







India's Largest Focused Exhibition on Automotive Care, Maintenance, Service, Parts & Garage Equipments



14th - 16th November 2014, Chennai

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**POST EVENT REPORT 2014** 



#### **AUTOSERVE 2014**

The 6th edition of Autoserve was held from 14th to 16th November, 2014 at Chennai Trade Centre, Chennai, India. As in the past editions Autoserve 2014 has received a positive response from the exhibitors and visitors & was appreciated by the industry as an excellent platform for automobile after market industry.

CII through Autoserve forum has been playing a vital role in developing and providing a ready to use marketing and educational platform for the growing automotive aftermarket business in India. Autoserve 2014 had exhibitors from complete segment of automobile aftermarket industry representing Automotive Care, Maintenance, Services, Parts & Garage Equipments.

- > 3-Day Exhibition focusing on latest in Vehicle Maintenance, Garage Equipments, Diagnostics Technology, Lubricants, Fuels and Additives
- > 1-Day Conference on "Re-Inventing Indian Automotive After Market Industry"
- > 12 Product Launches by Indian & International brands
- > 100 Exhibitors from across the globe
- > 15000+ Trade Visitors visited Autoserve 2014 over the 3 days
- Live Technology Demo for Vehicle Testing, Servicing, Repairs, etc.

**AUTOSERVE 2014** 11



Inauguration of the Exhibition of Autoserve 2014 Exhibition by (from Left) Mr Navas Meeran, Chairman, Cll Southern Region & Managing Director,
Eastern Condiments Pvt Ltd, Mr Sumit Sawhney, Country CEO and Managing Director, Renault Operations – India, Mr C V Sankar, I.A.S, Principal Secretary to
Government, Industries Department, Government of Tamil Nadu, Mr P Thangamani, Hon'ble Minister for Industries, Government of Tamil Nadu,
Mr R Dinesh, Chairman, Auto Serve 2014 & Joint Managing Director, T V Sundram Iyengar & Sons Ltd, and
Mr L Ganesh, Past Chairman, Cll Southern Region & Vice Chairman & Joint Managing Director of Rane Holdings Ltd



Mr P Thangamani, Hon'ble Minister for Industries,
Govt of Tamil Nadu, receiving the first copy of the
Exhibition Show Catalogue from
Mr R Dinesh, Chairman, Auto Serve 2014 &
JMD, T V Sundram Iyengar & Sons Ltd

#### **INAUGURATION OF THE CONFERENCE**

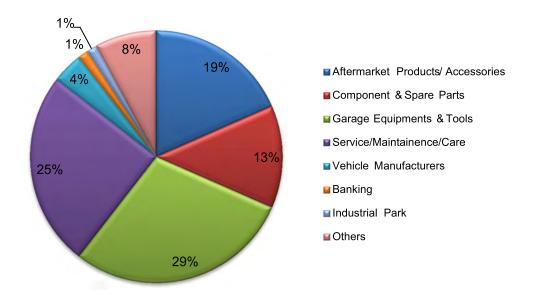
(from left) Mr Sumit Sawhney, Country CEO and Managing Director, Renault Operations – India; Mr C V Sankar, I.A.S, Principal Secretary to Government, Industries Department, Government of Tamil Nadu, Mr R Dinesh, Chairman, Auto Serve 2014 & Joint Managing Director, T V Sundram Iyengar & Sons Ltd, Mr P Thangamani, Hon'ble Minister for Industries, Government of Tamil Nadu, Mr Navas Meeran, Chairman, CII Southern Region & Managing Director, Eastern Condiments Pvt Ltd, Mr Sudhir Rao, Chairman & Managing Director, Skoda Auto India Pvt Ltd, Mr Mahesh Natarajan, Regional Director, CII Southern Region.





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# **STATISTICS: EXHIBITOR SEGMENTATION**



























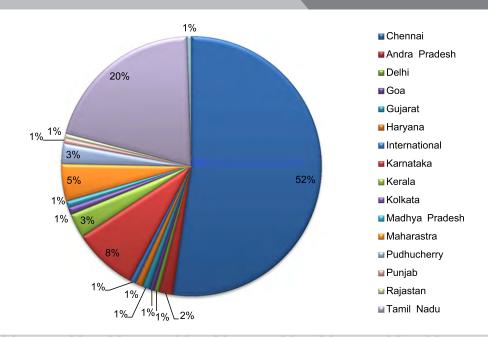






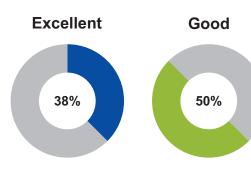


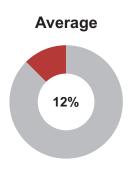
# VISITOR'S LOCATION



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### **EXHIBITOR'S FEEDBACK**

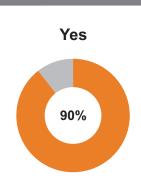






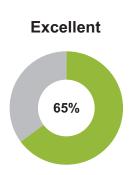
# **PARTICIPATION @ AUTOSERVE 2016**

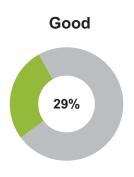


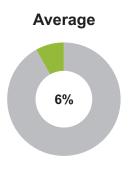




# **VALUE FOR MONEY**



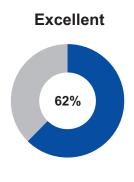


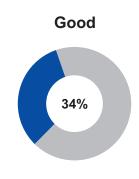


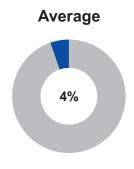


# QUALITY OF VISITORS









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#### CONFERENCE ON "REINVENTING AFTER MARKET SERVICES THROUGH INNOVATION"

#### **Autoserve Conference**

Today auto industry has a wide variety of offerings for the customers to choose from and hence attracting and retaining customers is a huge challenge. Attaining efficiency is another key challenge for OEMs as it requires careful planning and monitoring at each levels of the value chain. Aftermarket segment determines the survival of the vehicles pertaining to various affluences and is a juncture where the overall efficiency of the automotive value chain is observed. Further maintaining a sound and cost efficient aftermarket in today's dynamic environment is a huge challenge. It is a complicated function of quality products and service modulation. Therefore stakeholders have to plan for innovative models and systems to benefit from these complicated challenges and opportunities. Yet, looking ahead, revenue pools remain large across the value chain, hence if players are able to pursue appropriate strategies, significant profits can be made in this sector.

It is in this context, CII organized a **Conference on "Reinventing Aftermarket Services through Innovation"** during Autoserve 2014 to discuss with various stakeholders for collective action that would place the aftermarket industry on growth tracks.

#### **Sessions Covered at Conference**

- Panel Discussion on "After Sales at Cross Roads"
- Session on Driving Efficiency for Greater Profitability & Safety
- Session on Reinventing Aftermarket through New Business Models
- Session on Technology Enabled Business Transformation for Greater Customer Centricity



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# KEY SPEAKERS @ AUTOSERVE 2014 CONFERENCE



Mr R Dinesh Chairman, Auto Serve 2014 & Joint Managing Director T V Sundram Iyengar & Sons Ltd

Mr Navas Meeran, Chairman, CII Southern Region & Managing Director, Eastern Condiments Pvt Ltd





Mr. Sudhir Rao Chairman & Managing Director ŠKODA AUTO India

Mr Sumit Sawhney Country CEO and Managing Director Renault Operations - India





Mr Ravi Chawla, Managing Director Gulf Oil Lubricants India Ltd

Mr S Parthasarathy Chief Executive Officer Rane (Madras) Ltd





Mr Srinivasa Raghavan CEO & Global President T V Sundram Iyengar & Sons Ltd

Mr R Mananathan Chairman Manatec Electronics Pvt Ltd





Mr Y V S Vijayakumar Chief Executive Officer Mahindra First Choice Services

**Mr B Venkat Subramaniam** Senior Vice President – Aftermarket Ashok Leyland Ltd





Mr Rajiv Sanghvi Executive Director Automotive Manufacturers Pvt Ltd

**Mr Joseph Alexis** Head – After Sales Audi India





**Mr Venkatesh Natarajan** VP – Information Technology Ashok Leyland Ltd

Mr Dipankar Acharya Regional Chief Executive - North & West Royal Sundaram Alliance Insurance Company Ltd



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# **KEY SPEAKERS @ AUTOSERVE 2014 CONFERENCE**



**S.Swaminathan,**Chief Executive Officer
Hansa Customer Equity Pvt. Ltd

Mr Ashwin Jacob Partner, Management Consulting KPMG Advisory Services Pvt. Ltd.





Mr S Ramachandran Chief Executive Officer Speedaway Pvt Ltd Mr K Ramakrishnan Executive Director Spark Capital Advisors (India) Pvt Ltd





**Mr. Vignesh Kumar M**General Manager
T V Sundram Iyengar & Sons Limited

Mr Sridhar Venkiteswaran
Executive Director
Avalon Consulting





**Mr. Abhijit Kallianpur** Senior General Manager Bosch Ltd



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### **MAJOR BRANDS REPRESENTED @ AUTOSERVE 2014**













































































































































# PRODUCTS LAUNCHED @ AUTOSERVE



# **SNAPSHOTS OF AUTOSERVE 2014**



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### PRESS RELEASE ON AUTOSERVE 2014

THE HINDU . SATURDAY, NOVEMBER 15, 2014

# Auto aftermarket sector seeks industry tag

CHENNAI: The automotive af-termarket segment has sought government support to overcome the challenges such as lack of infrastructure, funding constraints and skill shortages being faced by the industre:

industry.
"The auto aftermarket is one of the largest employers of semi-skilled people across the country. Tamil Nadu alone will be employing close to 20.25 light nearly at the country. alone will be employing close to 20-25 lakh people in this segment. This trade is a wide spectrum, comprising vehicle dealers, parts distributors, service mechanics, transport operators, and even the vehicle owners. But it has been seen as a disorganised sector, "said R. Dinesh bottom," said R. Dinesh, bottom, service mechanics, transport operators, and even the vehicles, getting skilled people to handle that equipment to service newer and complex vehicles, getting skilled people to handle that equipment industry conference on automotive aftermarket was estimated at Rs.47,000 crore, of which, the service business accounted for about Rs.12,000 crore and parts sades the balance. This make that file here between home the difference of the domestic automotive aftermarket was estimated at Rs.47,000 crore, of which, the service business accounted for about Rs.12,000 crore and parts sades the balance. This make the pointed out that lack of lead role in the country in settimated at Rs.47,000 crore and parts sades the blance. This make the pointed out that lack of lead role in the country in said Mr. Dinesh.



proper space and lending support as also non-availabil-ity of skilled people were hampering the growth prospects.

hamper ms prospects.

"While proper zones need to be created for aftermarket sales, this segment should be recognised as an industry so as to help the independent parts dealers and small ga-mas modernise, grow and rages modernise, grow and earn better margins," he

Skilled force needed

recognising the auto after-market by including an after-market service policy in its Vision 2023 document.

Of course, there could be challenges for unorganised players to scale up and grow, but for OEMs (original equip-ment manufacturers), the af-termarket parts business was a highly profitable one and contributed a sizable portion to the bottomline though it accounts for a modest share in total revenues.

"The size of the domestic automotive aftermarket was estimated at Rs.47,000-49,000 crore, of which, the service business accounted for about Rs.12,000 crore and parts sales the balance. This

தி இந்து , நவம்பர் 15, 2014

### தமிழக உற்பத்தித் துறையில் ரூ.1 லட்சம் கோடி முதலீடு

தொழில்துறை அமைச்சர் தங்கமணி நம்பிக்கை

தடுநடிக்கும் உற்பத்தித் துறையில் அடுத்த 2 ஆண்டுக்கிறி உற்பத்தித் துறையில் அடுத்த 2 ஆண்டுகளில் பன்னாட்டு நிறுவனங்கள் ரூ.1 லட்சும் கோடிற நிறுவனங்கள் ரூ.1 லட்சும் கோடிற திறுவனங்கள் ரூ.1 லட்சும் கோடிற தேரிலித்தன்ற அமைச்சர் தேரிலிக்குமை அற்றுக்கும் அருவில் காக்கிய கூற்ற கரையில் கூற்ற வரட்டார் வாகனங்களை பயுது பார்ப் பதற்சான புடுப கண்டுபிறப்பு பஞ்சான புடுப கண்டுபிறப்பு மற்றும் புழுது பார்க்கும் கருவிகள் கண்காட்சி சென்னை வரித்தக கையத்தில் மூற்று தொடக்கியது. இதில் தமிழக தொழில்குமை அடைக்கும் தேர்க்கமனி கலந்த கோண்டு பாராட்டை தொடக்கிய கண்களிற பாராட்டை தொடக்கிய தூற்றுக்கும் கண்கத்த பேசியதாவது. இரு சக்கத மோட்டார் வாகன உற்பத்தியில் உலக அளவில் இந்தியா 2-ம் இடத்தில் உள்ளது. இந்திய அன்னில் மேப்பேரிய மோட்டார் வாகன உற்பத்தியற்றும் ஏற்றும்றி கேத்திரமாக



சென்னை வளர்ந்து வருகிறது. மோட்டார் வாகன தொழில் துறைக்கு முக்கியத்துவம் அரிக்கும் விதமாக தமிழக் அரசு மோட்டார் வாகனங்கள் மற்றும் மோட்டார் வாகன நடி மற்றும் மோட்டார் வாகன 2014 ஆரிவிக்கப்பட்டுள்ளது. இதன் முலம் தமிழகத்தில் 5 லட்சம் பேருக்கு வேலை

வாய்ப்புகள் உருவாக்கப்படும். ஏற்கொலில் உள்ள 20 முன்வனியில் உள்ள 20 மோட்டார் வாகள நிறுவனங்களில் நிறுவங்கள் சென்னையில் நிறுவப்பட்டுள்ளன. சென்னையில் நிறுவப்பட்டுள்ளன. சென்னையில் நிறுக்கு அருகள், 75 விறாவு களுக்கு ஏறு கள்த்த

Chennai becomes

global auto hub, thanks to Javalalithaa

5 டைஸ் வானங்களை உற்பத்தி செய்யும் உலகின் மிகசிறந்த மோட்டார் வானை உற்பத்தி தேந்திரமான மாற்ற இலக்கு நீர்வைகோட்டுள்ளது. மேலும் அடுத்த 2 ஆண்டுகள்ல தமிழகத்தில் உற்பத்தி துறையில் பன்னட்டு நிறுவனக்கள் குட மட்சம் கோடி முதலிடு செய்யும் என்ற நம்மிக்கை உள்ளது என்றா

#### தினமணி சென்னை சனிக்கிழமை, 15 நவம்பர், 2014 நிமிஷத்துக்கு 3 கார்களை தயாரிக்கிறது சென்னை

Debugge of Common and Completions of Completions of

7 BusinessLine SATURDAY, NOVEMBER 15, 2014



\* CHENNAI SATURDAY 15 NOVEMBER 2014

CONCLAVE SHEDS

AFTERMARKET PLIGHT

Chennai: The ₹49.000 crore automobile aftermarket segment is in dire need of funding and skilling if it is to serve the requirements of the domestic scene in

the coming years, according the experts at a CII event. Speaking on the sidelines of CII's Autoserve 2014 conclave here

on Friday, TVS and Sons Joint Managing

has to have funding if it is to prosper. "It is still being seen in financial circles as an

unorganised sector. But the scene has to

change," he said. The sector, which em-

ploys over 20 lakh people in Tamil Nadu

thriving automotive segment. "Technology upgradation of the aftermarket trade suffers owing to the funding problem. It is necessary, therefore, the thrust should also be given to the aftermarket sector. Especially considering its job creation potential," said Dinesh. Skilled manpower is another issue that the sector is facing. Both Sumit Sawhney, Country CEO and MD, Renault Operations -India and Sudhir Rao, CMD, Skoda Auto India agree. "Aftermarket is a profit-generator and a job creator and it is the automotive industry that should build the skills it requires,

and over 2.2 crore in India, is vital to the

Director R Dinesh said that the sector

LIGHT ON AUTOMOB

THE NEW INDIAN EXPRESS

Chennai, Nov 16:
The sixth edition of
Autoserve 2014 conference organised by the
Confederation of Indian
Industry (CII) held in
Chennai magural adderess. P. Thangamani,
minister for industries,
Government of Tamil Nadu said that the state
has been a favoured investment destination
for manufacturing, more
particularly, in the automotive sector.
"The Vision 2023 document of Tamil Nadu aims
at making Chennai the
global leader in automotive sector. Today, the
city has become home
to seven auto majors with
an installed capacity to
produce 13.80 lakh cars
and about 3.61 lakh commercial vehicles." Thangamani said.
The auto sector in
Tamil Nadu has called
for the inclusion of an
after market policy in
the Tamil. Nadu Automobile Policy of 2014.
"The after market policy
should include zones for
after sales service in the
state as well as funding
of spares and service
units for them to rump up
their business." R Dinesh.

lyengar & Sons said.

In his speech of the sixth edition of Autoserve 2014 conference organized by the Confederation of Indian Industry (CII) in the city on Friday, Dinesh said the focus of the conference was on stimulating growth

trade is a wide spectrum, comprising vehicle deal-ers, parts distributors, service mechanics, trans-

service mechanics, trans-port operators, and even the vehicle owners," he said.

As the auto after mar-ket is not considered attractive by banks, fundof the conference was considered in stimulating growth in the auto after market. The automotive sector is the largest employer of semi-skilled labour in the country, with nearly 20-25 lakh people being employed in Tamil Nadu. "The thriving of vehicle manufacturers depends on the aftermarket sector's health. The aftermarket sector's health. The aftermarket said."

DECCAN CHRONICLE SATURDAY I 15 NOVEMBER 2014 |

# Auto firms seek after market service policy DC CORRESPONDENT naging director, TVS and Sons Ltd. CHENNAI, NOV. 14 Sons Ltd. Example in a senarate section

CHEMNAI, NOV. 14

Auto component makers in the state are mooting an after market service policy to boost their sage. The industry is hoping to consolidate the sector, which is predominantly dominated by unorganised players, through a state policy that can give it an industry status and help generate funding options. Technology upgradar Technology upgradar Technology upgradar manpower superior and suffers owners and successful and success

# TVS & Sons to expand auto retail format Partsmart

BS REPORTER Chennal, 16 November

TVS & Sons Limited, part of the TVS group, is planning to expand its retail automobile and auto components business, TVS Partsmart, by rolling out over 150 outlets by 2016 through the franchisee route. The company expects the planned expansion from the present 40 stores would help arramart to rose would help

TN to step up vehicle

5 million by 2020

production capacity to

WEEKEND Business Standard



CEO and global president, G
Srinivasa Raghavan, said there
would be a big push in the auto
parts distribution business in
the future.

"It will be an integrated
approach to focus on the total
cost of ownership (TOO) of
vehicles," said Raghavan, who
exchanged the agreement with
SLUS president M R
Kumariaswamy on the sidelines of AutoServe 2014, organised by the Confederation of
Leyland," said Ku

advantage for free drivers my using Hypermart card, they can access petrol and other services at various centres run by TVS along with Ashok Leyland," said Kumaraswamy

ஜெயலலிதா முயற்சியால் 2 ஆண்டுகளில் சர்வதேச நிறுவனங்கள் தொழில் துறையில் ரு. 1 லட்சம் கோடி முதலீடு அமைச்சர் தங்கமணி தகவல்



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said Sawhney.

### THANK YOU FOR YOUR SUPPORT

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Transport Congress



Andhra Pradesh Automobile Dealers Association



Association of Coach Builders Karur



Automobile Association of Southern India



Federation of Tourist Taxi Owners Association of Tamil Nadu



Chennai Automobile Owner & Workers Welfare Association



Chennai Goods Transport Association









Federation of Automobile Pederation of Bus Operators
Dealers Association Associations of TamilNadu







Motor Vehicles & Pondichery Goods
Allied Industries Association Transporters Association





Tamil Nadu Omni Bus



Tamil Nadu Small and



Tamil Nadu Automobile & Tiny Industries Association Allied Industries Federation



Tamilnadu Tourist Vehicle Owners &





Tamilnadu Tractor Parts

The Indian Roads & Transport

Dealers Association

Development Association

Dealers Association



#### **MEDIA PARTNERS**













**CONVEYANCE COURTESY** 











**BEVERAGES PARTNER** 













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### **LIST OF EXHIBITORS @ AUTOSERVE 2014**

- A K INTERNATIONAL HELLA VALUE PARTNER
- AEROL FORMATIONS PVT LTD
- AGARAM INFOTECH
- AIRMECH ENGINEERS
- ALL INDIA MOTOR TRANSPORT CONGRESS
- ANDHRA PRADESH AUTOMOBILE DEALER'S ASSOCIATION
- ASHOK LEYLAND
- ASSOCIATION OF COACH BUILDERS KARUR
- AUTO BHARTHI
- AUTO CAR PROFESSIONAL
- AUTO FLASH
- AUTO TRICKS PVT LTD
- AUTOMOBILE ASSOCIATION OF SOUTHERN INDIA
- AUTOMOTIVE PRODUCT FINDER
- AUTOMOTIVEDIRECTORY.IN
- AUTONICS MACHINES INDIA PVT LTD
- BHARATIYA YUVA SHAKTI TRUST
- BRAKES INDIA
- CHENNAI AUTOMOBILES OWNERS & WORKERS WELFARE ASSOCIATION
- CHENNAI GOODS TRANSPORTS ASSOCIATION
- CHENNAI TOURIST TAXI OWNERS ASSOCIATION
- DCB BANK
- EASTERN TREADS LTD
- ERODE LORRY OWNERS ASSOCIATION
- FEDERATION OF AUTOMOBILE DEALERS ASSOCIATION
- FEDERATION OF BUS OPERATORS ASSOCIATION OF TAMIL NADU

- FEDERATION OF TOURIST TAXI OWNERS ASSOCIATION OF TAMILNADU
- FRANK TECHNOLOGIES
- GK INDUSTRIAL PARK PVT LTD
- GOPALI & CO
- GULF OIL LUBRICANTS INDIA LIMITED
- HINDUSTAN PETROLEUM CORPORATION LIMITED
- IMECO MACHINES PVT LTD
- INDUSTRIAL MACHINE
- INNATO ENTERPRISES
- INSTITUTE OF DRIVER TRAINING
- INSTITUTE OF DRIVER TRAINING
- INSTRUMENT RESEARCH ASSOCIATES PVT LTD
- INTUITECH TOOL CO INDIA PVT LTD
- J K FENNER (INDIA) LTD
- JAI SUSPENSION SYSTEMS LLP
- JK TYRES & INDUSTRIES LTD
- JM TYRE MARC
- KARCHER CLEANING SYSTEMS
- KKE CHEMICAL PVT LTD
- KOMPASS INDIA INFORMATION PVT. LTD.
- KR FUELS
- LITEL INFRARED SYSTEMS PVT LTD
- LUCAS-TVS
- MADURAI TOURIST CABS OWNERS ASSOCIATION
- MAHA INDIA AUTOMOTIVE TESTING EQUIPMENT PVT LTD
- MAHINDRA & MAHINDRA LTD
- MAHINDRA FIRST CHOICE SERVICES

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### **LIST OF EXHIBITORS @ AUTOSERVE 2014**

- MAHINDRA POWEROL
- MANATEC ELECTRONICS PVT LTD
- MANMACHINE WORKS PVT LTD
- MARVEL TOOLS & ACESSORIES
- MIDTRONICS, INC, USA
- MINDA DISTRIBUTION & SERVICES LTD
- MOTOR
- MOTOR VEHICLES & ALLIED INDUSTRIES ASSOCIATION
- MOTORING WORLD
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- TAMILNADU OMNI BUS ASSOCIATION
- TAMILNADU TOURIST VEHICLE OWNERS & OPERATORS ASSOCIATION
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CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of 'Accelerating Growth, Creating Employment' for 2014-15 aims to strengthen a growth process that meets the aspirations of today's India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labour law reforms and entrepreneurship as growth enablers.

With 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

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