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**Conference on**

**Reinventing After Market Services through Innovation**

14 November, 2014 at Chennai Trade Centre, Chennai, India

**0900 Hrs Registration**

**1000 Hrs - 1115 Hrs Inaugural Session**

1000 Hrs Welcome & Theme Address **Mr R Dinesh**

Chairman, Auto Serve 2014 &

Joint Managing Director

T V Sundram Iyengar & Sons Ltd

1010 Hrs Special Address **Mr Sumit Sawhney**

Country CEO and Managing Director

Renault Operations - India

1020 Hrs Special Address **Mr Sudhir Rao**

Chairman & Managing Director

Skoda Auto India Pvt Ltd

1030 Hrs Special Address **Mr C V Sankar, I.A.S**

Principal Secretary to Government

Industries Department

Government of Tamil Nadu

1040 Hrs Special Address **Mr Navas Meeran**

Chairman – CII Southern Region &

Managing Director

Eastern Condiments Pvt Ltd

1050 Hrs Inaugural Address by **Mr P Thangamani**

‘Chief Guest’ Minister for Industries

Government of Tamil Nadu

1105 Hrs Vote of Thanks  **Mr R Dinesh**

1115 Hrs **Inauguration of ‘Auto Serve 2014 Exhibition’**

1115 Hrs – 1130 Hrs Tea / Coffee Break

**1130 Hrs - 1300 Hrs Panel Discussion on “After Sales at Cross Roads”**

*As one of the most mature industries contributing to the national economy, the automotive aftermarket is clearly at a juncture amidst various thrust factors like consolidation of businesses, evolving market structures, spiking oil and raw material costs, reducing margins, changing consumer preferences etc. The session shall address on the multiple perspectives of aftermarket including parts, service, sales, third party etc and attempts to address the disruption happening in the automotive value chain (with special focus on after sales).*

1130 Hrs – 1140 Hrs Context Setting by **Mr Ashwin Jacob**

Session Chairman Partner

KPMG

Panelist **Mr S Parthasarathy**

Chief Executive Officer

Rane (Madras) Ltd

Panelist  **Mr Y V S Vijayakumar**

Chief Executive Officer

Mahindra First Choice Services

Panelist **Mr Dipankar Acharya**

Regional Chief Executive - North & West India

Royal Sundaram Alliance Insurance Company Ltd

Panelist **Mr Ravi Chawla**

Managing Director

Gulf Oil Lubricants India Ltd

Panelist **Mr K Ramakrishnan**

Executive Director

Spark Capital Advisors (India) Pvt Ltd

Panelist **Mr S Ramachandran**

Chief Executive Officer

Speed-A-Way Pvt Ltd

1210 Hrs Discussion

1250 Hrs Session Wrap-Up **Mr Ashwin Jacob**

1300 Hrs – 1400 Hrs Networking Lunch

**1400 Hrs – 1500 Hrs Session 1: Driving Efficiency for Greater Profitability & Safety**

*Going forward amidst challenges and opportunities, the aftermarket is gaining importance in various markets around the world. In contrast to the manufacturing, after sales have to focus more on increasing the profitability of the operations. For maximum returns on the investment, companies must understand what motivates and drives the customer. While consumer behavior may be affecting aftermarket revenues, vehicle and overall safety is a primary concern, outweighing any monetary consideration. The safety implications of the growing number of vehicles on the road are an enormous concern.*

1400 Hrs Opening Remarks & Address by **Mr B Venkat Subramaniam**

Session Chairman Senior Vice President – Aftermarket

Ashok Leyland Ltd

1410 Hrs Address **Mr Rajiv Sanghvi**

Executive Director

Automotive Manufacturers Pvt Ltd

1420 Hrs Address **Mr Joseph Alexis**

Head – After Sales

Audi India

1430 Hrs Address **Mr Sridhar Venkiteswaran**

Executive Director

Avalon Consulting

1440 Hrs Discussion

1455 Hrs Session Wrap-Up **Mr Venkat Subramaniam**

1500 Hrs – 1515 Hrs Tea / Coffee Break

**1515 Hrs – 1615 Hrs Session 2: Reinventing Aftermarket through New Business Models**

*Given the fact that the aftermarket business creates attractive revenues and margins, aftermarket activities are on the management agenda in both established and emerging markets. It is in the interest of the stakeholders to understand the emerging segments and sub-segments in the aftermarket and how to operate more intelligently. In views of experts around the world, business models play a major role in the aftermarket business and companies have to realign the business / investment models to these emerging segments for greater benefits.*

1515 Hrs Opening Remarks & Address by **Mr Srinivasa Raghavan**

Session Chairman CEO & Global President

T V Sundram Iyengar & Sons Ltd

1525 Hrs Address **Mr Y V S Vijayakumar**

Chief Executive Officer

Mahindra First Choice Services

1535 Hrs Address **Mr Abhijit Kallianpur**

Senior General Manager - Automotive Service Solutions Business Unit

Bosch Ltd

1545 Hrs Address **Mr R Mananathan**

Chairman

Manatec Electronics Pvt Ltd

1555 Hrs Discussion

1610 Hrs Session Wrap-Up **Mr Srinivasa Raghavan**

**1615 Hrs Session changeover**

**1615 Hrs – 1715 Hrs Session 3: Technology Enabled Business Transformation for**

**Greater Customer Centricity**

*Increased use of electronics / IT and the ever increasing electronic complexity has sophisticated the modern vehicles for the consumers. On the other end, technological implementation in the aftermarket is gradually picking up. Excelling in the technology rich environment is a huge challenge and the session will discuss on the ways that businesses of all sizes can connect across the digital ecosystems.*

1615 Hrs Opening Remarks **Mr Venkatesh Natarajan**

By Session Chairman Vice President – Information Technology

Ashok Leyland Ltd

1625 Hrs Address **Mr S Swaminathan**

Co-founder & CEO

Hansa Cequity Pvt Ltd

1635 Hrs Address **Mr Rajnesh Kumar**

Senior Director – Customer Operations

Entercoms

1645 Hrs Address **Mr Vignesh Kumar**

General Manager - Service

T V Sundram Iyengar & Sons Ltd

1655 Hrs Discussions

1710 Hrs Session Wrap-Up **Mr Venkatesh Natarajan**

**1715 Hrs Conference Conclude**