

Host State



Confederation of Indian Industry

- The 6<sup>th</sup> Edition -

# AUTO SERVE<sup>TM</sup> 2014

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



**14<sup>th</sup> - 16<sup>th</sup> 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.

## **AUTOSERVE 2014 HIGHLIGHTS**

- **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**





**Inauguration of the Exhibition of Autoserve 2014 Exhibition by (from Left) Mr Navas Meeran, Chairman, CII 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, CII 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 ”**

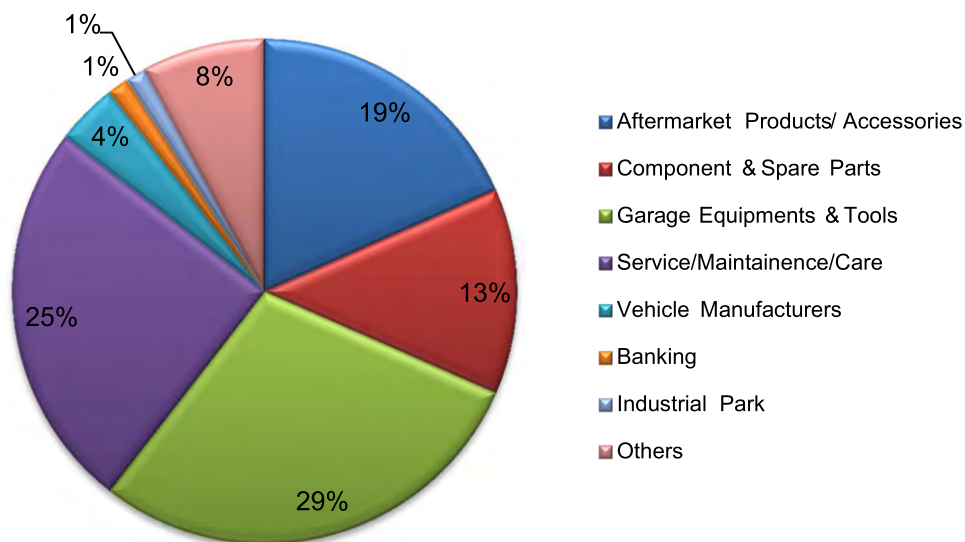
#### **INAUGURATION OF THE CONFERENCE**

(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.

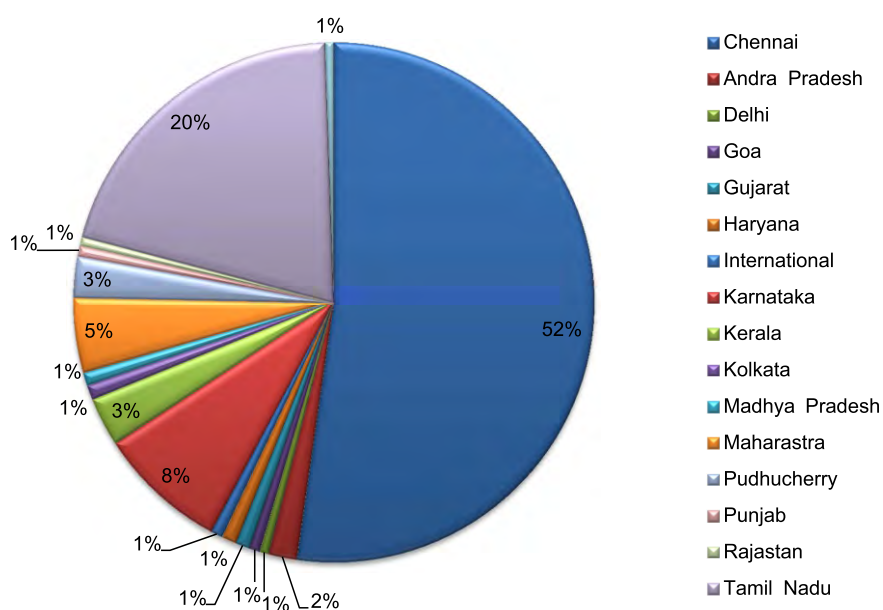




## STATISTICS : EXHIBITOR SEGMENTATION

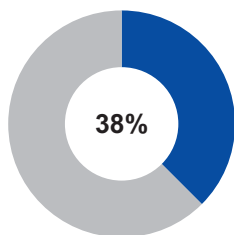


## VISITOR'S LOCATION

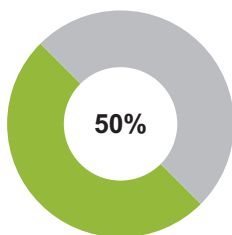


## EXHIBITOR'S FEEDBACK

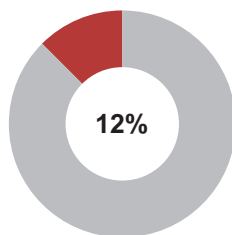
Excellent



Good



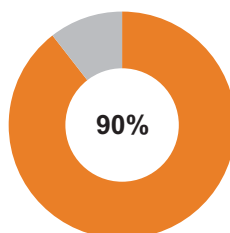
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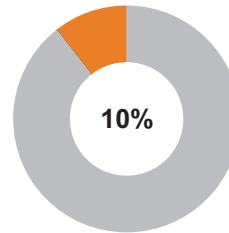
## PARTICIPATION @ AUTOSERVE 2016



Yes

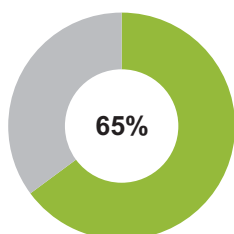


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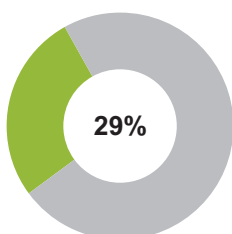


## VALUE FOR MONEY

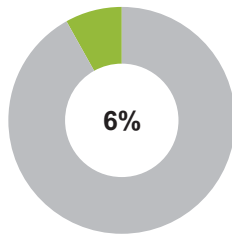
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Good



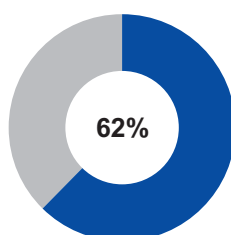
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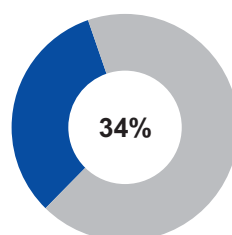
## QUALITY OF VISITORS



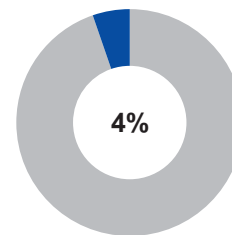
Excellent



Good



Average



## 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**





## 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



## 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  
Speedway 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





## MAJOR BRANDS REPRESENTED @ AUTOSERVE 2014





## PRODUCTS LAUNCHED @ AUTOSERVE



## SNAPSHOTS OF AUTOSERVE 2014

















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SUPPORTING ASSOCIATION / INSTITUTIONS



All India Motor 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



Chennai Tourist Taxi Owners Association



Erode Lorry Owners Association



Federation of Automobile Dealers Association



Federation of Bus Operators Associations of TamilNadu



Madras Motor Parts Dealers Association



Madurai Tourist Cabs Owners Association



Motor Vehicles & Allied Industries Association



Pondicherry Goods Transporters Association



Tamil Nadu Omni Bus Owners Association



Tamil Nadu Small and Tiny Industries Association



Tamil Nadu Automobile & Allied Industries Federation

TAMILNADU TOURIST VEHICLE OWNERS & OPERATORS ASSOCIATION

Tamilnadu Tourist Vehicle Owners & Operators Association



Tamilnadu Tractor Parts Dealers Association



The Indian Roads & Transport Development Association



Tamilnadu Motor Parts Dealers Association

MEDIA PARTNERS



BEVERAGES PARTNER





## 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

## 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
- MOTORZONE
- MTF AUTOMOBILES (I) PVT LTD
- NAM LORRY TODAY
- NAMAN AUTOMOTIVE SOLUTIONS
- NEXT GEN PUBLISHING PVT LTD
- OHSAN FORMTECH PVT LTD
- PIDILITE INDUSTRIES
- PROTEIN EXIM PVT LTD
- PUDUCHERRY GOODS TRANSPORTERS' ASSOCIATION
- RADEL-TOTAL AUTOMOTIVE SOLUTIONS
- RADIAL TRADING CENTRE
- RANGER STORK PVT LTD
- ROHAN BRC GAS EQUIPMENT PVT LTD
- ROOTS INDUSTRIES INDIA LIMITED
- ROOTS MULTI CLEAN LTD
- SAPHIRE BLUE INDUSTRIES PVT LTD
- SAVEFUEL TECH PVT LTD
- SCHUMAK EQUIPMENT INDIA PVT LTD
- STATE INDUSTRIES PROMOTION CORPORATION OF TAMIL NADU LTD (SIPCOT)
- SUNDARAM FASTNERS LTD
- T V SUNDRAM IYENGAR & SONS LIMITED
- TAMIL NADU MOTOR PARTS DEALERS ASSOCIATION
- TAMIL NADU OMNI BUS OWNERS ASSOCIATION
- TAMIL NADU SMALL & TINY INDUSTRIES ASSOCIATION
- TAMIL NADU TRACTOR PARTS DEALERS ASSOCIATION
- TAMILNADU AUTOMOBILE & ALLIED INDUSTRIES FEDERATION
- TAMILNADU OMNI BUS ASSOCIATION
- TAMILNADU TOURIST VEHICLE OWNERS & OPERATORS ASSOCIATION
- THE INDIAN ROADS & TRANSPORT DEVELOPMENT ASSOCIATION
- THE MADRAS MOTOR PARTS DEALERS ASSOCIATION
- THE WAXPOL INDUSTRIES LIMITED
- TRADE INDIA.COM
- TRIBOTECH
- TURBO ENERGY LIMITED
- TVS SRICHAKRA LIMITED
- WEAR RESIST TECHNOLOGIES PVT LTD
- WYNN'S MEKUBA INDIA PRIVATE LTD
- SMS AUTOLINE EQUIPMENTS LIMITED
- SRI BHAGAVATHI INDUSTRIES



## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

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.

### **Confederation of Indian Industry**

The Mantosh Sondhi Centre

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E: [info@cii.in](mailto:info@cii.in) \* W: [www.cii.in](http://www.cii.in)

**Reach us via our Membership Helpline: 00-91-11-435 46244 / 00-91-99104 46244**

**CII Helpline Toll free No: 1800-103-1244**

*See you at*

The *7<sup>th</sup>*  
Edition



18<sup>th</sup> - 20<sup>th</sup> November, 2016  
Chennai Trade Centre, Chennai, India

“ India’s only Focused Exhibition on  
Automotive Aftermarker, Garage Equipments,  
Spares and Services ”

*For more details, contact*



Confederation of Indian Industry

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[www.ciiautoserve.in](http://www.ciiautoserve.in)