and the credit for this goes to the entire automobile industry fraternity.

To start with some of the activities of AIAM have been entrusted to SIAM. The First Auto Expo of the New Millennium (January 12-18, 2000) will be organised by SIAM in co-operation with CII and ACMA. To showcase Indian Automobile Industry's commitments for the new era is a challenge before all of us.

The coming years will be crucial for the Automobile Industry as we gear up to meet tough environmental and economic challenges and commitments in the area of international trade in the 21st Century. I am confident that Indian Automobile Industry will emerge stronger and integrate with the global economy faster.

Let us today pledge SIAM's commitment to strengthening and deepening of the Industry in the country and developing an internationally competitive industry.

I would like to acknowledge the support extended to me by all members during my tenure as President, SIAM. I welcome my successor and wish him success in his endeavour to enhance the Industry's role as a responsible Corporate Citizen.

I also express my sincere thanks to various authorities in the Government, Institutions, other Industry Associations and NGOs for their whole-hearted support and co-operation during my tenure as President of this august body.

Dated 14 May, 1999

A handwritten signature in black ink, appearing to read "Raval".

Vinod M Raval

## About the Society

The apex national association representing Auto Industry was incorporated as AIAM, 39 years ago. Over the years, apart from protecting and promoting the interest of the Automobile Industry, the Association has acquired a social face, with increasing emphasis on environment and safety related issues.

Keeping pace with the changing needs and in order to facilitate greater flexibility in operation, a society, namely, *Society of Indian Automobile Manufacturers (SIAM)* was formed in May 1998. All the companies who were the members of AIAM have become members of SIAM. In addition 3 new companies have also taken SIAM membership.

In the beginning SIAM will carry on part of the responsibilities of AIAM and then gradually all the activities of AIAM will be handed over to SIAM.

It aims to promote sustainable development of the Automobile Industry, focusing on technology upgradation for environment and safety.

SIAM is an important channel of communication for the Automobile Industry with the Government and National and International organisations. In keeping with the liberalised economic environment, the Society is committed to playing a proactive role in all issues of relevance to the Industry.

The Society also aims to play a pro-active role in creating awareness on important matters like Road Safety and Environment Protection. SIAM will organise, biennially, the Auto Expo series of Trade Fairs in co-operation with Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA).

SIAM is committed to the advancement of vehicular technology in India, which would ensure that the products are environment friendly, with enhanced safety features, are cost effective and provide mobility to an increasing number of people.

The Indian Automobile Industry has an agenda for the future and SIAM hopes to be a catalyst in its endeavour to create an internationally competitive Automobile Industry and enhance the role of the industry as a responsible corporate citizen.

## The Indian Automobile Industry – An Overview

The economic slowdown in the country has adversely affected the Indian Automobile Industry. The Industry showed a growth rate of +20% in the period from 1993 to 1996. Thereafter, especially from the second half of 1996, there has been a slowdown in the growth rate. This aggravated further in 1997-98. There has been, in the period April'98 to March'99, an overall growth of 7% in terms of numbers contributed mainly by the double digit growth of Two Wheelers which account for about 75% of the total vehicle sales.

The Four Wheelers segment has shown a dismal growth (-7%) during the same period. The Commercial Vehicles have shown a negative growth (-12%) and Cars have registered a negative growth (-2%). The Multi-Utility segment continues on a decline at a negative growth of (-16%). Three-Wheeler Sales also dropped sharply by 10% during the year 1998-99. Only the Two Wheeler segment has witnessed a positive growth rate of 12%.

Political uncertainty, overall recession in the economy and the resultant slow down in the industrial production, high cost & non-availability of capital, lack of business confidence, low investment in the public and private sector and inadequate infrastructure development are some of the factors contributing to the slowdown in the growth of the industry.

The new joint ventures are slowly settling down and planning to invest substantial amounts in the forthcoming years. A conducive business environment is essential for the success of their ventures.

Due to its far reaching forward and backward linkages, the Automobile Industry has come to play an important role in the national economy in terms of contribution to GDP, revenue collections of the Central and the State Governments, direct and indirect employment generated, passenger and freight movement and technology spin-off effect on related sectors of the industry.

The recession in the Automobile Industry will not only adversely affect the OEMs but also the other connected industries like auto components, accessories, steel etc.

A number of new models have been launched recently. There has been a surge in the choice for customers in the small / economy car market with Hyundai (Santro), Daewoo (Matiz) and even the Commercial Vehicles giant TELCO (Indica) stepping into the race. Maruti Udyog, the market leader in small cars is planning to launch many new models. Fiat Siena is another eagerly awaited car which was launched recently. All Two Wheeler companies are introducing a number of new models, many of which are 4 stroke models, and are products of indigenous design and development.

With the support promised by the Government, the industry hopes that it can revive its position in the market at least in the forthcoming months, though uncertain political climate has once again cast its shadow on the economy.

## Organisational Matters

The Indian Automotive Industry has come a long way since its advent in late forties. The current decade, particularly the post-liberalisation period has brought about a radical change in the complexion and size of the Indian Automotive Industry.

Fraternity of vehicle manufacturers has grown over the years with the entry of world players in the automobile industry who have set up manufacturing base in India either on their own or in collaboration with local partners.

In keeping with the changing profile and role of automotive industry and to have greater flexibility in operation in the emerging world order, it was decided to constitute a society - Society of Indian Automobile Manufacturers (SIAM).

Accordingly, SIAM was registered on 27.5.98 under the Societies Registration Act. SIAM has also since been registered as a charitable institution under Section 12A of the Income Tax Act, 1961.

All the members of AIAM have also become members of SIAM. In addition, three new companies, viz. Fiat India Automobiles Ltd., Piaggio Greaves Vehicles Ltd. and Toyota Kirloskar Motors P Ltd have been admitted as members of SIAM.

To start with, SIAM has taken over from AIAM the following activities:

- Seminars & Conferences
- Projects
- Studies & Reports
- Auto Expo
- Statistical Services
- Interaction with the Government

In due course of time, SIAM will be entrusted with more and more activities and will eventually take over from AIAM as the sole representative body of Indian Vehicle and Vehicular Engine Manufacturers.

Since its formation, Executive Committee of SIAM has held 6 meetings, one of which was held outside Delhi, in Mumbai.

Mr V M Raval, Mr Venu Srinivasan and Mr Brijmohan Lall were elected the first President, Vice President and Treasurer, respectively.

Total number of Members as on 31<sup>st</sup> March 1999 stood at 33. Their names are given in a statement appended to this Report.

During the period under report, two changes were made in the nominees of member companies in the Executive Committee, as under:

Company	Original Member	New Member
Eicher Motors Ltd	Mr S Sandilya	Mr Subodh Bhargava
Hindustan Motors Ltd	Mr S L Bhatte	Mr A S Narayanan

On behalf of the Executive Committee

  
Vinod M Raval  
President

## Activities of SIAM

### **Mumbai Auto Show (10-13 April, 1999)**

The Mumbai Auto Show was organised by CII, SIAM & ACMA from 10-13 April, 1999 at the NSCI Vallabhai Stadium.

The Auto Show had participation from Vehicle manufacturers, Auto Component and Accessories manufacturers alongwith Vehicle designers. Vintage car models were also on display in the show.

### **Auto Expo 2000 (12-18 January 2000)**

 5<sup>th</sup> Auto Expo 2000 will be organised in New Delhi during 12-18 January 2000 jointly by Society of Indian Automobile Manufacturers (SIAM), Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA). The show is ranked among the leading Automotive Shows in the world.

### **SIAM Newsletter – Viewpoint**

Viewpoint is a quarterly newsletter initiated by SIAM to disseminate information on various issues relating to the Automobile Industry. It will provide a forum for debating issues, seeking advice and solutions. The first issue of the newsletter was released in April 1999.

## Automobile Production Trend

CATEGORY						(in Nos.)
	1994-95	1995-96	1996-97	1997-98	1998-99	% CHANGE 1998-99 OVER 1997-98
M& HCVs	102002	129651	155696	95854	80528	-16
LCVs	92997	87786	84855	65040	55363	-15
<b>TOTAL CVs</b>	<b>194999</b>	<b>217437</b>	<b>240551</b>	<b>160894</b>	<b>135891</b>	<b>-16</b>
CARS	264368	348240	411145	401002	390709	-3
MULTI-UTILITY VEHs	49371	106251	134583	134653	113328	-16
SCOOTERS	1030803	1224889	1312920	1279467	1315055	3
MOTORCYCLES	647521	809087	988233	1125958	1387286	23
MOPEDS	516936	622041	678074	667242	672167	1
<b>TOTAL 2 WHEELERS</b>	<b>2195260</b>	<b>2656017</b>	<b>2979227</b>	<b>3072667</b>	<b>3374508</b>	<b>10</b>
THREE WHEELERS	133193	176413	221619	234867	209033	-11
<b>GRAND TOTAL</b>	<b>2837191</b>	<b>3504358</b>	<b>3987125</b>	<b>4004083</b>	<b>4223469</b>	<b>5</b>

## Automobile Sales Trend (Inclusive of Exports)

CATEGORY	1994-95	1995-96	1996-97	1997-98	1998-99	(in Nos.)
						% CHANGE 1998-99 OVER 1997-98
M& HCVs	103717	128341	151117	94131	83234	-12
LCVs	94863	87297	84395	63767	56331	-12
<b>TOTAL CVs</b>	<b>198580</b>	<b>215638</b>	<b>235512</b>	<b>157898</b>	<b>139565</b>	<b>-12</b>
CARS	264803	345340	411305	417720	409966	-2
MULTI-UTILITY VEHs	51072	104260	134641	133302	111710	-16
SCOOTERS	1033538	1222649	1301051	1262699	1325868	5
MOTORCYCLES	652032	809527	978682	1131314	1395657	23
MOPEDS	523700	626112	683756	648842	681902	5
<b>TOTAL 2 WHEELERS</b>	<b>2209270</b>	<b>2658288</b>	<b>2963489</b>	<b>3042855</b>	<b>3403427</b>	<b>12</b>
THREE WHEELERS	133288	177055	220436	233733	210220	-10
<b>GRAND TOTAL</b>	<b>2857013</b>	<b>3500581</b>	<b>3965383</b>	<b>3985508</b>	<b>4274888</b>	<b>7</b>

## Automobile Exports

CATEGORY	1994-95	1995-96	1996-97	1997-98	1998-99	(in Nos.)	
						% CHANGE 1998-99 OVER 1997-98	
M& HCVs	7813	8560	6606	5872	4544	-23	
LCVs	8069	6995	7230	8212	5564	-32	
<b>TOTAL CVs</b>	<b>15882</b>	<b>15555</b>	<b>13836</b>	<b>14084</b>	<b>10108</b>	<b>-28</b>	
CARS	20406	28851	37161	29705	25464	-14	
MULTI-UTILITY VEHs	3736	2987	2484	3288	2654	-19	
SCOOTERS	23197	23106	26236	30267	28753	-5	
MOTORCYCLES	31569	48596	50353	45338	35461	-22	
MOPEDS	62863	42269	48139	49899	35788	-28	
<b>TOTAL 2 WHEELERS</b>	<b>117629</b>	<b>113971</b>	<b>124728</b>	<b>125504</b>	<b>100002</b>	<b>-20</b>	
THREE WHEELERS	24941	32214	21973	18595	21138	14	
<b>GRAND TOTAL</b>	<b>182594</b>	<b>193578</b>	<b>200182</b>	<b>191176</b>	<b>159366</b>	<b>-17</b>	

## SIAM Office Bearers

### SIAM Executive Committee for the year 1998-99

Company	Member	Alternate Member
Tata Engineering & Locomotive Co. Ltd.	Mr Vinod M Raval (President)	Mr J Ramnath
TVS-Suzuki Ltd	Mr Venu Srinivasan (Vice President)	Mr C P Raman
Hero Honda Motors Ltd	Mr Brijmohan Lall (Treasurer)	Mr Pawan Kant Munjal
Ashok Leyland Ltd	Mr R J Shahaney	Mr R Seshasayee
Bajaj Auto Ltd	Mr Rahul Bajaj	Mr Madhur Bajaj
Bajaj Tempo Ltd	Mr Abhay Firodia	Mr M G Chopda
Daewoo Motors India Ltd	Mr S G Awasthi	
Eicher Motors Ltd	Mr Subodh K Bhargava	Mr S Sandilya
Escorts Yamaha Motor Ltd	Mr Nikhil Nanda	Mr Bharat Caprihan
Hindustan Motors Ltd	Mr A S Narayanan	Mr R Santhanam
Kinetic Engg Ltd	Mr Arun Firodia	Mr M K Khera
LML Ltd.	Mr Deepak Kumar Singhania	Mr R D Jayal
Mahindra & Mahindra Ltd	Mr Anand Mahindra	Mr Alan Durante
Majestic Auto Ltd	Mr Pankaj Munjal	Mr Mahesh Munjal
Maruti Udyog Ltd	Mr R S S L N Bhaskarudu	Mr A R Halasyam
The Premier Automobiles Ltd	Mr Maitreya V Doshi	Mr Ramesh L Adige
Royal Enfield Motors, (A Unit of Eicher Ltd.)	Mr P K Purang	
Simpson & Co Ltd.	Mr V Prabhakar Rao	Mr D G K Reddy
Swaraj Mazda Ltd	Mr Yash Mahajan	Mr B S Devgun

Secretary :

Mr Rajat Nandi

## SIAM Committees and their Chairmen

Exim Policy Committee	Mr Subodh Bhargava
Technical Committee	Dr K Kumar
Committee on Rules & Regulations of Association	Mr R J Shahaney
Committee on I & C Project	Mr R Ramakrishnan
Task Force on Auto Policy	Mr R Seshasayee
Task Force on Classification of Vehicles	Mr Abhay Firodia
Committee on WTO	Mr Jairam Ramnath
Project on Road Safety, Traffic & Transport Systems Management	Mr Venu Srinivasan
Core Group on External Communications	Mr Subodh Bhargava
Core Group on Alternate Fuels – Focus CNG	Mr Ravi Santhanam
Core Group on Clean Air – Delhi	Mr Jairam Ramnath
Committee on Highway Policies & Road Infrastructure	Mr Ravi Uppal

## Registered Office

**Core 4B, 5<sup>th</sup> Floor**

**India Habitat Centre**

**Lodi Road, New Delhi – 110 003**

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## Members of Society of Indian Automobile Manufacturers

### **Ashok Leyland Ltd**

Grindlays Centre  
19 Rajaji Salai  
Chennai – 600 001  
Ph : +91 44 534 1110  
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### **Bajaj Auto Ltd**

Mumbai-Pune Road  
Akurdi, Pune – 411 035  
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### **Bajaj Tempo Ltd**

Mumbai-Pune Road  
Akurdi, Pune – 411 035  
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Fax : +91 20 773 017

### **Daewoo Motors India Ltd**

International Trade Tower  
F-Block, S-2 Floor, Nehru Place  
New Delhi – 110 019  
Ph : +91 11 628 7826 / 27 / 29  
Fax : +91 11 628 7830

### **Eicher Motors Ltd**

Eicher House  
12 Commercial Complex  
Greater Kailash-II (Masjid Moth)  
New Delhi – 110 048  
Ph : +91 11 643 1965 / 644 5521  
Fax : +91 11 621 3321 / 643 1929

### **Escorts Yamaha Motor Ltd**

19/6 Mathura Road  
Faridabad – 121 006  
Ph : +91 124 276 659 / 685  
Fax : +91 124 276 713

### **Fiat India Automobiles Ltd**

C/o Ind Auto Ltd  
LBS Marg, Kurla  
Mumbai – 400 070  
Ph : +91 22 514 2186  
Fax : +91 22 514 7107

### **Ford India Ltd**

Via S P Koil Post  
Chengalpattu – 603 204  
Tamil Nadu  
Ph : +91 4114 543 75  
Fax : +91 4114 542 78 / 79

### **General Motors India Ltd**

Chandrapura Indl Estate  
Dist Panchmahal  
Halol – 389 350 (Gujarat)  
Ph : +91 2676 210 00 / 75  
Fax : +91 2676 206 66

### **Greaves Ltd**

Petrol Engines Unit  
P O Box 891, Thoraipakkam  
Chennai – 600 096  
Ph : +91 44 496 1539  
Fax : +91 44 496 0721

### **Hero Honda Motors Ltd**

34, Basant Lok  
Vasant Vihar  
New Delhi – 110 057  
Ph : +91 11 614 2451 / 4121 – 24  
Fax : +91 11 614 3321 / 3198

### **Hindustan Motors Ltd**

6B, GST Road  
St Thomas Mount  
Chennai – 600 016  
Ph : +91 44 234 6651  
Fax : +91 44 234 2243

**Honda Siel Cars India Ltd**

Plot No. A-1, Sector 40/41  
Surajpur – Kasna Road  
Greater Noida Indl Dev Area  
Dist Gautam Budh Nagar (UP)  
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**Hyundai Motor India Ltd**

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39, T T K Road, Alwarpet  
Chennai – 600 018  
Ph : +91 4111 562 75 - 79  
Fax : +91 4111 563 80

**Kinetic Engg Ltd**

D-1 Block, Plot No. 18/2  
Chinchwad, Pune – 411 019  
Ph : +91 20 772 715 / 774 301  
Fax : +91 20 775 843

**Kinetic Honda Motors Ltd**

Neeta Towers  
Opp. Sandwik Asia Ltd  
Mumbai – Pune Road  
Dapodi, Pune – 411 012  
Ph : +91 20 796 285 / 794 903 – 5  
Fax : +91 20 794 968 / 906

**LML Ltd**

B-17 Greater Kailash I  
New Delhi – 110 048  
Ph : +91 11 623 4403 – 7  
Fax : +91 11 623 4401

**Maharashtra Scooters Ltd**

C/o Bajaj Auto Ltd  
Mumbai –Pune Road  
Akurdi, Pune – 411 035  
Ph : +91 20 771 787 / 772 851 – 57  
Fax : +91 20 773 399

**Mahindra & Mahindra Ltd**

Gateway Building  
Apollo Bunder  
Mumbai – 400 001  
Ph : +91 22 493 1441 / 497 5189  
Fax : +91 22 497 5193

**Majestic Auto Ltd**

601 International Trade Tower  
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New Delhi – 110 019  
Ph : +91 11 621 6699 / 66 / 72  
Fax : +91 11 647 5194

**Maruti Udyog Ltd**

Jeevan Prakash, 11th Floor  
25 Kasturba Gandhi Marg  
New Delhi – 110 001  
Ph : +91 11 331 6831 / 3344  
Fax : +91 11 331 8754 / 371 3575

**Mercedes-Benz India Ltd**

Sector 15A , Chikhali Village  
Pimpri, Pune – 411 018  
Ph : +91 20 777 236 / 7  
Fax : +91 20 777 257 / 772 885

**PAL-Peugeot Ltd**

Kalyan Shil Road  
Manpada, Dombivli (E)  
Dist Thane – 421 204  
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Fax : +91 251 470 510

**Piaggio Greaves Vehicles Ltd**

101-B/102, "PHOENIX"  
Bund Garden Road  
Pune – 411 001  
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Fax : +91 20 601 546

# SIAM

Society of Indian Automobile Manufacturers

## **The Premier Automobiles Ltd**

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Mumbai – 400 070  
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## **Royal Enfield Motors**

(A Unit of Eicher Ltd)  
P O Box 5284  
Tiruvottiyur  
Chennai – 600 019  
Ph : +91 44 573 4442 / 573 3300  
Fax : +91 44 573 3253 / 573 4249

## **Simpson & Co. Ltd**

861 / 862 Anna Salai  
Chennai – 600 002  
Ph : +91 44 853 4918  
Fax : +91 44 853 4590

## **Swaraj Mazda Ltd**

SCO 204-205, Sector 34A  
Chandigarh - 160 008  
Ph : +91 172 647 700  
Fax : +91 172 615 111

## **Tata Cummins Ltd**

Hans Stoehr Road  
TELCO Township  
Jamshedpur – 831 004  
Ph : +91 657 487 552 / 555 – 8  
Fax : +91 657 487 553 – 8

## **Tata Engineering & Locomotive Co Ltd**

Bombay House  
24, Homi Mody Street  
Mumbai – 400 001  
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Fax : +91 22 283 6515

## **Toyota Kirloskar Motor P Ltd**

#21/14A "Sana Plaza" M G Road  
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Ph : +91 80 559 7426 - 29  
Fax : +91 80 559 7422 / 25

## **TVS-Suzuki Ltd**

Jayalakshmi Estate  
8 Haddows Road  
Chennai – 600 005  
Ph : +91 44 827 2233  
Fax : +91 44 825 7121 / 826 6144

## **Volvo India Pvt Ltd**

201, Embassy Square  
148, Infantry Road  
Bangalore – 560 003  
Ph : +91 8111 652 61 / 51 – 60  
Fax : +91 8111 652 80

## Affiliations & Liasons with other Associations & Institutions

### India

- All India Motor Transport Congress, New Delhi
- Association of State Road Transport Undertakings, New Delhi
- Automotive Component Manufacturers Association of India, New Delhi
- Automotive Research Association of India, Pune
- Automotive Tyre Manufacturers Association, New Delhi
- Ball & Roller Bearing Manufacturers Association of India, New Delhi
- Bureau of Indian Standards, New Delhi
- Central Institute of Road Transport, Pune
- Central Road Research Institute, Delhi
- Confederation of Indian Industry, New Delhi
- Federation of Automobile Dealers Association, Mumbai
- Indian Institute of Petroleum, Dehradun
- Indian Institute of Technology, Delhi
- Indian Machine Tool Manufacturers Association, New Delhi
- Vehicles Research & Development Establishment, Ahmednagar

### Overseas

- The Society of Motor Manufacturers & Traders Ltd, London, UK
- Federation of Asian Motorcycle Industries, Singapore
- Association of Fabricas de Automotores, Buenos Aires, Argentina
- Association Nazionale fra Industrie Automobilistiche, Torino, Italy
- Chambers Syndicate des Constructeurs d Automobiles, Paris, France
- Japan Automobile Manufacturers Association Inc, Tokyo, Japan
- Manufacturers of Emission Controls Association, Washington DC, USA
- Organisation Internationale des Constructeurs d Automobiles, Paris, France
- The Association of Swedish Automobile Manufacturers & Wholesalers, Stockholm, Sweden
- Verband der Automobilindustrie e.v. Frankfurt, Germany

**SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS**

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