



**India's Focused Exhibition on Automotive Care, Maintenance,
Service, Parts & Garage Equipments – The 2nd Edition**

11 – 13 November, Chennai Trade Centre, Chennai.

Confederation of Indian Industry (CII) organised Auto Serv 2006. Auto Serv is the second edition of – India's Focused Exhibition on Automotive Care, Maintenance, Service, Components & Spare Parts and Garage Equipments.

This initiative by CII is to further strengthen the Automotive Aftermarket Business, Vehicle Maintenance, Collision & Repair; Aftermarket Products and Automotive Services Business in India.

AUTO SERV 2006 HIGHLIGHTS

Auto Serv 2006 featured

- 3 Day Educative, Interactive & Demonstrative Exhibition from 11 – 13 November 2006
- 1 Day Conference on “Trends in Automotive Services and Collision Repairs” in India on 11th November 2006
- 1 Day Service Heads Meet by SIAM on 13th November 2006
- 2 Day Technical Heads Meet by SIAM on 11th - 12th November 2006
- ½ Day Mechanics Meet by Ashok Leyland Ltd on 11th November 2006
- ½ Day Fleet Operators Meet by Ashok Leyland Ltd on 13th November 2006
- ½ Day Car Workshop Owners Meet by MICO Bosch on 12th November 2006
- ½ Day Dealers & Distributors Meet by MANN & HUMMEL India Pvt Ltd on 12th November 2006
- International Visitors from Sri Lanka, Bangladesh, Japan, Pakistan, Nepal, Algeria, Nigeria, Sweden, Thailand and Singapore

INAUGURATION

Auto Serv 2006 was Inaugurated by Thiru Dayanidhi Maran, Honorable Union Minister for Communication and IT, Government of India with **Mr. R. Seshasayee**, President, CII & Managing Director, Ashok Leyland Ltd, **Mr M Lakshminarayan**, Chairman, CII Southern Region and Joint Managing Director, Motor Industries Company Ltd and **Mr. R. Dinesh**, Chairman, **Auto Serv 2006** and Executive Director, TVS Sundram Iyengar & Sons.



EXHIBITION

The Auto Serv 2006 featured leading companies in the Automotive Aftermarket, Garage & Service Equipment and Automotive Services Business. Leading automotive companies have used Auto Serv 2006 as a platform to educate, create awareness and demonstrate the technical features of their products, relating to maintenance, servicing and repair. A total of 70 exhibitors participated.

Some prominent exhibitors include Ashok Leyland, TATA Motors, Bharat Petroleum, Indian Oil Corporation, Pricol, Ford Motors, TVS Group, ELGI, etc.



More than 8000 visitors attended the three day exhibition. The profile of business visitors was good and was reflected in the exhibitor feedback. More than 200 crores of business was transacted in the exhibition.

CONFERENCE ON TRENDS IN AUTOMOTIVE SERVICE & COLLISION REPAIR

11 November 2006: Chennai Trade Centre, Chennai

Coinciding with Auto Serv 2006, CII organized a one day Conference on "Trends in Automotive Service & Collision Repair" on 11 November 2006. Mr Dayanidhi Maran, Union Minister for Communications & IT inaugurated the Conference also.



Delivering his Inaugural Address, Mr Maran said that private participation is essential to promote global standards in traffic management, road safety, training drivers, automobile maintenance and services. The minister also added that the automobile players in India should work with Government agencies in making driving a risk-free experience to the vehicle owners.

Mr R Seshasayee, President, CII & Managing Director, Ashok Leyland Ltd, delivering his keynote address said that India is growing at an extremely interesting phase and the service sector contributes to 55% of India's economy. He also mentioned that India, which used to have less than a million vehicles 10 to 12 years ago, today has over 12 million vehicles.

Mr R Dinesh, Chairman, Auto Serv 2006 and Executive Director, TVS Iyengar & sons Ltd opined that automobile service provides large employment opportunities and needs improvement & Upgradation of skills.

The conference had sessions on Automotive Insurance, Trends & Practices in Automotive Servicing and Collision Repair.



Few important topics deliberated at the Technical Sessions were: Challenges in delivering quality Aftermarket Service; Aftermarket Service Industry – An Overseas Perspective; A Global Overview of the Collision Repair Industry; International Best Practices in Aftermarket Collision Repairs; Estimating Vehicle Repairs & using Technology for Vehicle Assessment Post collision; Future Trends & practices in Collision Repair; Motor Insurance in India - The way ahead; Estimating Loss - A Surveyor's perspective



The list of speakers include:

- ❖ Mr Timothy W. Morgan, Global Director- Technical Training, Car-O-Liner, USA
- ❖ Mr Hubert Chambaud, Country Manager (Middle East, Africa, Latin America & India) Celette, France
- ❖ Mr Trevor Ferris, Consultant, Body shop Industry, UK
- ❖ Mr S Muralidharan, Head – Marketing, Automotive Aftermarket (SAARC Countries), Motor Industries Corporation Ltd
- ❖ Mr Antony Jacob, Managing Director, Royal Sundaram Alliance Insurance Co
- ❖ Mr R Srivatchan, President – CCB, TV Sundaram Iyengar & Sons
- ❖ Mr Gihan Pilapitiya, General Manager, United Motor Group, Sri Lanka
- ❖ Mr Pankaj Kapoor, CEO, Audatex India Ltd
- ❖ Mr Surendranath Arya, Independent Automotive Insurance Surveyor

224 Delegates participated at this conference which also includes a substantial number of senior management staff and few international delegates. The inaugural session was attended by more than 370 people.

SIAM – SERVICE HEADS MEETING - As part of Auto Serv 2006, SIAM organised 1 - Day Programme on Vehicle & Customer Services Conclave. 75 Senior Officials from Vehicle Manufacturers, Dealers, State Transport & Maintenance Departments; SAFE participated at the conclave.

SIAM – TECHNICAL HEADS MEETING – SIAM’s Technical Heads Meet attracted more than 30 Senior Officials from Vehicle Manufacturers.

SOME COMMENTS FROM VISITORS

“Very good and focused after sales related exhibition “

*Mr Peter Afzelius, Chief Executive Officer - Alignment Systems AB
CAR-O-LINER, Sweden*

“Thank for organising. Well represent Auto Serv. Visit was useful. Best Wishes “

Mr R K Duggal, Maruti Udyog Ltd.

“A extremely well organize event“

*Mr R K Ghosh, Vice President – Customer Support,
Tata Motors*

“Auto Serv is the right & timely activity done by CII, looking at the future business prospects in the country“.

Mr K Ravi, Regional Sales Director- India SAARC, MICO Bosch

“Auto Serv Exhibition is of immense utility for all those involved directly & indirectly in automotive business and the exhibition is an eye-opener for us to resort to high-tech application for better utility“.

*Mr K Srinivasan, Secretary, Motor Vehicles and Allied Industry
Association*

“Good Arrangements and Good Performance”.

*Mr R Panner Selvam, General Secretary, Tamil Nadu Sand Lorry
Owners Federation*

“Very Good Arrangements and Good Exhibition”

*Mr V K S Kumar, Association of Automobile Workshops
Thrissur District, Kerala*