

## ***FADA sets to host the 2nd edition of Vyapar in Kerala***

- ***With participation from 200+ delegates, the conclave will set the direction for Kerala's automobile growth journey***

**29<sup>th</sup> November 2025, Kerela:** The **Federation of Automobile Dealers Associations (FADA)** today hosted the **20th edition of FADA Vyapar** and the **2nd edition of Vyapar Kerela**, centered around the theme "**Together, we drive the future.**" The conclave set to reinforce the state's position as a progressive business hub for business and economic expansion.

The upcoming event will convene industry leaders, policymakers and entrepreneurs to jointly shape the future of mobility and trade in the region. The inauguration will be led by **Hon'ble Minister for Law, Industries & Coir, Government of Kerala, Shri P. Rajeeve**, alongside **Mr. C. S. Vigneshwar, President, FADA**. Also gracing the occasion will be **Mr. Manoj Kurup, Chairperson, FADA Kerala**; **Mr. Anurag Ranjan Chowdhury, President – Business, Rosmerta Technologies Ltd**; and **Mr. Sony Cheeran, Director – Two Wheeler, FADA Kerala**. The event will host over 200 dealers representing various regions and business verticals.

Speaking on the occasion, **Mr C S Vigneshwar, President, FADA**, said, "*Kerala has consistently led the nation with its progressive vision, setting benchmarks in literacy, human development, tourism, healthcare, digital inclusion, and entrepreneurship. The state also stands at the forefront of mobility with forward-thinking policies, informed consumers, and a retail ecosystem built on performance, transparency, and service. Backed by strong infrastructure, committed leadership, and a highly skilled workforce, Kerala is well-positioned to shape India's mobility future. As an association, FADA is committed to working alongside the state to elevate Kerala from a strong market to a true hub of mobility innovation.*"

*He further added, "Since 1964, FADA has played a pivotal role as the bridge between the Government, OEMs, and dealers—championing data transparency, model dealer agreements, skill development, and inclusivity through initiatives such as the FADA Academy, WIF, and GenX. We continue to actively pursue key reforms, including the implementation of CMVR and the resolution of the Compensation Cess issue, to safeguard dealer interests".*

The day will feature an Interactive Session with **Mr. Nagaraju Chakilam, IPS, Transport Commissioner, Govt of Kerala**, moderated by **Mr Manoj Kurup, Chairperson, FADA Kerala & Managing Partner & CEO, Radhia Motors**, where discussions will focus on improving ease of doing business for dealerships, streamlining vehicle registration and compliance systems, enhancing transport infrastructure and scaling digital governance solutions. This session aims to foster direct, solution-driven dialogue between policymakers and the dealer community, paving the way for more efficient operational and regulatory frameworks.

Following this, a high-impact **Session on the Future of Auto Dealerships in India** led by **Mr Hemal N Thakkar, Senior Practice Leader & Director, Crisil Ltd**, will examine the changing landscape of automotive retail in the country. The session will forecast the impact of digital customer journeys, EV-driven business restructuring, evolving financing formats and the need to build lean yet high-performing dealership models to sustain profitability and relevance over the next decade.

The conference will then host a **Session on How to Leverage AI in the Automotive Industry to Boost Profitability**, featuring **Mr Akhil Mathew, Business Strategist, Beegains**, and **Mr Mohammed Jabeen, AI**



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**Analyst, Beegains**, emphasising how AI-enabled systems are set to revolutionise dealership management across customer lifecycle mapping, predictive demand planning, CRM optimisation, targeted marketing and aftersales performance. The session will outline actionable use cases for dealership owners seeking immediate and measurable improvements in business efficiency and revenue generation.

This will be followed by an address by **Ms Rashmi Kale, Chairperson – Women in FADA**, highlighting the rising participation of women in the automotive industry, and another by **Mr Rishabh Sanghi, Chairman – FADA GenX**, spotlighting the growing role of young leaders in transforming dealership capabilities through innovation and digital-led management. A dedicated **Session on Skill Development** by **Mr Arindam Lahiri, CEO, ASDC**, will underline the need for a future-ready workforce trained in EV technologies, diagnostics, digital automotive sales and emerging service formats, stressing the importance of industry-led upskilling to build competitiveness across the mobility value chain.

The programme will conclude with the leadership talk **“A Clear Mind is the Best Business Strategy”** by **Prof Dr Ushy Mohandas, CEO, Dr Ushy’s Wisdom Works**, reinforcing the importance of mental clarity, resilience and emotional well-being in shaping effective business leadership, sound decision-making and organisational performance.

**More than 200 delegates from across the region will be participating**, making this edition one of the most comprehensive and influential platforms for networking, business growth and knowledge exchange in the state.

#### About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India