

Summary Report for BMGE 2025



**Beyond Boundaries: Co-creating
Future Automotive Value Chain**

Nomura Research Institute Consulting and
Solutions India Private Limited

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Executive Summary

The Society of Indian Automobile Manufacturers (SIAM) played a pivotal role at the Bharat Mobility Global Expo 2025, championing the cause of sustainable mobility, electrification, road safety, and decarbonization. The event brought together industry leaders, government representatives, and key stakeholders to discuss and shape the future of mobility in India. With a series of high-profile summits, thematic pavilions, and interactive exhibits, SIAM successfully reinforced its commitment to building a responsible and forward-looking automotive sector.

One of the key highlights was the **4th Global Electrification Mobility Summit (GEMS)**, which emphasized India's journey towards widespread electric vehicle adoption. Under the theme "**Powering India's EV Leap: Reaching the Tipping Point**", the summit facilitated discussions on policy frameworks, ecosystem development, and global best practices. Senior government officials, including representatives from the Ministry of Heavy Industries and NITI Aayog, emphasized the importance of incentives such as FAME and PLI schemes in accelerating India's EV transition. Industry leaders from Tata Motors, TVS Motor Company, and other OEMs underscored the necessity of robust infrastructure, affordable EV solutions, and technological advancements to drive mass adoption.

Additionally, the **Electrification Pavilion** showcased cutting-edge innovations in electric mobility, featuring interactive exhibits and live demonstrations from industry leaders. The pavilion provided a hands-on experience with the latest electric vehicles, charging solutions, and advancements in EV technology, reinforcing India's leadership in the global EV transition.

The **3rd International Symposium on Thriving Eco-energy in Mobility (ISTEM)** complemented these efforts, bringing together stakeholders to discuss the decarbonization roadmap. Topics included biofuels, green hydrogen, and natural gas as viable alternatives to fossil fuels. Government leaders and industry experts shared insights on policies and technological innovations driving the transition toward cleaner mobility solutions.

The **3rd International Conference on Sustainable Circularity (ICSC)** continued SIAM's mission to promote sustainable resource use and End-of-Life Vehicle (ELV) recycling. With the theme "**Nature Positive Recycling**", the event brought together policymakers, industry pioneers, and innovators to discuss regulatory challenges, Extended Producer Responsibility (EPR), and cutting-edge technologies in automotive recycling.

The **Circularity Pavilion**, inaugurated by Shri Nitin Gadkari, showcased how sustainable materials, efficient recycling practices, and new business models can drive circularity in the automotive sector. With participation from Registered Vehicle Scrapping Facility (RVSF) operators, recyclers, and technology providers, the pavilion served as an engaging hub of activity, attracting over 9 lakh attendees and fostering discussions on closing the loop on automotive materials.

SIAM expanded its **Surakshit Safar Initiative** with the introduction of the **Summit on Automotive Future Advancement in Road Safety (SAFAR)**. Themed "**United Efforts for Road Safety: Safer Roads, Our Responsibility**", the summit addressed key challenges and solutions in road safety through education, enforcement, engineering, and emergency care. Senior officials from the Ministry of Road Transport & Highways, law enforcement agencies, and automotive safety experts engaged in discussions on structured reforms, vehicle safety enhancements, and emergency response mechanisms.

The **Surakshit Safar Pavilion** further reinforced SIAM's dedication to public awareness, featuring interactive exhibits such as VR simulations on traffic rules, driving simulators, and road safety quizzes. The pavilion also introduced the **SIAM mascot, 'Safe I Am'**, a creative initiative aimed at educating children about traffic discipline and responsible road behavior.

Industry Collaboration and Future Roadmap

SIAM's presence at the **Bharat Mobility Global Expo 2025** highlighted the automotive industry's unwavering commitment to sustainability and innovation. With **government support, strong industry partnerships, and public engagement**, the event reinforced SIAM's role as a catalyst for responsible mobility solutions. Key takeaways emphasized the need for continued investment in EV infrastructure, policy alignment for alternative fuels, and enhanced road safety measures. The Expo successfully set the stage for a cleaner, safer, and more sustainable mobility ecosystem, reaffirming SIAM's vision for a '**Viksit Bharat**' by 2047.

Bharat Mobility Global Expo 2025

The Bharat Mobility Global Expo (BMGE) 2025 stands as a symbol of India's rapid strides in the mobility sector, reflecting its growing importance on the global stage. Since its conceptualization, the event has witnessed tremendous growth in scale and influence. From a modest beginning, BMGE has evolved into a comprehensive platform, with over 1,200 exhibitors and participation from leading automotive manufacturers, technology providers, and policymakers.



Held across three major venues—Bharat Mandapam, Yashobhoomi in Dwarka, and India Expo Center in Greater Noida—witnessed exponential growth in terms of visitors, with an impressive net footfall of 9,83,522 visitors. This remarkable turnout reflected the incredible interest for the Indian mobility revolution from both, industry professionals and consumers alike.



The event showcased innovations in electric mobility, autonomous technology, vehicle recycling, and advanced green fuels, providing attendees with a glimpse of the future of sustainable transportation. BMGE has become a vital driver for India's automotive growth story, reflecting the 12% annual growth of the sector and the country's rising stature as the world's third-largest passenger vehicle market. As India accelerates toward a greener and more technologically advanced mobility ecosystem, BMGE continues to serve as a powerful platform for collaboration, innovation, and investment.

International Conferences

4th Global Electrification Mobility Summit (GEMS)

Event Overview

Over the years, **SIAM** has strengthened its commitment to advancing electric mobility in India through **year-round conferences, policy engagements with ministries, and technical discussions with OEMs and key ecosystem players**. Guided by its motto, "**Building the Nation Responsibly**," SIAM has been at the forefront of sustainable mobility advocacy, driving meaningful policy and industry discourse.

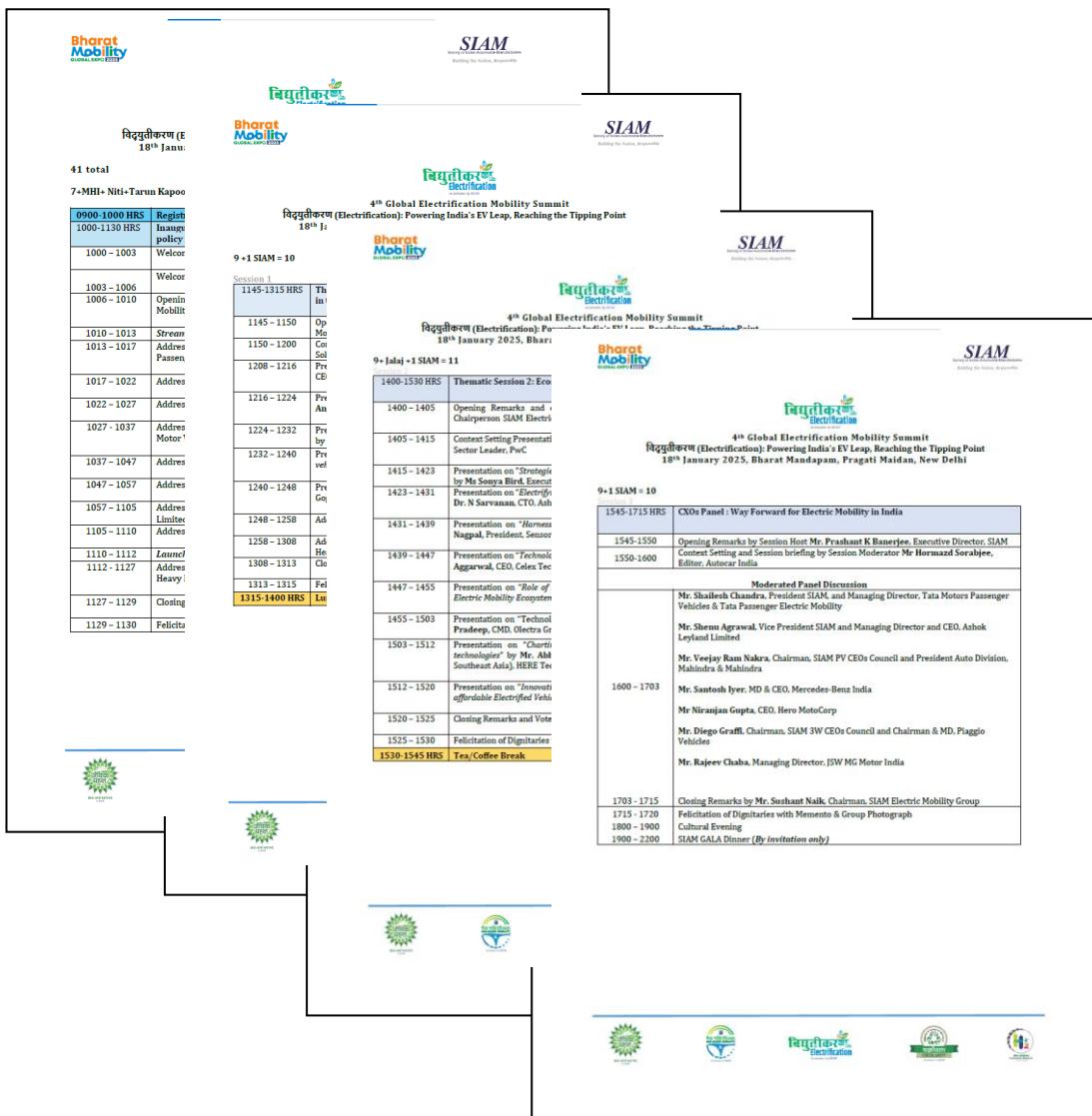
To further its efforts, SIAM launched the initiative **विद्युतीकरण** (Electrification), aimed at accelerating the transition to electric mobility through strategic advocacy and stakeholder collaboration.

Under the theme "**Powering India's EV Leap: Reaching the Tipping Point**," SIAM organized the **4th edition of the Global Electrification Mobility Summit (GEMS)** on **18th January 2025** at the **Bharat Mobility Global Expo**. The event served as a premier platform, bringing together **government officials, OEMs, charging infrastructure providers, and other key industry stakeholders** to engage in critical discussions on **current challenges, policy imperatives, and the roadmap for India's electrification journey**.

The conference featured a total of 4 sessions - Inaugural session and three thematic sessions.

- a. Inaugural Session: Electric Vehicles for a Green Future powered by conducive policy framework
- b. Thematic Session 1: Imperatives for India and Global Learnings for further growth in the EV industry
- c. Thematic Session 2: Ecosystem Development for Electric Mobility in India
- d. CXOs Panel : Way Forward for Electric Mobility in India

Program Agenda



Session details

Inaugural Session: Electric Vehicles for a Green Future powered by conducive policy framework



Left to Right: Mr. P.K. Banerjee, Executive Director, SIAM, Mr. Francois Roudier, Secretary General, OICA, Mr. Sudhendu J. Sinha, Advisor, NITI Aayog, Chief Guest Shri H.D. Kumaraswamy, Hon'ble Minister of Heavy Industries and Steel, Government of India, Mr. Shailesh Chandra, President, SIAM, and Managing Director, Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, Dr. Hanif Qureshi, Additional Secretary, Ministry for Heavy Industries, Mr. K N Radhakrishnan, Director, & CEO, TVS Motor Company, Mr. Sushant Naik, Chairman, SIAM Electric Mobility Group & Global Head, Government & Public Affairs, Tata Motors

The session themed “Electric Vehicles for a Green Future Powered by a Conducive Policy Framework” featured esteemed dignitaries, including **Chief Guest Shri H.D. Kumaraswamy**, Hon’ble Minister of Heavy Industries and Steel, Government of India; **Guests of Honour Mr. Sudhendu J. Sinha**, Advisor, NITI Aayog; and **Guests of Honour Dr. Hanif Qureshi**, Additional Secretary, Ministry for Heavy Industries, Government of India. The session was also attended by the **Secretary General** of the International Organization of Motor Vehicle Manufacturers (OICA) and leading industry leaders.

Discussions revolved around EV policies, offering deep insights to shape future frameworks that accelerate EV adoption in India. **Mr. Prashant K Banerjee**, Executive Director, SIAM, welcomed the dignitaries and highlighted the significance of the Bharat Mobility Global Expo 2025 as a landmark event driving India’s electrification and sustainable mobility goals.

Hon'ble Chief Guest **Shri H.D. Kumaraswamy**, Union Minister of Heavy Industries and Steel, emphasized, In the last few years, the Government has taken several significant steps towards promoting electric mobility in the country. Through schemes like FAME, EMPS and PLIs for automobiles and auto component and ACC batteries, we have propelled the industry towards sustainable advanced technologies. The PLI scheme with an investment of INR 25,938 crores has been a catalyst. Since its launch it has attracted investment of INR 27715 crores and created employment of 28,884 jobs."

Discussing the country's EV leap, Guest of Honour **Mr. Sudhendu J. Sinha**, Advisor, NITI Aayog, remarked, "Over the past nine years, transformative initiatives such as FAME, FAME II, PM E-DRIVE, and PLI schemes have collectively channelled an impressive \$15 billion into electric mobility. The industry has responded enthusiastically, with 5.5 million EVs on roads today."

Guest of Honour **Dr. Hanif Qureshi**, Additional Secretary, Ministry for Heavy Industries, highlighted, "India has the potential to lead the world with top-quality electric vehicles. Clean transformation, with special focus on EV industry, is the central focus of the Government. We must focus on exports and localization of EVs. Customers want better vehicle quality yet at cheaper prices. This requires enhanced investments in R&D, affordable solutions, and innovative models."

Mr. Francois Roudier, Secretary General, the International Organization of Motor Vehicle Manufacturers (OICA), said, "Software design vehicles (SDV) powered by AI will be the backbone of the electric automotive industry going forward. Sophisticated driver assistance will create new business models. India is home to many software startups and R&D centres. By aligning its IT centres, India can cater to demand of the automotive industry."

Mr. Shailesh Chandra, President, SIAM, and Managing Director, Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, said, "The Indian Auto Industry needs to be at the forefront of India's net zero journey. The shift to EVs reduces India's dependency on fossil fuels and increasing energy security. India's EV growth story has been underpinned by ecosystem building efforts. SIAM's Vidyutikaran initiative has been pivotal to drive EV adoption in the country."

Mr. K N Radhakrishnan, Director, & CEO, TVS Motor Company, said, "India sets a global benchmark in the two-wheeler industry and is witnessing transformative growth driven by innovative products and expanding EV penetration. With world-class infrastructure, a young

demographic, and support from the government, the sector thrives across the entire supply chain. By investing in talent, design, and manufacturing excellence, Indian OEMs are poised to make 'Brand India' two-wheelers a global phenomenon, marking a massive transformation in mobility."

Mr. Sushant Naik, Chairman, SIAM Electric Mobility Group & Global Head, Government & Public Affairs, Tata Motors, said, "India is poised to become a global manufacturing hub, with a bold commitment to net zero by 2070. India is committed to accelerating efforts towards electrification of the transportation sector while driving innovation, developing charging infrastructure, and skill enhancement of the workforce."

Thematic Session 1: Imperatives for India and Global Learnings for further growth in the EV industry



Left to Right: Ms. Angela Mans, German Association of Automotive Industry-VDA, Mr. Mike Hawes, CEO, SMMT, Mr. Ashim Sharma, Senior Partner, NRI Consulting & Solutions, Mr. Andreas Volk, CEO, Bet Motors, Mr. Abhishek Yadav, Co-founder and COO, iMOTO, Mr. Bruce Aitken, CFO, Gogoro

Chaired by Mr. Ashim Sharma, Senior Partner, NRI Consulting & Solutions, the session featured thematic presentations from distinguished speakers:

- a. **Mr. Mike Hawes**, CEO, the Society of Motor Manufacturers and Traders (SMMT), United Kingdom, on "Markets and Mandates: The UK's EV Adoption Journey"
- b. **Ms. Angela Mans**, German Association of Automotive Industry-VDA, Germany, on "Learnings from Germany's Automotive Electrification Journey"
- c. **Mr. Abhishek Yadav**, Co-founder and COO, iMOTO, Indonesia, on "Growth Strategies for Electric Two Wheelers from South Asian Market"
- d. **Mr. Andreas Volk**, CEO, Bet Motors, Austria, on "Driving Innovation: Leveraging BET-Motors for Long-Haul Trucks and Next-Generation Mobility Solutions", and
- e. **Mr. Bruce Aitken**, CFO, Gogoro on "Battery Swapping Solutions for EVs".

The session provided key insights into global EV practices and how innovations are advancing EV technologies

Thematic Session 2: Ecosystem Development for Electric Mobility in India

The session themed "**Ecosystem Development for Electric Mobility in India**" was chaired by Mr. Vipin Surana, Co-Chair, SIAM Electric Mobility Group, and Vice President, VE Commercial Vehicles.



Left to Right: Mr. Karn Nagpal, President, Sensorise, Mr. Sandeep Aggarwal, CEO, Celex Technologies, Mr. Jalaj Gupta, MD, TI Clean Mobility, Mr. Vipin Surana, Co-Chair, SIAM Electric Mobility Group, and VP, VE Commercial Vehicles, Mr. Kavan Mukhtyar, Partner, PWC India, Mr. Abhijit Sen Gupta, Senior Director & Head of Business (India & Southeast Asia), HERE Technologies, Mr. Nikhil Thomas, CEO, Green Mobility, Gentari India, Mr. V Manjunath, Regional Standards Manager- South Asia and Sub-Saharan Africa, at ULSE

The session featured an engaging keynote by Mr. Kavan Mukhtyar, Partner & India Automotive Sector Leader, PwC, followed by presentations from:

- a. **Mr. V Manjunath**, Regional Standards Manager- South Asia and Sub-Saharan Africa, at UL Standards & Engagement Inc. (ULSE), on "Strategies for Building a Sustainable and Scalable Charging Ecosystem"
- b. **Dr. N Sarvanan**, CTO, Ashok Leyland, on "Electrifying Fleets: Transforming the Future of Commercial Mobility"
- c. **Mr. Karn Nagpal**, President, Sensorise, on "Harnessing IoT and M2M for Electric Vehicle Evolution"
- d. **Mr. Sandeep Aggarwal**, CEO, Celex Technologies, on "Technology Innovations in Vehicle Registration Plates"
- e. **Mr. Nikhil Thomas**, CEO, Green Mobility, Gentari India, on "Emerging Business Models in the E-Mobility Ecosystem"
- f. **Mr. Abhijit Sen Gupta**, Senior Director & Head of Business (India & Southeast Asia), HERE Technologies, on "Charting the Road to Electrification with Transformative Location Technologies", and
- g. **Mr. Jalaj Gupta**, Managing Director, TI Clean Mobility, on "Innovative Battery Chemistries: Securing Raw Materials and Developing Affordable Electrified Vehicles".

The session discussed strategies to develop a conducive ecosystem for electric mobility in India.

CXOs Panel : Way Forward for Electric Mobility in India

The last session of the event featured the leaders from the member OEM companies joining for a CXO Panel themed "Way Forward for Electric Mobility in India" and was moderated by **Mr. Hormazd Sorabjee**, Editor, Autocar India.



Left to Right: Mr. *Diego Graffi*, Chairman, SIAM 3W CEOs Council and Chairman & MD, Piaggio Vehicles, Mr. *Rajeev Chaba*, MD, JSW MG Motor India, Mr. *Veejay Ram Nakra*, Chairman, SIAM PV CEOs Council, and President, Auto Division, Mahindra & Mahindra, Mr. *Hormazd Sorabjee*, Editor, Autocar India, Mr. *Shailesh Chandra*, President, SIAM, and MD, Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, Mr. *Shenu Agrawal*, VP, SIAM and MD & CEO, Ashok Leyland, Mr. *Niranjan Gupta*, CEO, Hero MotoCorp, Mr. *Sushant Naik*, Chairman, SIAM Electric Mobility Group

Mr. Shailesh Chandra, President, SIAM, and Managing Director, Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, said, "The customer was in a bit of confusion due to some headwinds, but now with all manufacturers coming out with good products, this is possibly the inflection point in the EV industry."

Mr. Shenu Agrawal, Vice President, SIAM and MD & CEO, Ashok Leyland, said, "Technology has to provide the answers in the long run. We have to have a minimum of 300 KM range; charging time and cost have to decrease. Until the product solutions are available, we need to find ecosystem solution."

Mr. Veejay Ram Nakra, Chairman, SIAM PV CEOs Council, and President, Auto Division, Mahindra & Mahindra, said, "If you look at trends that have played in the last couple of years, the larger trend has been about aspirations. We are an economy on the run. For EV industry, right now it is not about market share but about category growth."

Mr. Santosh Iyer, MD & CEO, Mercedes-Benz India, said, "Price-value proposition is the greatest motivation for the customer. OEMs face challenges of incurring development costs

for two to three powertrains. A clear roadmap will help the industry make wiser investment for cleaner future."

Mr Niranjan Gupta, CEO, Hero MotoCorp, said, "Procuring raw materials remains a challenge for localization in India. While Indian Government is supporting industry with PLI scheme for Automobiles and Advanced Batteries, India can focus towards refining of raw rare earth materials like Lithium. The industry needs to focus on improving material efficiency, which can be achieved by encouraging recycling."

Mr. Diego Graffi, Chairman, SIAM 3W CEOs Council and Chairman & MD, Piaggio Vehicles, said, "The Government played its role; its incentives have created the demand. The requirement is of public charging infrastructure, battery capacity, and other services like battery-as-a-service which can increase the penetration of three-wheelers."

Mr. Rajeev Chaba, Managing Director, JSW MG Motor India, said, "The EV journey is an evolution. This is the "Mutual Fund Sahi Hai" moment for the EV industry. India is a diverse market; we cater to different kinds of needs."

The session highlighted the criticality of innovative strategies to achieve India's electrification goals. **Mr. Sushant Naik**, Chairman, SIAM Electric Mobility Group, concluded the day-long event with his closing remarks.

Partners

The event generated extraordinary support from partners across the industry value chain. SIAM successfully brought together a distinguished group of sponsors, demonstrating the event's broad appeal and relevance. TVS Motor Company, Here Technologies, Sensorise and Celex were offered Principal Partnerships. While Tata Motors and Gentari India were platinum and gold partners respectively.



The list of silver partners includes BMW, MG Motors, Mahindra Last Mile Mobility and Olectra Greentech. Further, UL Standards & Engagement Inc. (ULSE) joined hands with SIAM as a

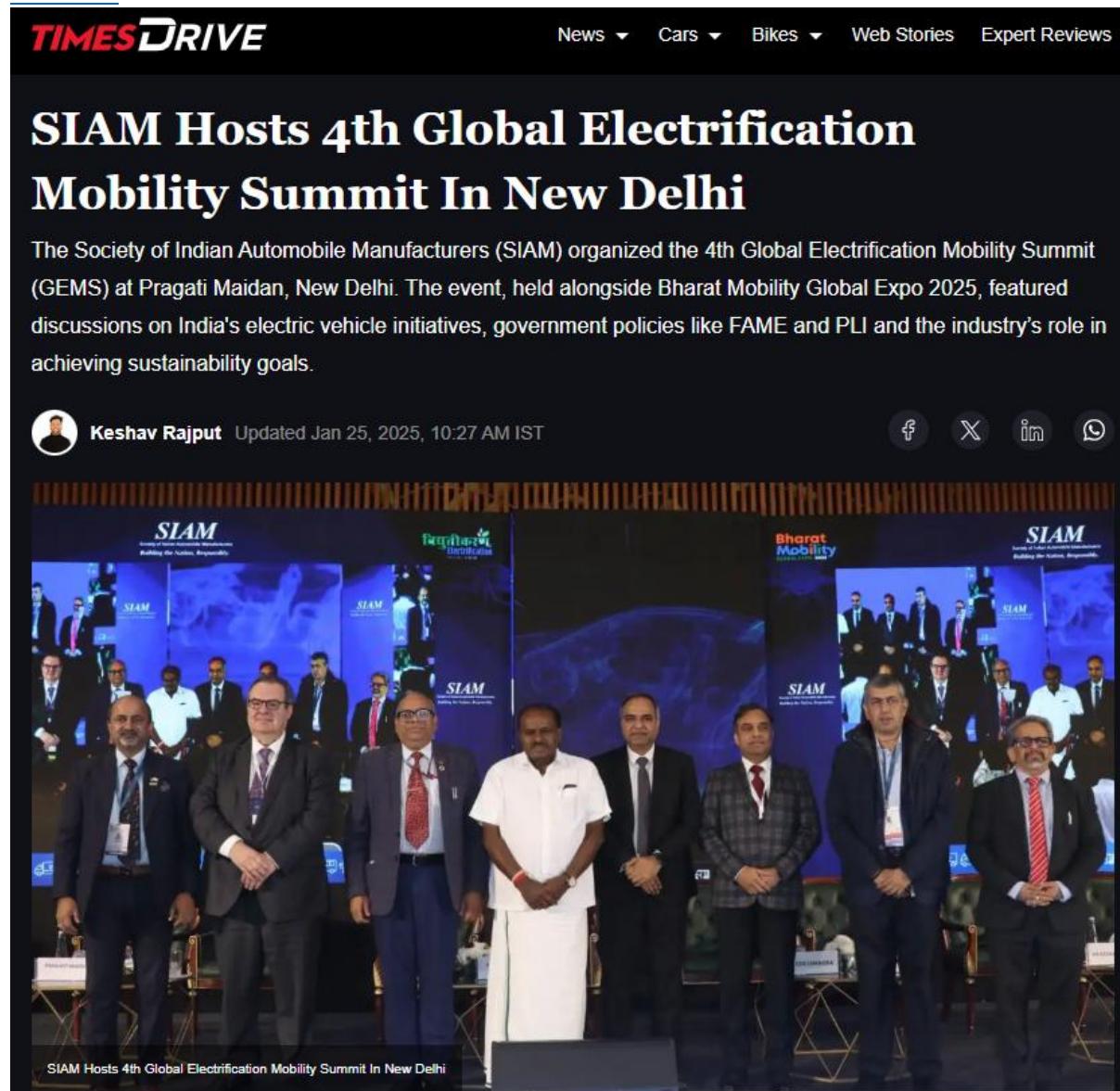
knowledge partner. This diverse array of sponsors highlighted the event's significant and far-reaching industry support.

Delegates

The event brought together a diverse range of participants, including government officials, representatives from automobile and automotive component manufacturers, and key players in charging and battery swapping. It also saw strong engagement from banking and financial institutions, along with innovative startups and media representatives, all contributing to meaningful discussions and idea exchange.

Promotion

<https://www.timesdrive.in/news/siam-hosts-4th-global-electrification-mobility-summit-in-new-delhi-article-151134473>



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SIAM Hosts 4th Global Electrification Mobility Summit In New Delhi

The Society of Indian Automobile Manufacturers (SIAM) organized the 4th Global Electrification Mobility Summit (GEMS) at Pragati Maidan, New Delhi. The event, held alongside Bharat Mobility Global Expo 2025, featured discussions on India's electric vehicle initiatives, government policies like FAME and PLI and the industry's role in achieving sustainability goals.

 **Keshav Rajput** Updated Jan 25, 2025, 10:27 AM IST

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SIAM Hosts 4th Global Electrification Mobility Summit In New Delhi

The Society of Indian Automobile Manufacturers (SIAM) organized the 4th Global Electrification Mobility Summit (GEMS), themed "Electrification: Powering India's EV Leap, Reaching the Tipping Point", at Bharat Mandapam, Pragati Maidan, New Delhi, on the sidelines of Bharat Mobility Global Expo 2025. The summit brought together policymakers, global industry leaders, and experts to chart the way forward for India's electric mobility transformation.

The summit was attended by Minister of Heavy Industries and Steel, Government of India, H.D. Kumaraswamy (Chief Guest) and Guests of Honour Sudhendu J. Sinha, Advisor, NITI Aayog and Dr. Hanif Qureshi, Additional Secretary, Ministry for Heavy Industries, Government of India, along with Secretary General of Association of World Manufacturers and industry leaders.

Insights on India's EV Journey

During the summit, Sudhendu J. Sinha discussed the government's efforts over the past nine years. Programs like FAME, FAME II, PM E-DRIVE, and the Production-Linked Incentive (PLI) scheme have collectively directed \$15 billion towards the EV sector. He noted that the industry's response has been strong, with approximately 5.5 million EVs currently on Indian roads.

H.D. Kumaraswamy, Minister of Heavy Industries and Steel, Government of India, said, "In the last few years, the Government has taken several significant steps towards promoting electric mobility in the country. Through schemes like FAME, EMPS and PLIs for automobiles and auto component and ACC batteries, we have propelled the industry towards sustainable advanced technologies. The PLI scheme with an investment of over INR 25,900 crore worked as a catalyst. Since its launch it has attracted investment of over INR 27,000 crore and created over 28,500 jobs."

SIAM's Role in EV Transition

SIAM emphasized its ongoing collaborations with policymakers, corporations, and other stakeholders to transition India's transportation sector to cleaner energy sources. The organization's initiatives align with the nation's 2030 sustainable development goals, focusing on reducing emissions and adopting advanced technologies for mobility.

Shailesh Chandra, President, SIAM, and Managing Director, Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, said, "The Indian Auto Industry needs to be at the forefront of India's net zero journey. The shift to EVs reduces India's dependency on fossil fuels and increasing energy security. India's EV growth story has been underpinned by ecosystem building efforts. SIAM's Vidyutikaran initiative has been pivotal to drive EV adoption in the country."

1st Summit on Automotive Future Advancement in Road Safety (SAFAR)

Event Theme

SIAM, under its Surakshit Safar Initiative, has successfully organised the Surakshit Safar Pavilion under Bharat Mobility Global Expo 2024 and Auto Expo 2023 in the past. With the showcases in the pavilions, SIAM succeeded greatly in educating the visitors through interactive displays and awareness activities.

Understanding the graveness of increasing road accidents and fatalities in India, SIAM identified the Bharat Mobility Global Expo as an ideal way to launch the first-ever edition of the Summit on Automotive Future Advancements in Road Safety (SAFAR) alongside the successful सुरक्षित सफर Pavilion to create a comprehensive platform to catalyse collaboration among policymakers, industry leaders, and advocates. This summit's objective was to address pressing safety challenges, drive innovative solutions, and amplify public awareness for safer, inclusive, and sustainable mobility.

Event Overview

The Summit was themed "**United Efforts for Road Safety: Safer Roads, Our Responsibility**" to emphasize the collective commitment required from policymakers, industry leaders, and society at large to make roads safer. It aims to serve as a premier platform for fostering collaboration, driving innovative solutions, and advancing public awareness to significantly reduce road-related injuries and fatalities.

With a focus on education, enforcement, engineering improvements, emergency care, and public engagement, the event served as a platform to explore actionable insights and strategies that can drive long-term transformation in India's road safety landscape. Event aimed to get practical solutions from experts and stakeholders aimed at reducing road fatalities and injuries, while also emphasizing the need for structured reforms in infrastructure, driver training, and emergency response systems.

The event aimed to highlight the importance of strengthening partnerships between government agencies, industry leaders, healthcare professionals, and civil society to build a sustainable framework for road safety. It is well understood that collaborative efforts across these sectors are key to achieving lasting change, fostering innovation, and implementing scalable solutions that address both rural and urban road safety challenges.

Central to the discussions was a shared vision of creating safer roads and communities through enhanced policy frameworks, advanced technology integration, and proactive community involvement. Policy updates, smarter enforcement mechanisms, and the adoption of data-driven solutions were identified as crucial elements for success. Equally vital was the role of public awareness campaigns in shifting behaviors and building a culture of safety at all levels.

The event underscored the importance of multi-sector collaboration and collective responsibility in ensuring safer mobility for all. It reinforced the belief that by working together, India can pave the way for a people-centric future—one where improved road safety contributes to a healthier, more secure society.

SIAM		SIAM		SIAM	
					
1 st Summit on Autor United effo 19 Jan 2025		1 st Summit on Autor United effo 19 Jan 2025		1 st Summit on Automotive Future Advancement in Road Safety (SAFAR) United efforts for Road Safety: Safer Roads, Our Responsibility 19 Jan 2025, Leaders Lounge, Bharat Mandapam, New Delhi	
1430 - 1530 HRS	Panel Discussion Evaluation The Pan emergen stakeho awarene	1230 - 1410 HRS	Panel D Strategi The Pan strategic Strength	Time (HRS)	Programme
Session Moderator: Mr Prasha		Session Moderator: Mr. Alok.		1045 - 1100	Arrival of dignitaries, सुरक्षित यात्रा (Safe Journey) Pavilion visit and Road Safety run with School students at Hangar, (opp. Hall 14) Bharat Mandapam
1430 - 1445	Opening	1230 - 1240	Opening	1100 - 1200	Inaugural Session: Driving a people centric future: A Vision for Safer Roads in India At Leaders Lounge, Bharat Mandapam
1445 - 1520	Moderat • N • D • D • N • H • D • C	1240 - 1255	Keynote Federati	1100 - 1102	~ Welcome of Dignitaries, Auspicious Lamp Lighting and National Anthem ~
1520 - 1525	Conclud Director,	1255 - 1355	Moderat • N • N • N • F • H • N • N	1102 - 1104	Welcome Remarks by Mr. Prashant K Banerjee, Executive Director, SIAM
1525 - 1530	Felicitati	1355 - 1400	Conclud	1104 - 1108	~ Streaming of SIAM Road Safety Initiatives ~
1530 - 1545	TEA/CO	1400 - 1405		1108 - 1111	Context setting by Mr Sushant Naik, President, SAFE and Global Head, Govt & Public Affairs, Tata Motors
		1405 - 1420	TEA CO	1111 - 1115	Opening Remarks by Mr. Shailesh Chandra, President SIAM and MD Tata Motors PV and Tata Motors Electric Mobility
				1115 - 1120	Address by Mr Piyush Arora, Managing Director & CEO, SKODA AUTO Volkswagen India
				1120 - 1125	Address by Mr Rahul Bharti, Executive Director, Maruti Suzuki India Ltd
				1125 - 1135	Presentation by Mr Kazuyoshi Kuroki, Manager Chief Engineer, Honda Motor Co. Ltd. Safety Strategic Planning Department, Safety Planning Division, Corporate Planning Supervisory Unit
				1135 - 1140	Address by Guest of Honor Mr Sanjay Bandopadhyaya, Member, Supreme Court Committee on Road Safety
				1140 - 1150	Address by Chief Guest Mr V Umashankar, Secretary, Ministry of Road Transport & Highways, Govt of India
				1150 - 1152	~ Launch of SIAM Initiatives 2025 ~
				1152 - 1155	Closing Remarks by Mr Rajesh Menon, Director General, SIAM
				1155 - 1200	Felicitation of Dignitaries with Memento & Group Photograph
				1200 - 1230	Lunch Break and Departure of Dignitaries

Session Details

Session 1: Driving a people-centric future: A Vision for Safer Roads in India

The inaugural session was themed "Driving a People-Centric Future: A Vision for Safer Roads in India," The theme reflected a vision and strategy for steadfast commitment to focus on human lives and well-being in the journey toward safer mobility. The theme attempted to place people at the heart of road safety initiatives to highlight the importance of collective responsibility, innovative solutions, and inclusive policies to reduce road-related injuries and fatalities. It envisioned a future where every journey is safer, fostering public trust and creating a sustainable mobility ecosystem for all.



Session 2: Panel Discussion

The 2nd session of the Summit held a panel discussion themed "Saving Lives by Adopting Multi-Pronged Road Safety Strategies through Education and Enforcement."

Aiming to delve into the critical role of education and enforcement in enhancing road safety outcomes, the panel brought together experts and stakeholders to explore comprehensive strategies that address behavioural change, compliance, and accountability.

The theme was developed keeping in mind the focus on

- Providing clear insights into innovative education and enforcement strategies that effectively reduce road-related injuries and fatalities,
- Offering actionable recommendations for policymakers and stakeholders to develop and implement impactful road safety initiatives.
- Strengthening collaboration among various entities, including government bodies, law enforcement agencies, educational institutions, and industry leaders, to ensure cohesive and effective road safety efforts.

Through dynamic discussions and shared expertise, this session highlighted practical approaches to saving lives and fostering a safer road environment for all.



Session 3: Panel Discussion

The 3rd session of the summit was themed "The Pivot Role of Engineering, Emergency Care, and Evaluation in Improving Road Safety."

The session aimed to put the spotlight on the critical contributions of engineering advancements, emergency response systems, and robust evaluation frameworks in enhancing road safety and sought to provide a platform to discuss the integration of these elements to create a holistic approach to reducing road accidents and fatalities.

Panel discussion revolved around the key points such as:

- Developing actionable recommendations to improve road and vehicle engineering practices, emergency care systems, and performance evaluation mechanisms.
- Encouraging increased collaboration between key stakeholders, including government bodies, industry experts, healthcare providers, and civil society organizations.
- Enhancing public awareness and engagement in road safety efforts by promoting education and community-driven initiatives.



Partnership



ROSMERTA
Technologies Limited

HONDA

ŠKODA | VOLKSWAGEN

The inaugural SAFAR at the Bharat Mobility Global Expo 2025 was made possible through the unwavering support of our esteemed partners—Rosmerta Technologies, Honda, and Škoda Auto Volkswagen India. These organizations are committed to advancing road safety in India, with impactful initiatives that extend well beyond the event, reflecting their dedication to creating safer and more sustainable mobility ecosystems.

Rosmerta Technologies has been a pioneer in promoting road safety through advanced vehicle technology and infrastructure solutions. The company is at the forefront of setting up Automated Testing Stations (ATS) across multiple states in India, ensuring vehicles meet the highest safety standards. Additionally, Rosmerta has taken significant steps in developing Intelligent Transport Systems (ITS) and implementing High-Security Registration Plates (HSRP), contributing to safer and more regulated traffic management.

Honda has demonstrated a long-standing commitment to road safety education and awareness. Through the Honda Road Safety India initiative, the company has trained over 50 lakh individuals in safe riding practices. Their Safety Driving Education Centers (SDEC) provide practical and theoretical training in defensive driving, with a particular focus on young riders. Honda's focus on helmet safety and responsible riding aligns perfectly with India's national road safety goals.

Škoda Auto Volkswagen India has been actively promoting road safety through various initiatives aimed at educating both drivers and pedestrians. The company collaborates with local authorities to support road safety campaigns and driver behavior awareness programs.

Škoda Auto Volkswagen India is also investing in driver skill development and fleet safety management, ensuring that safety remains a priority for commercial and private vehicle users alike.

The association with these partners at SAFAR not only emphasized the importance of road safety but also highlighted their sustained efforts in addressing one of the most critical aspects of modern mobility. These initiatives reflect the shared vision of creating a future where safer roads are a reality for all.

Delegates

The event brought together a diverse group of delegates, including government officials, representatives from automobile and automotive component manufacturers, stakeholders from the road safety ecosystem, including ITS developers, road furniture manufacturers, NGOs and Health care officials. It also garnered significant participation from innovative startups and media representatives, all of whom played a vital role in facilitating dialogue and exchanging ideas.

Promotion

<https://www.autocarpro.in/news/olectra-showcases-electric-mobility-innovations-at-bharat-mobility-global-expo-124479>



The screenshot shows a news article from Autocar Professional. The header includes the Autocar Professional logo and navigation links for SEGMENTS, NEWS, FEATURES, INTERVIEWS, OPINIONS, ANALYSIS, VIDEOS, and PARTNER. The main headline is "SIAM organizes first summit on road safety advancements". Below the headline is a sub-headline: "SIAM's inaugural SAFAR summit brought together key stakeholders to discuss and promote strategies for improving road safety in India." The article includes a photo of six men in suits standing on a stage, a timestamp (19 Jan 2025), and view counts (2101 Views). There are also sharing options for social media.

The Society of Indian Automobile Manufacturers (SIAM) held its inaugural Summit on Automotive Future Advancement in Road Safety (SAFAR) on January 19, 2025, at Bharat Mandapam, Pragati Maidan, New Delhi. The summit, themed "United Efforts for Road Safety: Safer Roads, Our Responsibility," was part of the Bharat Mobility Global Expo 2025. The event aimed to bring together various stakeholders to address key challenges and explore strategies to improve road safety in India.

The summit opened with an address from Mr. V Umashankar, Secretary of the Ministry of Road Transport & Highways, Government of India, who launched the "Surakshit Safar Initiative Report (2025-2026)." The report details SIAM's initiatives on road safety and highlights the importance of the RVB framework—Road, Vehicle, and Behaviour—in reducing accidents. Mr. Umashankar emphasized

the critical role of road engineering, advanced vehicle safety features, and driver education in improving safety outcomes.

Mr. Prashant K. Banerjee, Executive Director of SIAM, noted the urgency of addressing road safety, particularly in light of the high vulnerability of two-wheeler users, who make up 80% of India's annual vehicle population. He stressed the importance of the auto industry's role in contributing to safer roads.

The event also featured insights from industry leaders. Mr. Shailesh Chandra, President of SIAM, called for adherence to the 4E model—Education, Enforcement, Engineering, and Emergency—stating that technology advancements and collaborations are essential for reducing road fatalities. Mr. Piyush Arora from SKODA AUTO Volkswagen India expressed support for Bharat NCAP, a government initiative aimed at improving vehicle safety standards in India.

The summit's first panel focused on improving road safety through education and enforcement strategies, with contributions from industry experts who discussed the need for affordable safety technologies and enhanced public awareness. Panelists also highlighted the role of early education on road safety, particularly for children, to promote responsible behavior.

The second panel addressed the engineering and emergency care aspects of road safety, emphasizing the need for better road infrastructure, vehicle engineering, and emergency response systems. Experts also discussed the importance of leveraging data analytics and AI technologies to enhance safety measures and predict accident hotspots.

In addition to the discussions, the summit included a series of interactive activities aimed at raising awareness, such as the "Road Safety Awareness Run" with over 1,200 students participating. The event featured an interactive pavilion, showcasing VR games, simulators, and vehicle models to educate attendees on road safety. Students also participated in competitions like poster-making and street plays focused on road safety themes.

SAFAR 2025 is part of ongoing efforts to make India's roads safer through a coordinated approach that involves multiple sectors, from government bodies to the automotive industry and the public. The summit served as a platform to share insights, promote collaboration, and encourage the adoption of advanced safety technologies and practices.

3rd International Conference on Sustainable Circularity (ICSC)

Event Overview

Under its sustainable mobility initiative of *Circularity*, SIAM Organised the third edition of the International conference on sustainable circularity (ICSC) at Auto Expo – The Motor Show during Bharat Mobility Global Expo on 20th January 2025. The event was themed "Nature Positive Recycling – Systemic Transformation to Automotive Circular Economy in India".

Aligned with the initiative's goal of promoting the circular economy, the event aimed to unite industry stakeholders and government representatives to deliberate on pathways to an automotive circular economy in India.

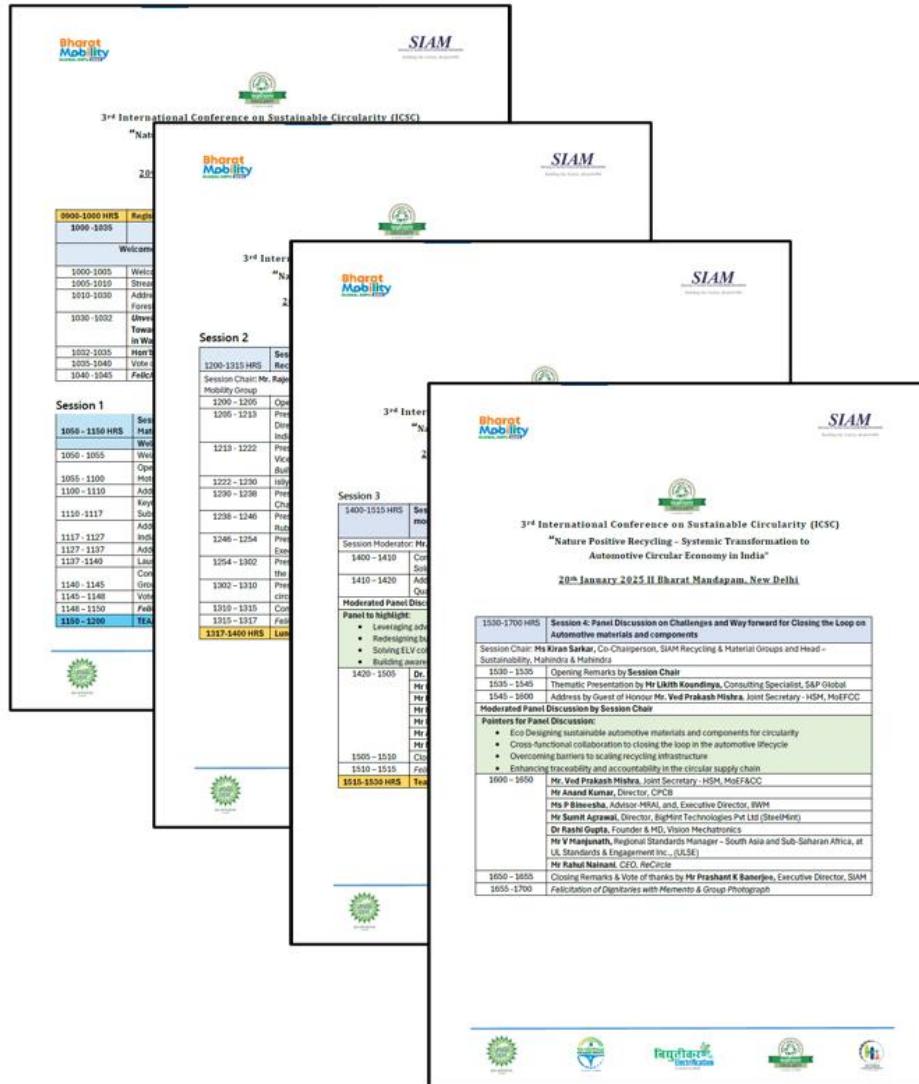
Event Objective

ICSC provided a platform for stakeholders from different domains of the automotive industry like government, OEMs, OMCs, recycling technology providers and other ecosystem players to discuss the material recycling journey and associated challenges in Indian context. The conference emphasised the need for systemic transformation through regulatory frameworks, technological advancements and collaborative efforts across stakeholders, underscoring India's potential to lead global efforts in sustainable automotive practices.

The event had 5 sessions planned. First session was the ministerial session graced by **Chief Guest Shri Bhupender Yadav, Hon'ble Union Minister of Environment, Forest & Climate Change, Government of India**. Session 1 and 2 deep dived into the policy work and regulatory framework while the last two sessions featured technical presentations followed by panel discussions on technology advancements and way forward for recycling in the industry.

- Special Ministerial Session
- Session 1: Impact of EPR on ELV recycling and compliance: New Paradigm of Material Circularity
- Session 2: Regulatory & Policy challenges and innovating solutions in the ELV Recycling Ecosystem
- Session 3: Panel Discussion on Harnessing cutting-edge technologies and business models to revolutionize ELV recycling
- Session 4: Panel Discussion on Challenges and Way forward for Closing the Loop on Automotive materials and components

Program Agenda



Session details

Special Ministerial Session



Left to Right: Mr. P.K. Banerjee, Executive Director, Chief Guest Shri Bhupender Yadav, Hon'ble Union Minister, MoEFCC, Mr. Vikram Kasbekar, ED and CTO, Hero MotoCorp

The conference was graced by the **Chief Guest Shri Bhupender Yadav, Hon'ble Union Minister of Environment, Forest & Climate Change, Government of India**. During the inaugural session of the conference, Hon'ble Union Minister also launched the **SIAM Strategy Paper "Towards Circular Future in the Indian Automobile Industry: Integrating EPR Regime in Waste Stream Regulations"**.

While welcoming the dignitaries and audiences, **Mr. Prashant K Banerjee, Executive Director, SIAM**, said, "The rising India is ready to embrace and propagate the message of "Vasudhaiva Kutumbakam" while also balancing industrial growth and environmental sustainability. SIAM is committed to its responsibility in environmental stewardship and building the nation responsibly."

Addressing the conference, **Chief Guest Shri Bhupender Yadav, Hon'ble Union Minister of Environment, Forest & Climate Change, Government of India**, said, "As the automotive industry observes a notable growth, it is imperative to reflect on our environmental obligations. Nature, with its innate capacity for regeneration, serves as an exemplar for our operational strategies. Our focus extends beyond mere waste management to stimulating economic development,

diminishing emissions, and cultivating societal advancements through the promotion of green jobs. Initiatives such as the Vehicle Scrappage Policy 2021 and the endorsement of electric vehicles manifest our commitment to sustainable practices. As we navigate towards a circular economy, our actions must be guided by a steadfast dedication to environmental integrity and ecological stewardship. SIAM has done an admirable job of initiating discussions on circularity which showcases its commitment to the growth of the automotive sector and promoting India's green goals."

Mr. Vikram Kasbekar, ED and CTO, Hero MotoCorp, said, "We must respect our environment and align our actions with India's ambitious target of achieving net zero by 2070. We need to emphasize recycling in the automobile industry. Furthermore, advancements in battery cell chemistry are essential to achieve the desired level of EV adoption in the country."

Session 1: Impact of EPR on ELV recycling and compliance: New Paradigm of Material Circularity



Left to Right: Mr. P.K. Banerjee, Executive Director, SIAM, Mr. Sanjay Mehta, President, MRAI, Mr. Vikram Kasbekar, ED and CTO, Hero MotoCorp, Guest of Honor, Mr Mahmood Ahmed, Additional Secretary, MoRTH, Mr. Arvind Kumar Nautiyal, Joint Secretary, Government of India and Member Secretary, CAQM, Mr Timo Unger, Chairperson - Working Group on Materials & Substances, ACEA, Mr M S Anandkumar, Chair, SIAM Recycling & Material Group and SGM, TVS Motor Company

The Thematic Session-1, themed "Impact of EPR on ELV Recycling and Compliance: New Paradigm of Material Circularity", was graced by the Guest of Honor, Mr. Arvind Kumar Nautiyal, Joint Secretary, Government of India and Member Secretary, CAQM and Guest of Honour Mr Mahmood Ahmed, Additional Secretary, MoRTH. The session explored policy

interventions, international practices, and innovations required for scaling up ELV recycling. The session also saw the launch of an approach paper on “**Automotive Circularity in India**”.

Guest of Honor, Mr. Arvind Kumar Nautiyal, Joint Secretary, Government of India and Member Secretary, CAQM, said, “With India's rapidly expanding population, effective recycling becomes essential. Proper disposal of end-of-life vehicles through standardized recycling processes is crucial, underscoring the importance of Extended Producer Responsibility (EPR). By emphasizing innovation and R&D, we have implemented measures to ensure the efficient management of ELVs. Integrating ELVs into EPR demonstrates our commitment to sustainability in the automotive industry and supports the nation's future environmental goals.”

Guest of Honor, Mr Mahmood Ahmed, Additional Secretary, MoRTH, Government. of India, said, “Through Extended Producer Responsibility (EPR), the government places a crucial emphasis on sustainability by mandating that producers ensure the materials used in manufacturing are recyclable. Achieving circularity in the automotive sector demands active collaboration among stakeholders alongside heightened consumer awareness. The government is steadfast in its commitment to support the industry, fostering a sustainable and resource-efficient future.”

Mr. Sanjay Mehta, President, MRAI, said, “Circular economy is key to a sustainable future. By treating waste as a resource, we aim to achieve a zero-waste economy by 2070. The government champions circularity through policies such as the Steel Scrap Recycling and Vehicle Scrappage Policies. Inspired by the Prime Minister's Mission LiFE, citizens are taking bold actions towards environmental sustainability. Together, we can build a resilient, resource-efficient nation driven by innovative sustainable practices.”

Mr Timo Unger, Chairperson - Working Group on Materials & Substances, ACEA, commented, “We must prioritize the design of highly recyclable vehicles and the reduction of plastic components. Achieving this will require robust government support, consistent legislation, and collaborative efforts among stakeholders. Together, we can foster innovation, enhance sustainability, and promote a greener future for the automotive industry, thereby setting new benchmarks for environmental responsibility.”

Mr. Vikram Kasbekar, ED and CTO, Hero MotoCorp also addressed the session and said that the government is extending comprehensive support through targeted policy interventions, including the Vehicle Scrappage Policy and Waste Management Policy, among others.

While concluding the session, **Mr M S Anandkumar**, Chair, SIAM Recycling & Material Group and SGM, TVS Motor Company, said, "Millions of end-of-life vehicles represent both a significant challenge and a substantial opportunity. The Extended Producer Responsibility regime advocates for recycling, lifecycle consideration, closed-loop systems, collaboration, the use of sustainable materials, and enhanced durability. By fostering collaboration and innovation, we can develop a globally benchmarked EPR system that transforms ELVs into valuable resources, paving the way for a sustainable future."

Session 2: Regulatory & Policy challenges and innovating solutions in the ELV Recycling Ecosystem



Left to Right: Mr. David Nolan, Executive Director, Auto Recycler Association of Australia, Mr. ALN Rao, Head of Electronics Recycling, Recykal, Mr. Sarvesh Tomar, General Manager, BPCL, Mr. Rajendra M Petkar, President and CTO, Tata Motors, Mr. R Mukhopadhyay, Director (R&D) J K Tyres, Mr. Prabhjot Sodhi, Sr. Program Director, CEE, Ms Sonal Choithani, VP and Head of Market Development, Vedanta, Mr. Sosho Kitajima, Chairman, JARA

The Thematic Session-2, themed "Regulatory & Policy Challenges and Innovating Solutions in the ELV Recycling Ecosystem", was chaired by **Mr. Rajendra M Petkar**, President and CTO, Tata Motors Ltd, Chairperson, SIAM Sustainable Mobility Group. The session deliberated on regulatory, and policy challenges the ELV recycling ecosystem encounters. It also discussed possible solutions and the necessity of innovation.

The session included presentations by the following speakers:

- a. **Mr. R K Goyal**, Director Saarloha Advanced Materials and Managing Director, Kalyani Steel, on "Sustainable Circularity for Green Steel Manufacturing in India"
- b. **Ms Sonal Choithani**, Vice President and Head of Market Development, Vedanta, on "Metals & Mobility: Building A Greener Future for Transportation"
- c. **Mr. Soshio Kitajima**, Chairman, Japan Automobile Recycling Alliance (JARA), on "ELV management landscape in Japan"
- d. **Mr. R Mukhopadhyay**, Director (R&D) J K Tyres, on "Sustainable Circularity – Challenges & Opportunities for Tyre & Auto Rubber Components Industry"
- e. **ALN Rao**, Head of Electronics Recycling, Recykal, on "Innovative Tech in Automotive Circularity"
- f. **Mr. David Nolan**, Executive Director, Auto Recycler Association of Australia, on "Automotive Circularity landscape in Australia"
- g. **Mr. Sarvesh Tomar**, General Manager, BPCL, on "Challenges and Opportunities in Used Oil Recycling in India: Paving the path to Sustainability"
- h. **Mr. Prabhjot Sodhi**, Sr. Program Director, CEE, on "Policy interventions as catalysts for sustainable automotive circularity"

Session 3: Panel Discussion on Harnessing cutting-edge technologies and business models to revolutionize ELV recycling



Left to Right: **Mr. Anant Bhargava**, CEO, IFP Petro, **Mr. Nitin Chitkara**, CEO, Meta Material Circular Markets, **Mr. Kartick Nagpal**, President, Rosmerta, **Mr. Vinod Babu**, Director, CPCB, **Mr. Ashim Sharma**, Senior Partner, NRI Consulting & Solutions, Guest of Honor, **Dr. Sujit Kumar Bajpayee**, Member, Commission for Air Quality Management, **Mr. Masaru Akaishi**, Managing Director, Maruti Suzuki Toyotsu India, **Mr. Prabhakar Bhangare**, CEO, Global PCCS

The Thematic Session-3, themed “Harnessing Cutting-edge Technologies and Business Models to Revolutionize ELV Recycling”, was graced by the Guest of Honor Dr. Sujit Kumar Bajpayee, Member, Commission for Air Quality Management (CAQM), and moderated by Mr. Ashim Sharma, Senior Partner, NRI Consulting & Solutions.

While addressing the session, **Guest of Honor Dr. Sujit Kumar Bajpayee**, Member, Commission for Air Quality Management (CAQM), said, “Through technological innovation and progressive business models focused on recycling, we can effectively manage ELVs and reduce their impact on the environment. It’s critical to intensify nationwide awareness campaigns about the importance of recycling. Our vision is clear: to position India as a global leader in sustainable mobility, demonstrating our dedication to a cleaner, greener future.”

Mr. Vinod Babu, Director, CPCB, said, “Ensuring that our recycling infrastructure not only meets but exceeds standards is imperative. At CPCB, we’re focusing on metals to drive our commitment toward achieving EPR goals. We’ve implemented comprehensive recycling guidelines to bolster this mission. Moreover, we’re developing a one-stop platform to streamline all EPR liabilities and facilitate fair trading of certificates.”

Mr. Masaru Akaishi, Managing Director, Maruti Suzuki Toyotsu India Pvt Ltd, **Mr. Kartick Nagpal**, President, Rosmerta, **Mr. Nitin Chitkara**, CEO, Meta Material Circular Markets (MMCM), **Mr. Prabhakar Bhangare**, CEO, Global PCCS, **Mr. Anant Bhargava**, IFP Petro, also expressed their thoughts and opinion on the theme of the session.

Session 4: Panel Discussion on Challenges and Way forward for Closing the Loop on Automotive materials and components



Left to Right: Mr. P.K. Banerjee, Executive Director, SIAM, Mr Likith Koundinya, Consulting Specialist, S&P Global, Mr Anand Kumar, Director, CPCB, Ms Kiran Sarkar, Co-Chairperson, SIAM Recycling & Material Groups and Head – Sustainability, Mahindra & Mahindra, Mr. Ved Prakash Mishra, Joint Secretary - HSM, MoEFCC, Mr Sumit Agrawal, Director, BigMint Technologies Pvt Ltd (SteelMint), Dr Rashi Gupta, Founder & MD, Vision Mechatronics, Mr V Manjunath, Regional Standards Manager – South Asia and Sub-Saharan Africa, at ULSE

The last Thematic Session-4, themed “Challenges and Way forward for Closing the Loop on Automotive Material and Components”, was graced by Guest of Honour, **Mr. Ved Prakash Mishra**, Joint Secretary - HSM, MoEFCC, Government of India, and chaired by **Ms Kiran Sarkar**, Co-Chairperson, SIAM Recycling & Material Groups and Head – Sustainability, Mahindra & Mahindra.

In his address, **Mr. Ved Prakash Mishra**, Joint Secretary - HSM, MoEFCC, Government of India, said, “The disposal of end-of-life vehicles (ELVs) and related materials presents a significant challenge, yet it also offers opportunities. Through effective management, we can not only lessen the environmental burden but also recover valuable secondary raw materials (SRMs) that are as useful as primary materials. With the recently notified ELV rules, the government showcases its commitment to support the recycling ecosystem.”

The session also witnessed a thematic presentation by **Mr Likith Koundinya**, Consulting Specialist, S&P Global. Present on the panel were **Mr Anand Kumar**, Director, CPCB, **Mr Sumit Agrawal**, Director, BigMint Technologies Pvt Ltd (SteelMint), **Dr Rashi Gupta**, Founder & MD,

Vision Mechatronics and **Mr V Manjunath**, Regional Standards Manager – South Asia and Sub-Saharan Africa, at UL Standards & Engagement Inc., (ULSE).

The conference emphasized the need for systemic transformation through regulatory frameworks, technological advancements, and collaborative efforts across stakeholders. The discussions underscored India's potential to lead global efforts in sustainable automotive practices.

Partners

The event generated extraordinary support from partners across the recycling industry value chain. SIAM successfully brought together a distinguished group of sponsors, demonstrating the event's broad appeal and relevance. Rosmerta and Vedanta Group were offered Principal Partnerships. While Kalyani Group were the gold partners for the event.



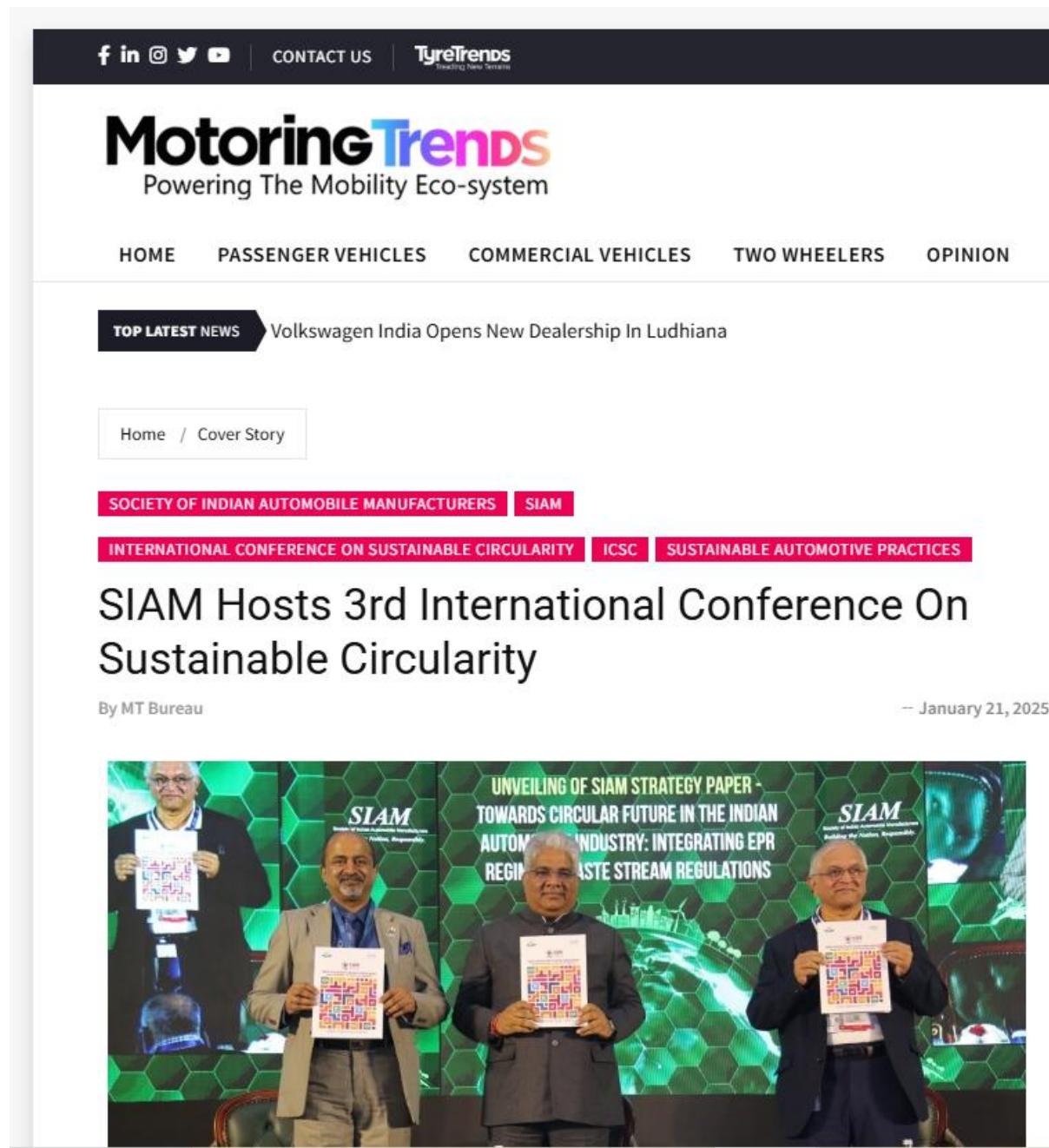
The list of silver partners includes Maruti Suzuki and Recykal. Further, S&P Global joined hands with SIAM as a knowledge partner. This diverse array of sponsors highlighted the event's significant and far-reaching industry support.

Delegates

The event was attended by a diverse group of delegates, including government officials, representatives from automobile and automotive component manufacturing firms, and a variety of recycling specialists such as used oil, battery, e-waste, tyre, plastic, and metal recyclers. There was also significant participation from recycling technology providers, industry associations, and knowledge partners. The event drew attention from vehicle fitness testing facilities, innovative startups, and the media, all of whom played a key role in the dialogue and exchange of ideas within the event.

Promotion

<https://www.motoring-trends.com/cover-story/siam-hosts-3rd-international-conference-on-sustainable-circularity>



The screenshot shows the Motoring Trends website with a dark header bar containing social media icons (Facebook, LinkedIn, Instagram, Twitter, YouTube), a 'CONTACT US' link, and the 'TyreTrends' logo. The main navigation menu includes 'HOME', 'PASSENGER VEHICLES', 'COMMERCIAL VEHICLES', 'TWO WHEELERS', 'OPINION', and a dropdown menu. Below the menu, a 'TOP LATEST NEWS' box highlights 'Volkswagen India Opens New Dealership In Ludhiana'. The main content area features a breadcrumb navigation ('Home / Cover Story'), several category tags ('SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS', 'SIAM', 'INTERNATIONAL CONFERENCE ON SUSTAINABLE CIRCULARITY', 'ICSC', 'SUSTAINABLE AUTOMOTIVE PRACTICES'), and a large, bold headline: 'SIAM Hosts 3rd International Conference On Sustainable Circularity'. Below the headline, it says 'By MT Bureau' and '— January 21, 2025'. A large image shows four men in formal attire standing on a stage, holding up copies of the 'SIAM Strategy Paper'. The background features a green hexagonal pattern and the text 'UNVEILING OF SIAM STRATEGY PAPER - TOWARDS CIRCULAR FUTURE IN THE INDIAN AUTOMOTIVE INDUSTRY: INTEGRATING EPR REGIME & WASTE STREAM REGULATIONS'.

The Society of Indian Automobile Manufacturers (SIAM), the apex body representing the country's leading automobile manufacturers, hosted the 3rd International Conference on Sustainable Circularity (ICSC) at Bharat Mandapam, New Delhi, on the sidelines of Bharat Mobility Global Expo 2025. Theme 'Nature Positive Recycling – Systemic Transformation to Automotive Circular Economy in India', the conference emphasised the need for systemic transformation through regulatory frameworks,

technological advancements and collaborative efforts across stakeholders, underscoring India's potential to lead global efforts in sustainable automotive practices.

Bhupender Yadav, Union Minister of Environment, Forest & Climate Change, Government of India, who was the Chief Guest during the inaugural session of the conference, launched the SIAM Strategy Paper 'Towards Circular Future in the Indian Automobile Industry: Integrating EPR Regime in Waste Stream Regulations' and said, "As the automotive industry observes a notable growth, it is imperative to reflect on our environmental obligations. Nature, with its innate capacity for regeneration, serves as an exemplar for our operational strategies. Our focus extends beyond mere waste management to stimulating economic development, diminishing emissions and cultivating societal advancements through the promotion of green jobs. Initiatives such as the Vehicle Scrappage Policy 2021 and the endorsement of electric vehicles manifest our commitment to sustainable practices. As we navigate towards a circular economy, our actions must be guided by a steadfast dedication to environmental integrity and ecological stewardship. SIAM has done an admirable job of initiating discussions on circularity which showcases its commitment to the growth of the automotive sector and promoting India's green goals."

Session One, themed 'Impact of EPR on ELV Recycling and Compliance: New Paradigm of Material Circulatory', was graced by Guests of Honour Arvind Kumar Nautiyal, Joint Secretary, Government of India and Member Secretary, CAQM, and Mahmood Ahmed, Additional Secretary, MoRTH. The session explored policy interventions, international practices and innovations required for scaling up ELV recycling. The session also saw the launch of an approach paper on 'Automotive Circularity in India'. The session witnessed discourses by the guests of honour as well as Sanjay Mehta, President, MRAI; Timo Unger, Chairperson – Working Group on Materials & Substances, ACEA; Vikram Kasbekar, ED and CTO, Hero MotoCorp and M S Anandkumar, Chair, SIAM Recycling & Material Group and SGM, TVS Motor Company.

Rajendra M Petkar, President and CTO, Tata Motors Ltd and Chairperson, SIAM Sustainable Mobility Group, chaired the Session Two. Themed 'Regulatory & Policy Challenges and Innovating Solutions in the ELV Recycling Ecosystem', the session deliberated on regulatory and policy challenges the ELV recycling ecosystem encounters along with possible solutions and the necessity of innovation. The session included presentations by R K Goyal, Director Saarloha Advanced Materials and Managing Director, Kalyani Steel, on 'Sustainable Circularity for Green Steel Manufacturing in India'; Sonal Choithani, Vice President and Head of Market Development, Vedanta, on 'Metals & Mobility: Building

A Greener Future for Transportation'; Sosho Kitajima, Chairman, Japan Automobile Recycling Alliance (JARA), on 'ELV management landscape in Japan'; R Mukhopadhyay, Director (R&D) J K Tyres, on 'Sustainable Circularity – Challenges & Opportunities for Tyre & Auto Rubber Components Industry'; ALN Rao, Head of Electronics Recycling, Recykal, on 'Innovative Tech in Automotive Circularity'; David Nolan, Executive Director, Auto Recycler Association of Australia, on 'Automotive Circularity landscape in Australia'; Sarvesh Tomar, General Manager, BPCL, on 'Challenges and Opportunities in Used Oil Recycling in India: Paving the path to Sustainability' and Prabhjot Sodhi, Sr Programme Director, CEE, on 'Policy interventions as catalysts for sustainable automotive circularity'.

Session Three, carrying the theme 'Harnessing Cutting-edge Technologies and Business Models to Revolutionise ELV Recycling', was addressed by Guest of Honor Sujit Kumar Bajpayee, Member, Commission for Air Quality Management (CAQM), and moderated by Ashim Sharma, Senior Partner, NRI Consulting & Solutions. Other eminent personalities who shared their opinion in the session included Vinod Babu, Director, CPCB; Masaru Akaishi, Managing Director, Maruti Suzuki Toyotsu India Pvt Ltd; Kartick Nagpal, President, Rosmerta; Nitin Chitkara, CEO, Meta Material Circular Markets (MMCM); Prabhakar Bhangare, CEO, Global PCCS and Anant Bhargava, IFP Petro.

Session Four revolved around the theme 'Challenges and Way forward for Closing the Loop on Automotive Material and Components'. The session was graced by Guest of Honour Ved Prakash Mishra, Joint Secretary – HSM, MoEFCC, Government of India, and chaired by Kiran Sarkar, Co-Chairperson, SIAM Recycling and Material Groups and Head – Sustainability, Mahindra & Mahindra. Apart from a thematic presentation by Likith Koundinya, Consulting Specialist, S&P Global, the session also saw panel discussions by Anand Kumar, Director, CPCB; Sumit Agrawal, Director, BigMint Technologies Pvt Ltd (SteelMint); Dr Rashi Gupta, Founder & MD, Vision Mechatronics and V Manjunath, Regional Standards Manager – South Asia and Sub-Saharan Africa, at UL Standards & Engagement Inc., (ULSE).

3rd International Symposium on Thriving Eco-energy in Mobility (ISTEM)

Event Overview

SIAM actively advocates for adoption of low emissions fuels in a bid to support the decarbonization of the automotive industry in India and has engaged with different ministries and think tanks to promote adoption of gas-based fuels and biofuels. It regularly organises events and initiatives to foster dialogue around the challenges and road ahead for the same. SIAM has launched dedicated workstreams - गैस गतिशीलता (Gas Based Mobility), जैविक पहल (Bio-Initiative) and हरित हाइड्रोजन (Green Hydrogen) to focus on the proliferation of low carbon fuels that would power vehicles across the segments.

Following the success of the first two editions of ISTEM – first at Auto Expo - The Motor Show 2023 and second at Bharat Mobility Global Expo 2024, third edition was planned under the theme **“Decarbonization Roadmap: Towards a Carbon-Neutral Future”** on 21st January 2025. The event aimed to focus on current challenges around development and adoption of biofuels, natural gas and green hydrogen-based mobility solutions in the country.

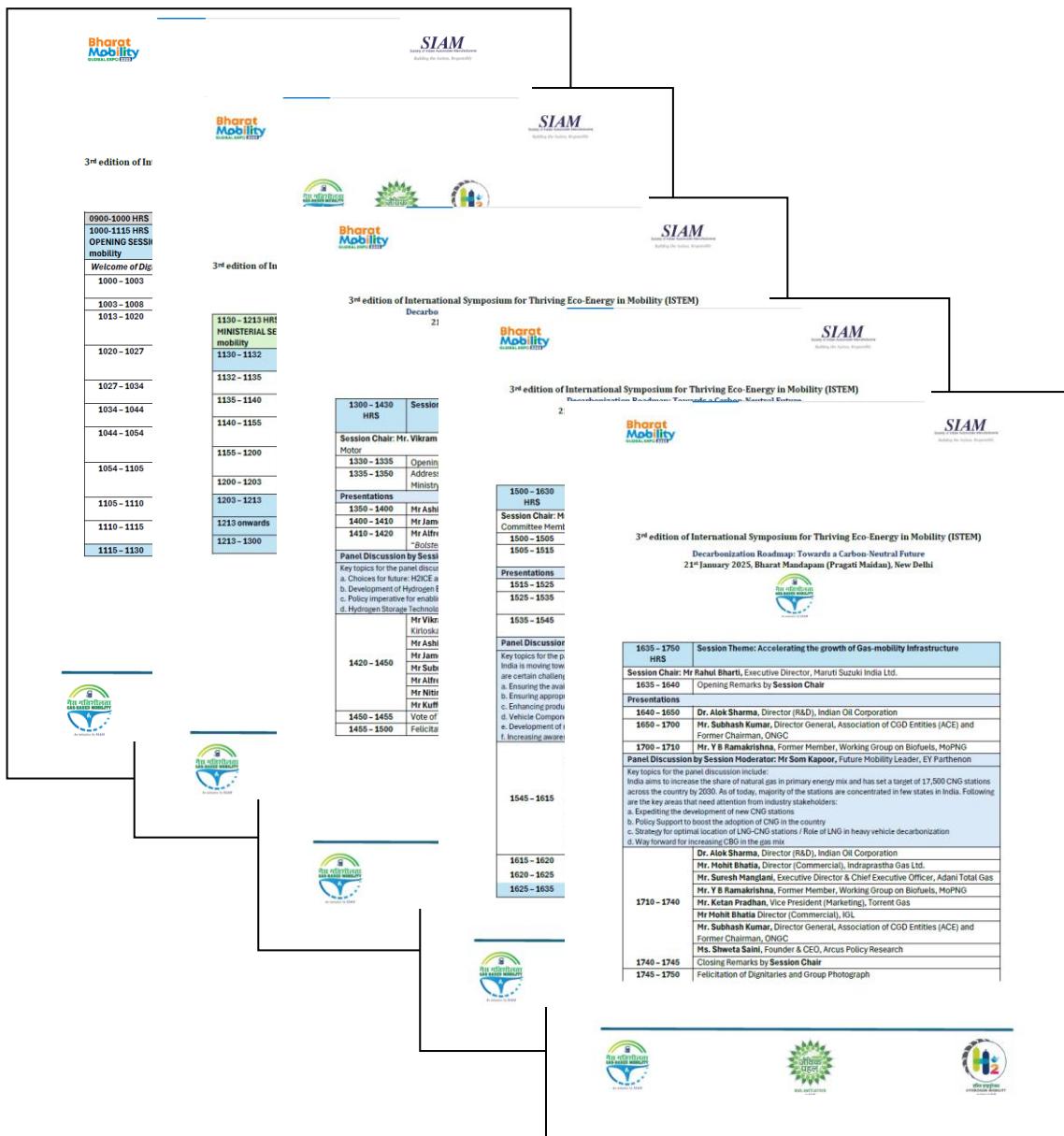
Event Objective

ISTEM provided a platform for stakeholders from different domains of the automotive industry like government, OEMs, OMCs, technology providers and other ecosystem players to discuss the decarbonization journey in India and catalyse meaningful dialogue and actionable solutions for sustainable future.

The event had 5 sessions planned. First two sessions deep dived into the policy work and regulatory framework concerning development of low-emission fuels. While the other three focussed on technical challenges and roadmap for biofuels, hydrogen and natural gas individually.

- a. Ministerial session: “Policy framework for Environmentally conscious and economically viable mobility”
- b. Inaugural session: “Policy framework for Environmentally conscious and economically viable mobility”
- c. Thematic Session 1: “Bolstering Hydrogen Mobility development efforts in India”
- d. Thematic Session 2: “Securing the future of Mobility with next generation Biofuels”
- e. Thematic Session 3: “Accelerating the growth of Gas-mobility Infrastructure”

Program Agenda



Session details

Ministerial session: "Policy framework for Environmentally conscious and economically viable mobility"



Left to Right: Mr. P.K. Banerjee, Executive Director, SIAM, Mr Gautam Goel, President, ISMA, Shri Hardeep Singh Puri, Honourable Union Minister, Ministry of Petroleum and Natural Gas, H.E. Mr. Ambassador Kenneth Nóbrega, Ambassador of Brazil to India, Mr. Hisashi Takeuchi, MD & CEO, MSIL

Mr. P.K. Banerjee, Executive Director, SIAM, opened the ministerial session, highlighting the Indian automotive industry's achievement in flexible fuel vehicles under the leadership of Union Minister Hardeep Puri. He said, "With 19 vehicle models ready for production and launch, all E20 material-compliant vehicles were completed by February 1, 2023. By Q4 FY25, all two-wheeler manufacturers will introduce flex-fuel vehicles, alongside one four-wheeler model, to be showcased post-inauguration."

Mr. Gautam Goel, President, Indian Sugar & Bio-energy Manufacturers Association (ISMA), said, "India's sugar industry has evolved into a significant force in the global energy transition. Ethanol production has greatly reduced the country's dependence on crude oil imports, empowering millions of farmers by transforming them into contributors to the energy economy. Forward-thinking policies have set the stage for E20 implementation by 2025."

Guest of Honour Mr. Kenneth Nóbrega, Ambassador of Brazil to India, said, "India is making remarkable strides in its energy transition, setting an inspiring example for the world. With Brazil relying on 49% clean energy, we see immense potential in our partnership with India through the Biofuel Alliance. India is accelerating its shift toward low-emission mobility by embracing a technology-neutral and holistic approach. We can drive this transition further, showcasing how sustainable energy solutions can reshape the global landscape for the better."

The Chief Guest, Shri Hardeep Singh Puri, Hon'ble Minister, Ministry of Petroleum and Natural Gas, Government of India, said, "The pace of change today is extraordinary. 67 million petrol pump users now benefit from ethanol-blended fuels. Ethanol blending grew from 1.5% in 2014 to 10% in 2022, targeting 20% by 2025—five years ahead of schedule. This reflects visionary policies supported by determined stakeholders. As India nears becoming the fourth-largest economy, reducing fossil fuel dependency is vital. We're driving flex-fuel vehicles and clean energy adoption, setting the stage for a sustainable, eco-friendly future."

In his closing remark, **Mr. Hisashi Takeuchi**, Managing Director and CEO, Maruti Suzuki India, said, "India's rich agricultural and livestock resources make biofuels an ideal solution for achieving its net-zero targets. The automobile industry has taken significant steps to support this vision, with a notable increase in compressed biogas production."

Inaugural session: "Policy framework for Environmentally conscious and economically viable mobility"



Left to Right: Mr. P.K. Banerjee, Executive Director, SIAM, Mr. Gautam Goel, President, ISMA, H.E. Mr. Ambassador Kenneth Nóbrega, Ambassador of Brazil to India, Mr. Abhay Bakre, Mission Director, National Green Hydrogen Mission, Dr. Evandro Gussi, President & CEO, UNICA, Brazil, Mr. Samir Somaiya, Chairman & Managing Director, Godavari Biorefineries Limited, Mr. Hiroya Ueda, Chief Engineer, Honda Motor Co. Ltd

Opening the session, **Mr. P.K. Banerjee, Executive Director, SIAM**, highlighted that the journey towards decarbonizing transportation has been driven by cooperation, collaboration, and communication. He acknowledged the support of UNICA and the Government of Brazil in the launch of the Ethanol Talk Initiative. Emphasizing the critical role of communication, he stressed the need for clear and transparent information on energy choices, fuel costs, and vehicle performance to empower consumers. He noted that today's deliberations bring together OEMs, ethanol producers, oil companies, policymakers, and consumers to collectively address challenges and opportunities in advancing sustainable mobility.

Mr. Gautam Goel, President, Indian Sugar & Bio-energy Manufacturers Association (ISMA), highlighted the transformation of India's ethanol industry from ensuring food security to becoming a key driver of energy security and sustainable development. Over the past decade, ethanol production has replaced 18.1 million metric tons of crude oil, reducing 100 million metric tons of CO₂ emissions while supporting 55 million farmer families. He emphasized the critical role of collaboration among governments, industries, and global partners in achieving a sustainable, inclusive, and low-carbon future.

Mr. Samir Somaiya, Chairman & Managing Director, Godavari Biorefineries Limited, focussed on the need for India to transition from an oil-based economy to a soil-based economy by harnessing its agricultural resources and biofuels to enhance energy security, drive climate mitigation, and promote farmer prosperity.

Mr. Hiroya Ueda, Chief Engineer, Honda Motor Co. Ltd., Japan, reflected upon Honda's commitment to decarbonization, noting the introduction of a flex-fuel 300cc motorcycle in India designed to ensure stability with higher ethanol blends. He emphasized that sustainability and customer experience must go hand in hand. However, to maintain ethanol's economic feasibility, he stressed the need for government-regulated fuel pricing and OEM-driven improvements in fuel efficiency.

Dr. Evandro Gussi, President & CEO, UNICA, Brazil, praised India's remarkable progress in sustainable mobility, achieving in five years what took Brazil over two decades - increasing ethanol blending from less than 2% to nearly 15%. Drawing insights from Brazil's experience, he suggested that India could benefit from a structured carbon measurement system and

aligning tax policies with sustainability goals. Strengthening these frameworks, he noted, would accelerate India's energy transition, ensuring long-term environmental and economic success. He reaffirmed his commitment to India-Brazil collaboration, celebrating India as a nation "where the mind is without fear."

Mr. Abhay Bakre, Mission Director, National Green Hydrogen Mission, Ministry of New & Renewable Energy, Government of India, highlighted the emergence of green hydrogen as a viable zero-emission fuel. He noted that while carbon-based energy has been prioritized for centuries, the world is now confronting the consequences of excessive carbon use, making decarbonization an urgent necessity. Emphasizing India's commitment to clean energy, he stated that biofuels, bioenergy, and hydrogen are among the most effective solutions, with green hydrogen positioned as the fuel of the future.

Thematic Session 1: "Bolstering Hydrogen Mobility development efforts in India"



Left to Right: Mr. Nitin Seth, CEO, New Mobility, Reliance Industries, Mr. Alfred Nixon Mendez, Ashok Leyland, Mr. James Khong, Galaxy FCT, Malaysia, Mr. Ashish Kishore Lele, Director, National Chemical Laboratory, Mr. Vikram Gulati, Country Head & EVP (Corporate Affairs & Governance), Toyota Kirloskar Motor, Mr. Subramanian Chidambaran, Chief Strategy Officer, Cummins India, Mr. Kufferath Andreas, Vice President, Robert Bosch GmbH, Mr. Manas Majumdar, Leader (Oil & Gas Sector)

PwC

Mr. Vikram Gulati, Country Head & EVP (Corporate Affairs & Governance), Toyota Kirloskar Motor, delivered the opening remarks, emphasizing the growing role of hydrogen in transportation. He highlighted pilot projects in commercial vehicles and hydrogen-blended CNG, alongside advancements in modified internal combustion engines (ICEs) and fuel cells.

The session also witnessed insightful presentations from **Mr. Ashish Kishore Lele**, Director, National Chemical Laboratory, **Mr. James Khong**, Co-founder & COO, Galaxy FCT, Malasysia,

and **Mr. Alfred Nixon Mendez**, Senior Vice President, (P&D), Ashok Leyland, around the theme.

The session further included an engaging Panel Discussion, in which speakers deliberated on 'Choices for Future: H2ICE and Fuel Cell Technology', 'Development of Hydrogen Based Vehicle Standards for Indian Mobility', 'Policy Imperative for Enabling Production, Distribution and Application of Green Hydrogen in India', and 'Hydrogen Storage Technologies and Distribution Network – Strategy for Locating Hydrogen Refuelling System'.

The panel discussion was moderated by **Mr. Manas Majumdar**, Leader (Oil & Gas Sector) PwC and featured the following participants:

- a. Mr. Vikram Gulati, Toyota Kirloskar Motor
- b. Mr. Ashish Kishore Lele, National Chemical Laboratory
- c. Mr. James Khong, Galaxy FCT, Malaysia
- d. Mr. Subramanian Chidambaran, Chief Strategy Officer, Cummins India
- e. Mr. Alfred Nixon Mendez, Ashok Leyland
- f. Mr. Nitin Seth, CEO, New Mobility, Reliance Industries
- g. Mr. Kufferath Andreas, Vice President, Robert Bosch GmbH

Thematic Session 2: "Securing the future of Mobility with next generation Biofuels"



Left to Right: Mr. P.K. Banerjee, Executive Director, Colonel Sumeet Malhan, SM (Retd.), CTO, PRESPEL Ltd, Dr. Tushar Patil, AVP (Corporate Strategy), Praj Industries, Mr. Vedang Pittie, Executive, Harinagar Sugar Mills, Mr. Roberto Matarazzo Braun, Corporate Communication & ESG Director, Toyota Motor, Brazil, Mr. C.V. Raman, Chairman, SIAM Emission and Conservation Group, Mr. Sameer Sinha, CEO, Sugar Business, Triveni Engineering & Industries Ltd., Mr. Sankash Venkatesh, Managing Director & Partner, BCG

The session was honoured by the presence of Mr. Aswani Srivastava, Joint Secretary, Department of Food & Public Distribution, Government of India, as the Guest of Honour, and was chaired by Mr. C.V. Raman, Chairman, SIAM Emission and Conservation Group.

Mr. Aswani Srivastava highlighted India's progress in compressed biogas (CBG) infrastructure, stating that 80 CBG plants have already been commissioned across the country. He emphasized the long-term impact of today's sustainability and innovation choices, noting, "The choices we make today in encouraging sustainability and innovation are for the generations to come and will determine the future we leave behind."

Global Perspectives on Biofuels

The session featured insightful presentations from global industry leaders, including:

- a. Mr. Arnd Franz, Group CEO, MAHLE
- b. Mr. Hitoshi Hayashi, Representative, Japan Automobile Manufacturers Association (JAMA)
- c. Mr. Roberto Matarazzo Braun, Corporate Communication & ESG Director, Toyota Motor, Brazil

Panel Discussion on Biofuels and Future Fuels

A panel discussion, moderated by Mr. Sankash Venkatesh, Managing Director & Partner, BCG, brought together distinguished experts:

- a. Mr. C.V. Raman, Chairman, SIAM E&C Group and Executive Committee Member, Maruti Suzuki India
- b. Mr. Sameer Sinha, CEO, Sugar Business, Triveni Engineering & Industries Ltd.
- c. Mr. Roberto Matarazzo Braun, Corporate Communication & ESG Director, Toyota Motor, Brazil
- d. Dr. Tushar Patil, AVP (Corporate Strategy), Praj Industries
- e. Mr. Vedang Pittie, Executive, Harinagar Sugar Mills
- f. Colonel Sumeet Malhan, SM (Retd.), Chief Technical Officer, PRESPEL Ltd.

The panel deliberated on critical challenges and opportunities in the adoption and expansion of biofuels, covering:

- a. Ensuring year-round availability of feedstock to sustain biofuel production
- b. Policy support for Flexible Fuel Vehicles (FFVs) and progressive adoption of biofuels
- c. Enhancing production and storage capacities to meet growing demand
- d. Supporting vehicle components for customers owning E10-compliant vehicles
- e. Development of next-generation biofuel plants to drive innovation in the sector

The session underscored the importance of cross-sector collaboration and policy alignment to accelerate India's transition towards a biofuel-driven future and sustainable mobility ecosystem.

The experts shared their perspectives on ensuring the availability of feedstock around the year, appropriate public policies to support FFVs and biofuels progressive adoption, enhancing production and storage capacity in the country, vehicle component support for customers owning E10 compliant vehicles, and development of next generation biofuel plants.

Thematic Session 3: "Accelerating the growth of Gas-mobility Infrastructure"



Left to Right: Senior VP & Head – Regulatory, Adani Total Gas, Ms. Shweta Saini, Founder & CEO, Arcus Policy Research, Mr. Y B Ramakrishna, Former Member, Working Group on Biofuels, MoPNG, Mr. P.K. Banerjee, Executive Director, Mr. Som Kapoor, Partner, EY India, Dr. Alok Sharma, Director (R&D), IOCL, Mr. Ashish Chutani, Head, Government and Policy Affairs, Chairman, SIAM Gas and Mobility Group, Mr. Subhash Kumar, Director General, Association of CGD Entities (ACE) and Former Chairman, ONGC, Mr. Ketan Pradhan, Vice President (Marketing), Torrent Gas, Mr. Mohit Bhatia, Director (Commercial), Indraprastha Gas Ltd.

The final thematic Session was chaired by **Mr. Ashish Chutani**, Head, Government and Policy Affairs, Chairman, SIAM Gas and Mobility Group.

The session featured insightful presentations by

- a. Dr. Alok Sharma, Director (R&D), Indian Oil Corporation
- b. Mr. Subhash Kumar, Director General, Association of CGD Entities (ACE) and Former Chairman, ONGC
- c. Mr. Y B Ramakrishna, Former Member, Working Group on Biofuels, MoPNG

The session also hosted a panel discussion featuring industry experts:

- a. Dr. Alok Sharma, Director (R&D), Indian Oil Corporation
- b. Mr. Mohit Bhatia, Director (Commercial), Indraprastha Gas Ltd.
- c. Mr. Y B Ramakrishna, Former Member, Working Group on Biofuels, MoPNG
- d. Mr. Ketan Pradhan, Vice President (Marketing), Torrent Gas

- e. **Mr. Subhash Kumar**, Director General, Association of CGD Entities (ACE) & Former Chairman, ONGC
- f. **Ms. Shweta Saini**, Founder & CEO, Arcus Policy Research

The panel deliberated on **strategic priorities** to accelerate **gas-based mobility**, focusing on:

- a. Expediting the development of new CNG stations to enhance accessibility
- b. Policy interventions to drive the adoption of CNG across the country
- c. Optimizing the location of LNG-CNG refuelling stations to strengthen gas mobility infrastructure

The session underscored the **critical role of natural gas** in India's **clean energy transition**, emphasizing **infrastructure expansion, policy support, and industry collaboration** to unlock the full potential of gas-based mobility.

Partners

The event generated extraordinary support from partners across the biofuel, hydrogen and natural gas industry value chain. SIAM successfully brought together a distinguished group of sponsors, demonstrating the event's broad appeal and relevance. HMSI was offered Principal Partnership. While TVS Motor Company and Maruti Suzuki were platinum partners.



The list of gold partners includes Ashok Leyland, Bosch India and Praj Industries. Further, Harinagar Sugar Mill and MAHLE group joined hands with SIAM as silver partners. This diverse array of sponsors highlighted the event's significant and far-reaching industry support.

Delegates

The event brought together a diverse group of delegates, including government officials, representatives from automobile and automotive component manufacturers, stakeholders

from the hydrogen ecosystem, sugar manufacturing, ethanol production, oil marketing companies, industry associations, and leading city gas distributors. It also garnered significant participation from innovative startups and media representatives, all of whom played a vital role in facilitating dialogue and exchanging ideas.

Promotion

<https://www.oemupdate.com/news/siam-istem-charts-path-to-decarbonisation-and-sustainable-mobility/>



SIAM ISTEM charts path to decarbonisation and sustainable mobility

The Society of Indian Automobile Manufacturers (SIAM) successfully organised the third edition of the International Symposium for Thriving Eco-Energy in Mobility (ISTEM) at Bharat Mandapam, Pragati Maidan, New Delhi. The event, held on the sidelines of the Bharat Mobility Global Expo 2025, centered on the theme "Decarbonisation Roadmap: Towards a Carbon-Neutral Future" was graced by the presence of Chief Guest, Shri. Hardeep Singh Puri, Hon'ble Minister, Ministry of Petroleum and Natural Gas, Government of India, and Guest of Honour, H.E. Kenneth Nóbrega, Ambassador of Brazil to India.

Prashant K Banerjee, Executive Director, SIAM, said, "The auto, "The autostry collectively worked together to attain the ambitious target, which was preponed to 2025 for the introduction of E20-compliant vehicles. With great support from OEMs, ethanol producers represented by ISMA and oil marketing companies, it is expected that a large number of E20 and flex-fuel-fuel vehicles be on the road in the future. We need to emphasise cooperation, collaboration, and communication to realise sustainable mobility dreams."

Chief Guest Shri Hardeep Singh Puri, Minister, Ministry of Petroleum and Natural Gas, said, "The pace of change today is extraordinary; 67 million petrol pump users now benefit from ethanol-blended fuels. Ethanol blending grew from 1.5% in 2014 to 10% in 2022, targeting 20% by 2025—five years ahead of the schedule. This reflects visionary policies supported by determined stakeholders. As India nears becoming the fourth-largest economy, reducing fossil fuel dependency is vital. We're driving flex-fuel vehicles and clean energy adoption, setting the stage for a sustainable and low-carbon future."

"India consumes 5.4 million barrels of crude oil daily. Reducing fossil fuel dependency is essential as our economy grows. Over the past decade, our ethanol blending program has saved USD 14.5 billion in foreign exchange and reduced CO2 emissions by 57.8 million metric tonnes. As India progresses to becoming the fourth-largest economy, achieving energy security through clean alternatives will be critical," he further added.

Guest of Honour Kenneth Nóbrega, Ambassador of Brazil to India, said, "India is making remarkable strides in its energy transition, setting an inspiring example for the world. With Brazil relying on 49% clean energy, we see immense potential in our partnership with India through the Biofuel Alliance. India is accelerating its shift toward low-emission mobility by embracing a technology-neutral and holistic approach. We can drive this transition further, showcasing how sustainable energy solutions can reshape the global landscape for the better."

Hisashi Takeuchi, Managing Director and CEO, Maruti Suzuki India, who remarked, "India's rich agricultural and livestock resources make biofuels an ideal solution for achieving its net-zero targets. The automobile industry has taken significant steps to support this vision, with a notable increase in compressed biogas production."

SIAM's 3rd ISTEM brought together industry leaders, policymakers, and stakeholders to chart a collaborative path towards sustainable and eco-friendly mobility solutions.

Pavilions and Exhibits

Decarbonisation Pavilion

India has made significant strides toward its goal of achieving a net-zero economy by 2070. Driven by the Government of India's initiatives, the country is transitioning to low-emission fuels in the mobility sector, with electric vehicles, biofuels, natural gas, and green hydrogen emerging as key solutions. The overarching objective is to accelerate the adoption of low-carbon mobility alternatives, with a strong emphasis on sustainable fuel technologies.

Backed by consistent policy support from the Government of India, the nation has witnessed remarkable growth in electric vehicle adoption, increased biofuel blending, expansion of CNG infrastructure, and initiatives aimed at advancing green hydrogen development, storage, and applications. The government has set multiple ambitious targets to strengthen the alternate fuel ecosystem, encouraging both industry leaders and emerging players to contribute to this transition.

The Society of Indian Automobile Manufacturers (SIAM) actively supports the government's decarbonization agenda through key initiatives such as **विद्युतीकरण** (Electrification), **जैविक पहल** (Bio-Initiative), **गैस गतिशीलता** (Gas-Based Mobility), and **हरित हाइड्रोजन** (Green Hydrogen). SIAM promotes these sustainable mobility solutions through industry events, conferences, policy papers, strategic partnerships, and exhibitions, fostering discussions on their implementation and growth.

As a testament to the government's vision and the automotive industry's commitment to sustainable mobility, SIAM organized the Decarbonization Pavilion at Auto Expo – The Motor Show, held during Bharat Mobility Global Expo 2025 at Hall 10, Pragati Maidan, New Delhi. This platform showcased cutting-edge advancements in alternate fuel technologies, reinforcing India's progress toward a greener and more sustainable future.

Theme

The thematic elements of the pavilion were thoughtfully designed to align with the overarching theme, "People-Centric Mobility Ecosystem," highlighting technological advancements and their significance for the public.



Informative panels were strategically placed to educate visitors on the critical need for decarbonization, India's climate action plan - Panchamrit, and the range of available alternative fuel solutions, including xEVs, biofuels, natural gas (CNG, CBG, and LNG), and green hydrogen. The curated storylines effectively conveyed the impact of these innovations on individuals and provided actionable insights on how they can contribute to the nation's decarbonization efforts.

Also, the pavilion displayed latest technology advancements by SIAM OEM Members through exhibition of electric vehicles (BEVs), flex fuel vehicles, and flex fuel hybrid vehicle, and CBG Operated vehicle.

One of the key highlights of the pavilion include display of information on different fuels – petrol, diesel, CNG, electric vehicles, green hydrogen and biofuels around the central installation and a working model of CBG plant.



Shri Bhupender Yadav, Union Minister, MoEFCC interacting with the exhibitors

Inauguration

SIAM Decarbonisation Pavilion at the Auto Expo – Motor Show 2025 was inaugurated by Chief Guest, Shri Nitin Gadkari Ji, Honourable Union Minister, MoRTH, Govt of India.



Inaugurated by Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways

Panels



Crowd Engagement

This year's Decarbonization Pavilion introduced three new interactive engagement activities to enhance visitor participation—a Digital Photo Booth, Quiz Kiosks, and Pledge Boards. The quiz kiosks tested visitors' knowledge of alternative fuel options, while the pledge board invited them to digitally sign the "SIAM Clean Mobility Pledge." Participants who took the pledge or excelled in the quiz were awarded goodies. In line with the theme of sustainability and the circular economy, all pledge certificates and photos were delivered digitally via mobile and email, minimizing paper usage and reinforcing the pavilion's commitment to environmental responsibility.



Attendees

The pavilion was attended by a diverse group of people, including ministers from Govt of India and other key government officials, representatives from automobile and automotive component manufacturing firms, and a variety of alternate fuel stakeholders.

Following ministries visited the Decarbonisation pavilion and interacted with the exhibits at Hall 10.

- a. Shri Piyush Goyal, Union Minister, MoCl, Govt of India
- b. Shri H. D. Kumaraswamy, Union Minister, MHI, Govt of India
- c. Shri Bhupendra Yadav, Union Minister, MoEFCC, Govt of India
- d. Shri Hardeep Singh Puri, Union Minister, MoPNG, Govt of India



Shri Piyush Goyal, Union Minister, MoCl visiting the pavilion



***Shri H D Kumaraswamy,
Union Minister, MHI,
interacting with the
exhibitors***



***Shri Hardeep Singh Puri, Union Minister, MoPnG, interacting
with the exhibits***

Electrification Pavilion

Under the visionary leadership of our Honourable Prime Minister, India has set an ambitious target of achieving net-zero emissions by 2070. In parallel, the Prime Minister has articulated the goal of "**Viksit Bharat**" by 2047, driven by sustainable growth and innovation, aligning with the centenary of India's independence. These dual objectives underscore the nation's unwavering commitment to balancing environmental sustainability with economic progress, paving the way for a resilient and inclusive future.

Electric mobility stands as a pivotal solution in reducing emissions, enhancing urban air quality, and addressing the pressing environmental challenges of our time. India has set an ambitious target of achieving **30% electric vehicle (EV) sales penetration by 2030**. Government-led proactive policies have played a catalytic role in accelerating the growth of the EV industry, bringing the country closer to its sustainability targets.

In recent years, India has made remarkable strides in the adoption of electric vehicles. The Society of Indian Automobile Manufacturers (SIAM) has been at the forefront of this transition through its flagship initiative, **Vidyutikaran (Electrification)**, which actively promotes the adoption of electric vehicles (xEVs). Strengthening its commitment to clean mobility, SIAM launched the inaugural edition of **Electrification Pavilion** at the **Auto Expo - The Motor Show** during the **Bharat Mobility Global Expo 2025**. The pavilion, strategically located in **Hall 11, Pragati Maidan, New Delhi**, served as a dedicated platform to showcase advancements in electric mobility, reaffirming India's leadership in sustainable transportation.

Theme

The pavilion's thematic elements were thoughtfully designed to align with the overarching theme, "**People-Centric Mobility Ecosystem**," reflecting a vision of sustainable, inclusive, and technologically advanced transportation solutions.



Like the Decarbonisation Pavilion in Hall 10, three interactive engagement initiatives were introduced to educate visitors about electrification efforts. A pledge board, photo booth, and quiz kiosks were strategically placed to enhance visitor participation. To ensure a seamless experience, participants received their certificates via email and text message upon completion.



Inauguration

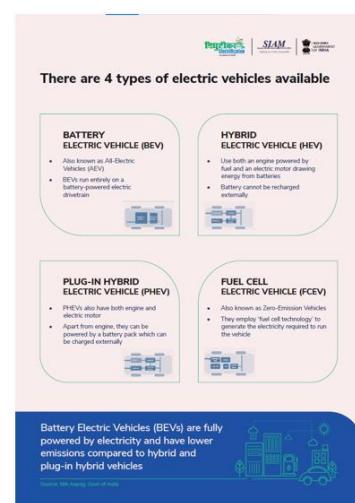
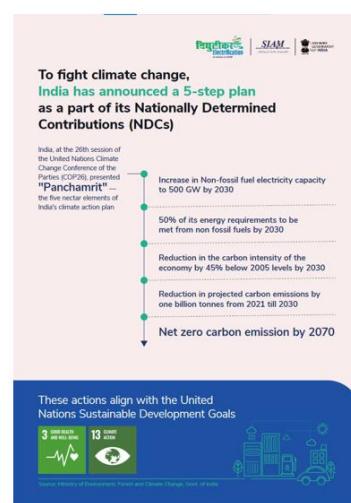
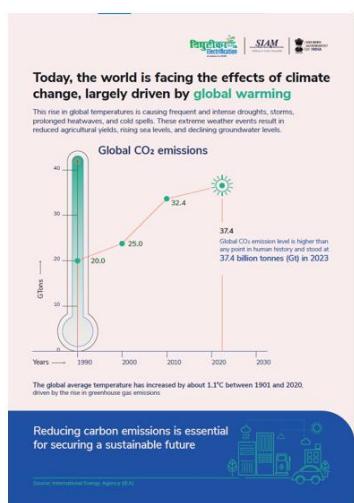
SIAM Electrification Pavilion at the Auto Expo – Motor Show 2025 was inaugurated by Chief Guest, Shri H.D. Kumaraswamy Ji, Honourable Union Minister, MHI, Govt of India on 18th January 2025.



Inaugurated by Shri HD Kumaraswamy, Hon'ble Union Minister of Heavy Industries

Panels

Educational panels were installed to raise public awareness on the urgency of combating climate change, the various types of electric vehicles, their environmental and economic benefits, and to dispel common myths surrounding EV adoption. These panels also highlighted government electrification targets and key policy initiatives aimed at accelerating the transition to electric mobility.





Attendees

The pavilion was attended by a diverse group of people, including ministers from Govt of India and other key government officials, representatives from automobile and automotive component manufacturing firms, and a variety of alternate fuel stakeholders.

Following ministries visited the Decarbonisation pavilion and interacted with the exhibits at Hall 11.

- Shri Piyush Goyal, Union Minister, MoCI, Govt of India
- Shri Nitin Gadkari, Union Minister, MoRTH, Govt of India



Shri Nitin Gadkari, Union Minister, MoRTH, interacting with the exhibits



Shri Piyush Goyal, Union Minister, MoCI, visiting the Electrification Zone

Recycling Zone

The **Recycling Zone** at Bharat Mobility Global Expo (BMGE) 2025 stood as a powerful symbol of India's growing focus on sustainable resource management and circular economy practices within the automotive sector. Building on the success of its debut in 2024, the pavilion returned with an expanded agenda, showcasing advancements in recycling infrastructure, technology, and policy support. It underscored the collective commitment of the Society of Indian Automobile Manufacturers (SIAM) and key stakeholders to accelerate India's transition to a "**People-Centric Mobility Ecosystem**" through sustainability and circularity.

With participation from Registered Vehicle Scrapping Facility (RVSF) operators, technology providers, and recyclers, the pavilion served as a dynamic platform for knowledge exchange and collaboration. Over 9 lakh attendees visited the pavilion, engaging with live demonstrations and interactive exhibits that illustrated how adopting circularity can revolutionize material use, reduce waste, and create new business opportunities. A key highlight of the pavilion was the focus on **End-of-Life Vehicle (ELV) recycling**, reflecting the growing importance of resource recovery and sustainable practices in the automotive industry.

The recently implemented Extended Producer Responsibility (EPR) norms (2025) and **Vehicle Scrappage Policy**, introduced in 2021, have played a crucial role in formalizing the ELV ecosystem by incentivizing the scrapping of old, polluting vehicles. These have led to a surge in RVSFs and encouraged the development of innovative recycling technologies. The **Extended Producer Responsibility (EPR)** guidelines for other materials from the Ministry of Environment, Forest and Climate Change have further driven the industry toward sustainable practices by ensuring that manufacturers take responsibility for the entire lifecycle of their products.

Theme

The theme of the **Recycling Zone** was aligned with "**People-Centric Mobility Ecosystem**," focusing on integrating circularity across the automotive value chain. The pavilion emphasized **reduce, reuse, and recycle** principles to promote sustainability and extended product life cycles, in harmony with Prime Minister Modi's "**Lifestyle for Environment (LiFE)**"

initiative. This initiative advocates for individual and collective actions toward a sustainable and circular future.

The Recycling Zone showcased how automotive materials can be reused and repurposed through advanced recycling technologies, highlighting resource efficiency as a core pillar of the future automotive ecosystem. The pavilion's interactive elements provided visitors with a hands-on experience, demonstrating how circular economy practices can help reduce waste and create economic opportunities in the recycling sector.



Inauguration

The Recycling Zone was inaugurated by **Shri Nitin Gadkari**, Union Minister for Road Transport and Highways, and supported by notable dignitaries including **Shri Piyush Goyal**, Union Minister for Commerce and Industry, **Shri H. D. Kumaraswamy**, Union Minister for Heavy Industries, **Shri Bhupendra Yadav**, Union Minister for Environment, Forest and Climate Change, and **Shri Hardeep Singh Puri**, Union Minister for Petroleum and Natural Gas.

Their presence underscored the importance of a strong government-industry partnership in driving India's green transition. The pavilion provided a comprehensive platform to discuss policy frameworks, technological innovations, and best practices in recycling and circularity. Visitors gained valuable insights into how cutting-edge solutions are transforming the automotive sector by maximizing material reuse and minimizing environmental impact. Through these collaborative efforts, the pavilion reaffirmed SIAM's commitment to

supporting India's ambitious goal of **net-zero emissions by 2070** and building a sustainable future for the automotive industry.



Panels

The panels included in the Recycling Zone were created to inform attendees about the advances in the Indian automotive recycling industry and the overall capability of a circular ecosystem.



Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways

THE GOVERNMENT HAS LAUNCHED A VEHICLE SCRAPPING POLICY TO PROMOTE COLLECTING ELVS AND INTRODUCED EPR RULES TO IMPROVE RECYCLING

VEHICLE SCRAPPING POLICY

VEHICLE SCRAPPING REGULATIONS

EPR Rules
1. ELVs (Vehicles in Operation)
2. Plastic Waste Management (Amendment) Rules
3. Hazardous and Other Wastes (Very Hazardous Management and Transparency) Amendment Rules
4. Battery Waste Management Rules
5. Hazardous and Other Wastes (Very Hazardous Management and Transparency) Rules
6. Extended Producer Responsibility (Waste)
7. Draft National Plan for Urban Metal Scrap Recycling
8. Draft Environment Protection Packaging Rules

PROPERLY IMPLEMENTING THE VOLUNTARY VEHICLE MODERNIZATION PROGRAM AND THE ELV EPR REGIME WILL HELP CREATE A CLOSED-LOOP AUTOMOTIVE CIRCULAR ECONOMY

THE INDUSTRY NEEDS TO SET UP RVSFs AND ATSS AND ASSUME RESPONSIBILITIES AS PER EPR

REGISTERED VEHICLE SCRAPPING FACILITIES (RVSFs)

Registered Vehicle Scrapping Facilities (RVSFs) will promote safe vehicle scrapping and enhance value discovery through a scientific scrapping process

Currently at 79 RVSFs

AUTOMATED TESTING STATIONS (ATSS)

Automated Testing Stations (ATS) will check vehicle fitness, failing vehicles will be classified as ELVs

Currently at 69 ATSS

THE INDUSTRY IS AT ABOUT 7.0% OF THE CAPACITY REQUIRED TO MEET THE GOVERNMENT'S AUTOMOTIVE CIRCULAR ECONOMY TARGETS

CONSUMERS NEED TO RESPONSIBLY USE THE RVSF AND ATSS FACILITIES WHEN NECESSARY

This requirement will demand a significant shift in consumer mindsets; otherwise, the commissioned RVSFs will remain underutilized.

SLAM
Society for Automotive Scrapping and Recycling
Autoscrappage for Sustainable Automobiles

THE BENEFITS OF UPHOLDING THE CIRCULAR ECONOMY AND LEADING A LIFESTYLE FOR THE ENVIRONMENT ARE IMMENSE

NO MORE VEHICLE SCRAP JUNKYARDS: JUST A CLEAN AND SAFE ENVIRONMENT

Car hulk dismantling in RVSFs

NO MORE BURNING OF WASTE ENGINE OIL: JUST CLEAN LAND AND WATER

NO MORE BURNING OF WASTE CAR BATTERIES: JUST CLEAN AIR WITH NO TOXIC FUMES

Fluids Depuration in RVSFs

Solids Depuration in RVSFs

YOUR CHOICES IN THE AUTOMOTIVE CIRCULAR ECONOMY LEAD TO A HEALTHIER ENVIRONMENT FOR ALL

NO MORE TYRE JUNKYARDS: JUST A CLEAN AND SAFE ENVIRONMENT

Tyre dismantling in RVSFs

NO MORE E-WASTE JUNKYARDS: JUST A CLEAN AND SAFE ENVIRONMENT

E-Waste dismantling in RVSFs

NO MORE PLASTIC LANDFILLS: JUST A CLEAN AND SAFE ENVIRONMENT

Plastic shedding in RVSFs

TAKE ACTION TODAY TO SECURE TOMORROW!

- 1** Explore the recycling zone around you
- 2** Learn how to scrap your ELV responsibly
<http://scrapp.automotive.gov.in/vehicleapply/urban/vehicle.html>
- 3** Commit to lifestyle for the environment
- 4** Take the SIAM pledge

I pledge to adopt a lifestyle that protects our environment and promotes sustainability, with more conscious choices to reduce my carbon footprint, embracing eco-friendly practices in my daily life. When my vehicle reaches the end of its life, I commit to diligently scrap it through proper channels to ensure efficient recycling of valuable materials. By doing so, I aim to reduce waste, conserve resources, and minimize environmental harm. Through these actions, I contribute to a healthier planet and support responsible consumption and production for the well-being of current and future generations.

SIGN THE PLEDGE DIGITALLY IN KIOSKS NEXT TO YOU

SLAM
Society for Automotive Scrapping and Recycling
Autoscrappage for Sustainable Automobiles

CAR HULK

SCRAPPAGE

A FERROUS METAL WASTE

RECYCLING

USED TO MAKE CONSTRUCTION STEEL, NEW AUTOMOTIVE PARTS, OR INDUSTRIAL MACHINERY ETC.

WIRING HARNESS

RADIATOR

EXTERIOR TRIMS ETC.

SCRAPPAGE

B NON-FERROUS METAL WASTE

RECYCLING

USED TO MAKE NEW CAR PARTS OR CONSTRUCTION MATERIALS ETC.

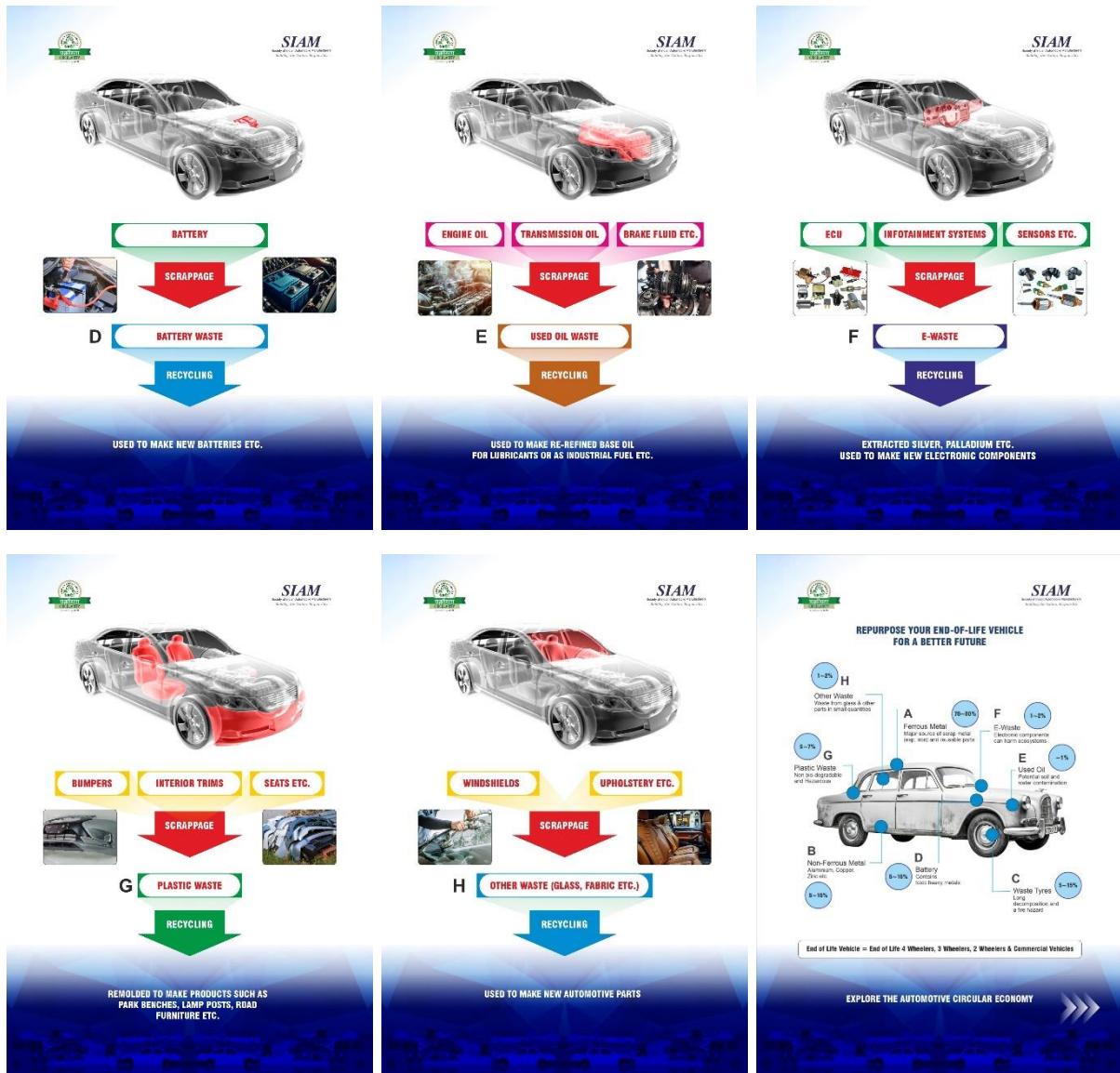
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C TYRE WASTE

RECYCLING

USED TO MAKE RECLAIMED RUBBER, CRUMB RUBBER FOR ROADS & FLOORINGS, OR LANDSCAPING MULCH ETC.



Surakshit Safar Pavilion

Road safety has become a growing concern in India, with the nation witnessing one of the highest rates of road traffic accidents globally. The need for collective action to address this issue has never been more critical. In line with its motto, *"Building the Nation, Responsibly,"* SIAM with its **सुरक्षित सफर** (Safe Journey) initiative has been at the forefront of driving initiatives to promote safer roads. Intending to improve public awareness about this crucial area as well as showcase the work already being undertaken by different stakeholders, SIAM has been organizing the **सुरक्षित सफर** (Safe Journey) Pavilion since 2023. The 2nd edition of the **सुरक्षित सफर** pavilion at the Bharat Mobility Global Expo 2024 was a resounding success, drawing over 150,000 visitors and garnering widespread acclamations from various government dignitaries including the Hon'ble Minister of Commerce & Industry, Shri Piyush Goyal, who visited the

pavilion. The Pavilion served as a vibrant platform to showcase the automobile industry's commitment to road safety, featuring a range of engaging activities such as driving simulators, road safety quizzes, stage performances, and street plays.

The 3rd edition of the सुरक्षित सफर (Safe Journey) Pavilion at the Auto Expo – The Motor Show 2025, under the aegis of the Bharat Mobility Global Expo (BMGE) 2025, scheduled from 17th – 22nd January 2025 at Bharat Mandapam, New Delhi was held at much grander level.



The pavilion was inaugurated by **Shri Nitin Gadkari**, Union Minister for Road Transport and Highways. SIAM aimed to elevate the Pavilion to new heights, presenting a more expansive and interactive showcase to further our shared vision of safer roads.



Inaugurated by Shri Nitin Gadkari, Union Minister of Road Transport and Highways

Through interactive exhibits, live demonstrations, and engaging simulations, the Pavilion aims to promote 'Education' of the public, highlight 'Engineering' advancements in road safety, advocate for robust 'Enforcement' of traffic regulations, and emphasise the importance of a swift and efficient 'Emergency Care' and response system. The Pavilion's theme "United Efforts for Road Safety: Safer Roads, Our Responsibility," was chosen to bring together key stakeholders to showcase innovative solutions, raise awareness, and foster collaboration to improve road safety. The pavilion hosted informative and interactive exhibits along with creating a vibrant space for engaging and impactful activities for school students.



Engineering Zone



Education Zone



Enforcement Zone



Emergency Care Zone

The pavilion was designed meticulously to propagate information about road safety from all directions. The initiative aimed to reiterate the importance of the 4Es – Education, Engineering, Enforcement and Emergency Care in creating a safer road environment. The 4 gates of the pavilion were conceptualised as entrances named after each E respectively to give access to the respective E-specific zones. The front and back gates represented Engineering and Enforcement gates, and the right and left side gates were named as Education and Enforcement respectively leading to the respective zones.

<Include Selected Images of the Tunnels and gates>

The Education zone demonstrated interactive exhibits such as VR experience designed to teach the players about the rules of road safety through the game. The VR zone had 3 themes towards the road rules that the 2W rider, 4W rider and the pedestrians must follow to ensure accident-free, safer roads and showed the visitors a glimpse of road safety in 'Viksit Bharat'.



3 interactive modules were created for attendees



Enjoying VR

The education zone also featured HMSI's 2W simulator, MSIL's 4W simulator, and Ashok Leyland's commercial vehicle driving simulators to simulate real road conditions for the user.



OEMs had set up simulators for providing driving experience to the Attendees

The Engineering zone held exhibits of the body in white structures from Mercedes, Mahindra and Mahindra and cut-section models from Tata Motors and Mahindra and Mahindra to showcase the safety features such as airbags, crumple zones, reinforced zones etc. present in vehicles.

<Include Selected Images of the OEM models>

The zone also featured the displays of cars with tests conducted for BNCAP rating to promote awareness and clarity about the safety level for the conscious consideration of consumers. Apart from these exhibits, Natrax, GRC showcased the road engineering elements, Google experience zone demonstrated

<Include Selected Images of the exhibitors>

The Enforcement zone was set up in collaboration with Rosmerta to showcase the exhibits demonstrating the importance of law enforcement on the roads, technology advancements to aid the regulations etc. The zone embodied the high tech vehicle tracking capabilities currently deployed in the Indian scenario.

<Include Selected Images of the Enforcement Zone>

The Emergency Care Zone featured exhibits such as a 2W ambulance, 4W ambulance, interceptor van etc. The informative exhibits of Delhi Police, IRF and JP research about accident/emergency response systems educated visitors about the importance of golden hour treatment and the process followed after the accident. The zone showcased CPR training and Good Samaritans helping road accident victims during the crucial golden hours of an accident.

<Include Selected Images of the exhibitors of Emergency Care>

SIAM took an immersive approach to informative backlit panels by providing in-depth information about all aspects of 4Es in their respective zones. The Education Zone, Engineering Zone, and Emergency Care Zone had over 42 backlit panels cumulatively compared to the total 16 panels placed at Surakshit Pavilion 2024. The panels gave holistic insights about road safety in India from the golden rules of driving, road signs and markings, active and passive safety features, BNCAP rating evaluation criteria and crash tests to Good Samaritan Law, basics of first aid and process flow to follow in order to help the victims in an accident.

<Include Selected Images of backlit panels>

The 4 zones of the pavilion led to the central zone named 'Safety Chowk' which was the star attraction of the thematic pavilion. The grand installation talked about the challenges in road safety and their solutions in the 4E structure and showed engaging videos related to road safety. The chowk also held the Don't Drink and Drive installation which was a great crowd attraction. The installation showcased a car crash on a grand alcohol bottle. The seatbelt and helmet installations conveyed the importance of wearing these protective gear for safer roads. The pathways to these zones from the gates were presented as national and state highways with milestones, navigation boards, slogan boards, speed breakers, traffic cones and accurate road markings.

<Include Selected Images of the safety chowk and other >

The Pavilion hosted a free eye check-up camp for visitors and drivers, reinforcing the importance of clear vision for road safety. This initiative aimed to raise awareness about vision-related road accidents and ensure drivers and pedestrians alike are equipped to navigate roads safely. The check-up services were available throughout the day, every day, ensuring maximum accessibility for all attendees.

<Include Selected Images of the pavilion eye check up>

The pavilion held a series of activities each day in its open-stage area:

A Run for Road Safety was organized as part of the Pavilion's activities to encourage community participation and spread awareness about the importance of safer roads. Participants of all ages came together to demonstrate their commitment to road safety, making the event a memorable and impactful addition to the Pavilion's initiatives.



Run for Road Safety flagged off by V Umashankar, Secretary, MoRTH

SIAM also set up a Seat Belt Convincer as an experiential educational initiative for the attendees of the event. This exhibit showcased the impact of increasing levels of speed that any person might feel in a four wheeler. Besides showcasing the impact, this exhibit reaffirmed the importance of the seat belt in any situation.



Seat Belt Convincer

New Events:

1. Summit for Automotive Future Advancement in Road Safety (SAFAR):

For the first time, the Pavilion was accompanied by the SAFAR Summit, providing a robust platform for policymakers, industry leaders, and safety advocates to discuss and implement actionable solutions for road safety.

2. SIAM Mascot Launch:

The Society of Indian Automobile Manufacturers (SIAM), a leading automotive

industry association in India, is committed to spreading awareness about road safety and responsible road behavior. Recognizing that education at an early age can have a lasting impact, SIAM has launched a comprehensive initiative aimed at educating schoolchildren about road safety. The program seeks to instill essential road safety habits and foster responsible conduct on the road from a young age. This initiative forms a vital part of SIAM's efforts to build a culture of safety among the next generation.

As part of this campaign, SIAM introduced a friendly mascot named "Safe I Am" (SIAM), designed to make road safety education engaging and relatable for children. Through interactive sessions, storytelling, and games, the mascot serves as a fun and effective medium to teach children about traffic rules, safe pedestrian behavior, and the importance of being responsible road users. The mascot's catchy name emphasizes its core message — "Safety First."



The mascot was officially launched by Shri V. Umashankar during the 3rd Surakshit Safar Pavilion at National Road Safety Week 2025. This platform brought together industry leaders, policymakers, and educators to highlight innovative ways to promote road safety. With the help of Safe I Am, SIAM aims to make learning about road safety a memorable experience for children, ensuring they grow up as conscious and responsible road users. This initiative aligns with SIAM's broader vision of contributing to safer roads and a more aware community.

3. BAJA and Supra Cars Showcase:

A special exhibit featuring BAJA and Supra cars captivated visitors by highlighting engineering ingenuity and innovation. These vehicles demonstrated advanced safety features and sustainable design, underscoring the importance of engineering in road

safety.

<Include Selected Images of the BAJA and Supra cars>

4. BNCAP Exhibit with Information:

An exhibit on the Bharat New Car Assessment Program (BNCAP) showcased detailed insights into safety ratings, crash tests, and evaluation criteria. This display educated visitors about the critical role of vehicle safety standards in reducing road accidents.

5. Introduction of 2W Ambulance:

The Pavilion introduced a 2W ambulance as part of the Emergency Care Zone certainly caught a lot of crowd attention. Designed for swift navigation through congested roads, this innovative solution was icing on the cake in promoting timely emergency response and golden hour care.

<Include Selected Images of the pavilion eye check up>

6. VR Games with Three Themes:

The Education Zone featured immersive VR games designed around three specific themes—2W riders, 4W drivers, and pedestrians. These engaging simulations educated visitors on road safety rules and showcased the potential of technology to enhance public awareness.

7. Decorative Placements and Interactive Design:

The Pavilion embraced a vibrant and thematic design, incorporating decorative elements like bunting, highway milestones, and detailed LED backlit panels. Pathways resembling highways with accurate road markings, traffic cones, and navigation boards further enhanced the immersive experience, making it visually engaging and informative for all visitors.

These additions elevated the Pavilion's appeal and reinforced its mission to create a safer, more informed road environment for everyone.

Conclusion

The Bharat Mobility Global Expo (BMGE) 2025 showcased SIAM's unwavering commitment to driving India's mobility sector toward sustainability, innovation, and inclusivity. Through an impressive lineup of conferences and thematic pavilions, the event provided a comprehensive platform for meaningful dialogue and collaboration among government bodies, industry leaders, and other key stakeholders. Each initiative reinforced the vision of building a "People-Centric Mobility Ecosystem", highlighting India's potential to become a global leader in clean, safe, and innovative mobility solutions.

The 4th Global Electric Mobility Summit (GEMS) reaffirmed India's readiness to embrace electric mobility by fostering discussions on policies and technological advancements, while the 3rd ISTEM continued its focus on decarbonization with discussions on low-emission fuels and green hydrogen. The inaugural edition of SAFAR laid the foundation for creating a robust roadmap for road safety. Meanwhile, the 3rd International Conference on Sustainable Circularity (ICSC) emphasized the need for automotive circularity, focusing on extended producer responsibility and sustainable resource management.

The Electrification Pavilion and Decarbonization Pavilion reflected India's strides in electric vehicles and green fuels, reinforcing the nation's journey toward a low-carbon future. At the same time, the Recycling Zone highlighted the growing importance of circular economy practices and how innovations in vehicle recycling are key to building a sustainable automotive industry. The Surakshit Safar Pavilion once again captured the public's attention with its interactive exhibits and educational programs on road safety.

SIAM's initiatives like SIAM Speaks, which bring together industry leaders and experts through conferences and panel discussions, continue to create a long-term knowledge repository. This initiative has helped build a rich collection of insights and resources available through SIAM's digital platforms, ensuring accessibility for the broader audience. With videos available online on platforms such as SIAM's YouTube channel, these efforts will remain valuable for the industry's continuous growth and innovation.



The success of BMGE 2025 reflects India's dynamic automotive ecosystem and its growing role on the global stage. As India advances toward a sustainable and inclusive future, SIAM remains at the forefront, fostering innovation and collaboration to meet the evolving needs of mobility and sustainability.