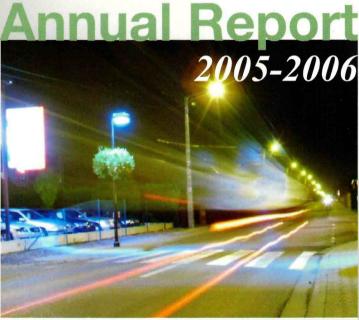
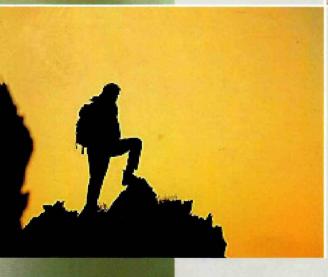


Promoting Sustainable Development of Automobile Industry in India







# Annual Report 2005 - 2006



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## **President's Message**



My first year in office as President, SIAM was both exciting and challenging. The Indian Automobile Industry is at an important phase in its growth and development as it gears up for multiple influences, growth drivers and opportunities, both at home and abroad.

In FY 2005-2006 the Industry as a whole performed well with a growth of 12% in number terms and 10% in value. Exports crossed the \$ 2 billion mark. Commercial vehicle exports grew by 35% at 40,000 units; two wheelers clocked 513,256 units in exports and passenger cars 175,772 units. The Industry was certainly aided by a buoyant economy with a GDP growth of 8%, increasing urbanisation, rural connectivity, rise in household incomes and availability of finance, to name a few key drivers.

Our theme for 2005-2006 was "Enabling India to Become a Global Automotive Hub," and our activities and initiatives built around the theme focused on:

- Improving competitiveness of Indian automotive industry
- · Creating an environment to promote mobility
- Internationalisation of Indian automotive industry
- India as a global R&D hub

Last year, Indian automobile industry witnessed many far reaching initiatives. Government of India took an important step towards making India a hub for small cars. There has been much debate on this categorisation within the Industry and I must say it has been healthy.

A landmark initiative was the setting up of a Task Force under the aegis of the Development Council for Automobile and Allied Industries to draw up a 10 year Automotive Mission Plan that would seek to realise the vision of the 2002 Auto Policy of making India a global automotive hub by 2016 in sync with the SIAM Theme!

Automobile Industry is privileged to have worked in association with the Ministry of Heavy Industries and Public Enterprises in preparing the Automotive Mission Plan. This partnership marked a big step forward in our effort to Improving Competitiveness of Indian Automotive Industry. I would like to take this opportunity to place on record our appreciation of the contributions of the Working Group Chairmen- Mr Jagdish Khattar, Mr Ravi Kant, Dr Pawan Goenka, Mr Deep Kapuria and Dr Surinder Kapur. They identified challenges before the automotive industry in five thrust areas demand creation, brand building and infrastructure, competitiveness in manufacturing & technology, international business (exports), human resources development and environment & safety and recommended interventions that would assist in achieving the vision of a world class automotive industry in India.

The Automotive Mission Plan has clearly identified interventions required from both Government and Industry to realise the vision of making India a destination of choice in Asia for the design and manufacture of automobiles and automotive components.

The Government plays a key enabling role in facilitating infrastructure creation, market the country's capabilities, create a good business environment, attract investments and promote R&D. The role of Industry will primarily be in achieving world class quality standards, cost competitiveness, achieving scale and capabilities and showcasing India's products in potential markets.

I am sure both would spare no effort to make this a reality.

Government and Industry have also started consultation on the next stage of emission norms, test procedures and implementation for Bharat Stage IV. We, in the Industry, have expressed our concern on the recommendation of a committee constituted by Ministry of Shipping, Road Transport & Highways to change the testing procedure for three wheelers, whereby these vehicles will be tested with GVW as Reference Mass. We feel that this is not appropriate, based on insufficient research and is biased against diesel 3 wheelers. We are hopeful that the authorities would reconsider this decision which would adversely impact a particular category of vehicles which plays an important role in transportation.

We have always advocated evidence based approach to regulation setting and are hopeful that with the setting up of the National Automotive Testing and Research Implementation Project (NATRIP), we would be further aided in the effort to introduce regulations/standards that are in keeping with international norms and also Indian conditions. This project under the aegis of Government with participation from all stakeholders will play a key role in making India a global R&D hub.

Regulations will continue to occupy centre stage. India has become a signatory to UN ECE WP .29 1998 Agreement with effect from April 2006 and consultations are now on with stakeholders to decide whether India needs to become a signatory to 1958 agreement which calls for mutual recognition of approval among signatory countries adopting ECE regulations.

Trade and technology issues have got increasingly intertwined. Today in international fora on trade and technology issues India's views count and are also being solicited.

Global integration arising out of both multilateral and bilateral initiatives presents new challenges to the Indian automotive industry. These challenges arise from the facts that on the one hand industry has to

## President's Message

enhance efficiency to garner greater market share, contribute meaningfully to the dynamics of trade and on the other hand address several issues that are critical from economic, social and environmental perspectives.

SIAM recognises and advocates the need for creating strong fundamentals at the domestic level to address both immediate objectives like employment and long-term objectives like technology and investment.

SIAM has been working with Government to ensure the best possible outcome from multilateral and bilateral negotiations that present new challenges for the Indian Automotive Industry and would facilitate and promote India as a global automotive manufacturing hub. We have prepared a framework to evaluate the implications of different RTAs/FTAs/PTAs for the Indian automotive industry based on competitive advantages and disadvantages. Indian automotive companies have started globalising their footprints and there are very successful examples. We have suggested interventions that would promote Internationalisation of Indian Automotive Industry.

The Made in India brand needs to be actively promoted and we recently organised an Auto Show in Sri Lanka – SIAM's maiden endeavour to showcase Indian automotive industry overseas and the response was remarkable, the heightened security concerns, notwithstanding. It demonstrated SIAM members' commitment to the people of Sri Lanka and our partners.

The range of issues on which we need to respond today is indeed vast and calls for allocation of adequate resources - both manpower and financial. I would like to place on record our sincere appreciation of the efforts taken by the Chairmen of SIAM Committees, Sub-Committees and Task Forces in providing focused and timely inputs on technical and commercial issues.

Our aspiration to be a global automotive hub poses a few key challenges – human resources development, technology for environment and safety, scale, brand equity, and leadership. The growth of any firm presents a unique challenge to recruit, develop, motivate, and retain talent. Current projections bring out the fact that there would be a shortage of well qualified personnel to enable the aspiration to be achieved. It is in this context that SIAM had expressed concern over the proposal to mandate reservation in the private sector. We are all for affirmative action for inclusive growth and not for legislative compulsion.

While advancements in conventional technologies (diesel and gasoline) would continue to play an important role in meeting the environmental imperatives, frontier technologies hold a lot of potential. Technologies like Infotronics are opportunities opening up in the next technological wave and herein we have the chance to lead. SIAM had engaged PRTM Consulting to

# President's Message

prepare a blueprint for automotive infotronics in India. The blueprint would be released during the National Conference on automotive infotronics in October 2006.

The Core Group on Automotive Research (CAR) has started consultation on 16 research projects in the areas of open source software, nano technologies, advanced materials, alternate propulsion systems and automotive infotronics. A unique feature of CAR projects would be Government-Industry-Academia consortia.

The Steering Committee of the National Hydrogen Energy Board under the Chairmanship of Mr Ratan Tata had prepared a roadmap for introduction of hydrogen in the road transport sector. SIAM members have started developmental work in this area. We hope the SIAM proposal on taking this forward would be launched this year.

In our endeavour to be globally competitive we also have to strive to be socially responsible businesses. SIAM through SAFE worked with several stakeholders last year for environment protection and road safety. SAFE has been driving SIAM's corporate citizenship agenda and last year partnered companies in the auto, oil and consumer durable sectors in road safety programmes.

I am happy that Government of India would be setting up a dedicated agency for road safety. SIAM actively participated and provided inputs to the Committee on Road Safety and Traffic Management entrusted with the responsibility of suggesting the functions and structure of the proposed National Road Safety Board. The proposed agency would be established through an Act of Parliament and would be an arm of the Ministry of Shipping, Road Transport and Highways. The proposed road safety board will certainly support creating an environment to promote safe and secure mobility.

I have in my message tried to encapsulate some of the major initiatives of last year. The Annual Report would provide more details on the events, initiatives and policies in the economic, technical and social agenda of SIAM.

I would like to take this opportunity to thank all stakeholders for their optimism about India becoming a global automotive hub. The theme for the 2006 SIAM Annual Convention is India - An Automotive Hub: The Next Leap. The Convention will be focussing on a series of topics that represent the next set of big opportunities and challenges facing the Indian auto industry in order to achieve the goals of AMP 2016.

7th September 2006

Madhur Bajaj

### **About SIAM**

Society of Indian Automobile Manufacturers (SIAM) is the apex Industry body representing 37 leading vehicle and vehicular engine manufacturers in India. Society of Indian Automobile Manufacturers (SIAM) is the apex Industry body representing 37 leading vehicle and vehicular engine manufacturers in India.

SIAM provides a window to the Indian Automobile Industry and aims to enhance exchanges and communication, expand economic, trade and technical cooperation between the Indian Automotive Industry and its international counterparts.

SIAM works closely with all the concerned stake-holders in the formulation of rules, regulations and polices related to the Automobile Industry.

SIAM interacts with experts to assess global trends and developments shaping the Automotive Industry. It has been actively pursuing issues like Frontier Technologies viz. Automotive Infotronics, Promotion of Alternative Fuels including Hydrogen Energy for automotive use and Harmonisation of Safety and Emission Standards.

SIAM is an important channel of communication for the Automobile Industry with the Government, National and International organisations. Dissemination of information is an integral part of SIAM's activities which it does through various publications, reports, seminars and conferences. It organises the biennial Auto Expo series of trade fairs in co-operation with Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA).

SIAM endeavours to be a catalyst in the development of a stronger Automotive Industry in India.

SIAM is an ISO 9001:2000 certified organisation.

### **SIAM Agenda, Initiatives & Events**

### **Annual Convention 2005**

SIAM Annual Convention 2005 saw announcement of small cars incentives by Chief Guest Mr P Chidambaram, Hon'ble Union Finance Minister. The 45th Annual Convention of SIAM was held on 1st September 2005. The theme for SIAM @ 2005 was Internationalisation & Product Development –The Next Wave.

Mr P Chidambaram, Union Finance Minister was the Chief Guest on the occasion. The Government would soon review the taxation structure for the automobile sector, with special emphasis on small cars, Mr P Chidambaram said. He said this would give existing Indian producers of small cars, as well as companies planning to produce small cars in India, the necessary incentive to do so. Further, the Government would review the taxation structure to encourage phase-out of older vehicles, he said.

Mr Priyadarshi Thakur, Secretary, Ministry of Heavy Industries and Public Enterprises in his address emphasised the need for devising an arrangement for sustained, quality training of people in the country. He informed that the Government had set up a Task Force to draw up a 10 year Mission Plan for the automobile industry.

Global thought leaders and CEOs presented their perspectives on different aspects of the theme. Keynote speakers at the convention were Prof Venkat Ramaswamy, University of Michigan, Mr Y C Deveshwar, President, CII and Chairman, ITC, Mr Timothy Hoelter, President, IMMA and Vice President, Harley Davidson, Mr Graham Morris, former CEO, Rolls Royce and Bentley Motors, Mr Kamesh Goyal, CEO, Bajaj Allianz General Insurance and Mr Srini Koppolu, MD, Microsoft India Development Centre.

At the Convention, SIAM also honoured members who had provided unstinted support and guidance on matters relating to the automotive industry. Mentor Awards were conferred on Mr Jairam Ramanth, formerly of Tata Motors and Mr Hanumantha Charya (posthumous), Hero Honda Motors.



Mr Priyadarshi Thakur, Secretary, Ministry of Heavy Industries and Public Enterprises addressing at the Inaugural Session of SIAM Annual Convention 2005.



Mr Priyadarshi Thakur presenting Mentor Award to Mr J Ramnath (Retd), Tata Motors Ltd



Mr Harjeet Singh receiving the Mentor Award for Mr Hanumantha Charya (posthumous) Hero Honda Motors



In the session on Co-Creating Experiences of Value with Customers - (L to R) Mr K Saito, Maruti Udyog, Prof Venkat Ramaswamy, University of Michigan, Mr R Seshasayee, Ashok Leyland



In the Session on IT & Automobile industry - (L to R) Mr Eric Leblanc, Volvo India, Mr Srini Koppolu, Microsoft India, Dr Pawan Goenka, Mahindra & Mahindra



In the Session on Image Transformation of the Corporation & Sustainable Growth- (L To R) Mr Ravi Santhanam, Hindustan Motors, Mr Y C Deveshwar, ITC, Mr Rahul Bajaj, Bajaj Auto



In the Session on Succeeding in niche Markets - (L to R) Mr P S Rajamani, Simpson & Co., Mr Graham Morris, Sigma QC, Mr Imran Hassen, SkodaAuto India



In the Session on Automobile Insurance Sector -(L to R) Mr Anant J Talaulicar, Cummins India, Mr Kamesh Goyal, Bajaj Allianz General Insurance, Mr A Toyoshima, Toyota Kirloskar Motor Ltd



In the Session on Branding & Customer Loyalty - (L to R) Mr Ravi Kant, Tata Motors Ltd, Mr Abhay Firodia, Force Motors Ltd, Mr Timothy Hoelter, Vice President, Harley Davidson



Mr P Chidambaram, Hon'ble Finance Minister, Government of India addressing the special valedictory session: also on the dias - Mr S Sandilya, Treasurer, SIAM, Mr Madhur Bajaj, Vice President, SIAM and Mr Jagdish Khattar, President, SIAM



SIAM & ACMA members at SIAM Annual Convention 2005



SIAM & ACMA members at SIAM Annual Convention 2005



SIAM & ACMA members at SIAM Annual Convention 2005



Mr Venu Srinivasan & Mr Rahul Bajaj in conversation with Hon'ble Finance Minister, Government of India



Mr Jagdish Khattar, Mr Brijmohan Lall and Mr Pawan Kant Munjal in conversation with Hon'ble Finance Minister, Government of India



Prof Venkat Ramaswamy, University of Michigan at the special interactive session on the new paradigm in value creation.



Mr Haruhiko Kuroda, President, ADB riding the Hydrogen powered three wheeler, also seated are Mr YC Deveshwar and Mr Rahul Bajaj



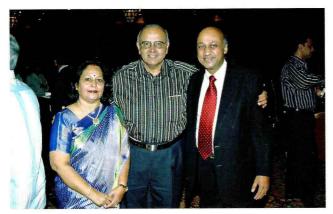
Hon'ble Finance Minister taking a test ride in the Hydrogen powered three wheeler.



Mr & Mrs Madhur Bajaj with Mr Timothy Hoelter and Ms Laura Clark at the Annual Convention Dinner



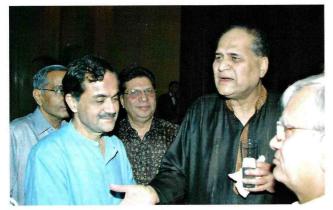
Immediate Past President, Mr Jagdish Khattar and Mrs Kiran Khattar with the incoming President Mr Madhur Bajaj and Mrs Kumud Bajaj at the dinner hosted by the latter



Mr & Mrs Abhay Firodia with the host Mr Madhur Bajaj



Mr Pawan Kant Munjal in conversation with Mr Sanjiv Bajaj



Mr Rahul Bajaj, Mr Jagdish Khattar and Mr Ravi Kant with other guests at the dinner



Mr Madhur Bajaj in conversation with Mr Venu Srinivasan



Mr Dilip Chenoy in conversation with Mr T N Ninan



Mr & Mrs L M Singhvi with Mr Madhur Bajaj and Mr Ravi Kant

SIAM Agenda, Initiatives & Events

### **Economic Agenda**

SIAM met Union Commerce Minister Mr Kamal Nath and briefed him about auto industry concerns with respect to India's Trade Policies.

### Meeting with Union Minister for Commerce & Industry

SIAM team led by Mr Jagdish Khattar, Immediate Past President met Mr Kamal Nath, Union Minister for Commerce & Industry to discuss SIAM recommendations on WTO and Trade Agreements.

SIAM communicated the following:

#### **WTO**

- CBU's (including commercial vehicles) should be kept in sensitive list for Special & Differential treatment
  - Cars / 2 Wheelers to be bound at not less than 80%
  - Bound rates for CVs/components to be retained at 40%
- No dilution in conditions of import. Ban on import of used/ remanufactured vehicles & components.

#### FTAs / PTAs

- · Look forward to FTAs with SAARC / GCC
- 76 sensitive items for all FTAs involving Thailand / China
- Preferential Rules of origin: Value Addition + Change of Tariff Heading + Non qualifying processes

Mr Kamal Nath appreciated Industry's views and assured members that their interest would be taken cognisance of in trade negotiations at WTO and different FTAs / RTAs.

He also mentioned that he was quite upbeat and confident that the Indian automotive industry will grow strongly and said that he would like to see India becoming the hub for small Cars / Commercial Vehicles, Two Wheelers and Components.

### Global Automotive Industry Dialogue (GAID), Geneva

SIAM was invited by Automotive Trade Policy Council (ATPC) of USA to participate in an initiative spearheaded by them to draw attention to Non Tariff Barrier issues in WTO. It was mentioned that JAMA (Japan), KAMA (Korea), ACEA (Europe) and CVMA (Canada) were participating and they would like SIAM and ANFAVEA (Brazil) also to participate. SIAM joined the group which was a voluntary gathering of the auto industry representatives from around the world, who have an interest in sharing perspectives for the WTO Doha Development Agenda (DDA).

The first meeting was organised in June 2004 in Geneva and attended by ATPC, JAMA, KAMA, ACEA, CVMA, SIAM and ANFAVEA. Director General, SIAM and Head, CII Geneva Office attended.

SIAM had expressed that Trade in remanufactured products shifts Environmental & Safety burden from one country to another.

In consultation with Ministry of Commerce, Government of India, a small SIAM team participated in the Global Automotive Industry Dialogue in Geneva held during October 10 & 11, 2005. The dialogue was attended by ATPC, JAMA, ACEA, CVMA, SIAM and ANFAVEA.

The participants discussed a paper highlighting certain NTBs and attempted to recommend broad remedies to address them. The NTBs were found to be of various types as follows:

- · Customs and trade facilitations related
- TRIMS compliance related
- · Import licensing and quotas
- Automotive standards and technical regulations
- Discriminatory national taxes
- · Distribution and financial services related
- · Non-enforcement of TRIPS Agreement
- Performance and operational restrictions

### **Developments in Remanufactured Products Trade**

While the issue of remanufactured products was not included in the agenda of the Global Automotive Industry Dialogue, the US Government continued to promote the concept in WTO. SIAM team attended a seminar organised by the US Government at WTO Head quarters in Geneva on October 12, 2005 to garner support for free trade of "remanufactured products".

SIAM had expressed that trade in remanufactured products is essentially trade in used products, which promote trans-boundary movement of waste from one country to another. In the case of automotive products (used / remanufactured vehicles and components), it shifts the environmental and safety burden of developed countries to developing countries. Countries should be free to decide how they want to treat different types of used products and such products should not be treated as new under any circumstances.

Both the SIAM team and Government of India representatives who attended the seminar said that trade in used/ remanufactured products cannot be treated as new in WTO and in the case of automobiles and auto components every country should have the flexibility to prohibit second hand / remanufactured trade.

It was pointed out in the seminar that proliferation of remanufacturing industry across the world and market access for such products will open up serious controversies and complicate the customs valuation process and promote infringement of IPR.

SIAM delegations participated in the deliberations at APEC Automotive Dialogue.

### Steering Committee of APEC Automotive Dialogue

The 14th Steering Committee was attended by 90 senior Government officials and Industry representatives from Australia, Indonesia, Japan, Korea, Malaysia, Philippines, Taipei, Thailand, USA and Vietnam. SIAM participated as an Observer.

At the meeting the reports and future plans of the following Working Groups were presented:

- 1. Customs and Trade Facilitation
- 2. Ecotech
- 3. Information Technology
- 4. Intellectual Property Rights
- 5. Harmonisation of Regulations and Road Safety
- 6. Rules of Origin and Origin Certification Discussion
  - · Complex processes in various FTAs.
  - Cost of compliances should be minimum
- 7. Environment
  - · Second hand vehicle trade
  - · Future technology
- 8. Market Access
  - Importance of FTAs/RTAs
  - · Preferential Rules of Origin
  - NTBs discussion in NAMA role of Global Automotive Industry Dialogue
  - Peer review of Malaysia

SIAM made a presentation to the Dialogue on its views on Geneva Auto Industry talks on NTBs.

### **APEC Automotive Dialogue**

The 8th Meeting of the APEC Automotive Dialogue (AD) was held in Bali, Indonesia, from 15th to 18th May 2006. The AD was attended by government and private sector representatives from Australia, Indonesia,

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The 8th APEC Automotive Dialogue in Bali, Indonesia

Japan, Korea, Malaysia, Philippines, Taiwan, Thailand, Vietnam and the United States.

SIAM attended the meeting as a guest. Ninety-eight representatives attended the meeting from APEC member economies. The AD focused on market access development and Doha Development Agenda (DDA), recent activities of the Global

Draft Hong Kong declaration adequately addressed interest of auto industry.

Automotive Industry Dialogue (GAID) to address non-tariff barriers (NTBs), ASEAN Automotive Industry Integration (AAII), update on the new Malaysia National Automotive Policy (NAP), Best Practices paper on IPR, proposal to host a Road Safety Summit and the application of telematics in the automobile industry. The Philippines presented a paper on trade in used vehicles. The paper was an assessment made from surveyed data supplied by AD members. The next AD meeting will be held in Melbourne, Australia, from 15th to 20th April 2007.

#### WTO Ministerial

In December 2005 SIAM Delegation was present in Hong Kong during the Ministerial Meeting of WTO. The team was led by Mr S Sandilya, Treasurer and Co-chairman committee on International Trade, SIAM. The Delegation regularly interacted with the members of official Indian Delegation including the Commerce Minister, Mr Kamal Nath. Although Doha Round was subsequently suspended, it was to the satisfaction of the Industry that India could protect its interest in the draft Hong Kong Declaration.

Coinciding with the WTO Ministerial meeting in Hong Kong, Global Automotive Industry dialogue (GAID) convened its meeting to review the developments and chalk out the future course of action. The Group also invited officials from US, India and EU to share their views on the development taking place in NAMA especially with respect to automotive non tariff barriers issues.

A team from Japan & US also met SIAM delegation to discuss the issue of re-manufactured products trade under WTO. The Indian delegation clearly conveyed that it was an unacceptable proposition and pointed out the deficiency in the argument in favour of treating re-manufactured products as new.

### **Auto- Trade Dialogue**

SIAM organised the second Auto-Trade Dialogue on 16th January 2006 during Auto Expo 2006. The seminar focused on important themes like Auto-Industry in the Developing Countries and its Challenges; Auto-Industry Internationalisation and Co-operation and other issues. The event was attended by experts from various countries.

Mr Venu Srinivasan, Chairman, SIAM Committee on International Trade delivered the welcome address in the inaugural session which was also attended by Mr R V Kanoria, Chairman, CII WTO Committee, Mr Stephen Collins, President ATPC, US, and Mr Deep Kapuria, Past President ACMA. The Chief Guest on the occasion was Mr G K Pillai, Additional Secretary, Ministry of Commerce and Industry, Govt. of India.

Second Auto Trade Dialogue was organised by SIAM in January 2006 coinciding with Auto Expo.



Mr Venu Srinivasan addressing the Auto Trade Dialogue; also on the dias Mr R V Kanoria, CII, Mr G K Pillai, Ministry of Commerce & Industry, Mr Stephen Collins, Automotive Trade Policy Council, USA, Mr Deep Kapuria, ACMA and Mr Dilip Chenoy, SIAM



Mr Dhirendra K Dubey addressing the Auto Trade Dialogue at the session presided by Dr Surajit Mitra, Ministry of Heavy Industries & Public Enterprises; also on the dias Mr Elmer Hernandez, Philippines, Mr Wan Mohamad, Malaysia



Mr Madhur Bajaj speaking at the Auto Trade Dialogue seated from (Lto R) Ms Angela Mans, VDA, Mr Stephen Collins and Chairman of the session Mr Rajeet Mitter, Ministry of Commerce and Industry

Other key speakers in the panel discussions included Mohamed. President, Proton Motorcycle Industry Association, Dr S Mitra, Malaysia; Secretary, Government of India, Mr Sunil Chaturvedi, Project Director, NATRIP; Mr A S Puri, DGM, Tata Motors, Mr Liam Benham, Director, Asia-Pacific, Ford Motor Corp; Mr Sanjay Bhargava, Bajaj Auto; Mr Rajeet Mitter Joint Secretary, Ministry of Commerce, Government of India; Ms Angela Mans, VDA

Germany; Mr Agneswar Sen, OSD, Ministry of Commerce, Government of India; Mr Elmer Hernandez, Chairman, APEC Automotive Dialogue and others. Mr Madhur Bajaj, President, SIAM delivered the concluding remarks.

# Workshop on Rules of Origin for Non-preferential Treatment Organised by WTO

SIAM was invited by Government of India to participate in a workshop organised by Committee on Rules of Origin in WTO. The Indian Team consisted of representatives of SIAM members and Joint Secretary, Ministry of Heavy Industries & Public Enterprises.

There were 4 presentations from Automobile Industry Associations of EU, Brazil, India and USA. While EU, Brazil and India took the position that value addition should be used for defining non preferential rules of origin, USA said that change of tariff heading should be enough for conferring origin. USA also quoted a letter from Japan received by the Chairman,

EU, Brazil and India maintained that value addition should be used for defining non preferential rules of origin. Committee on Rules of Origin, which supported the US view that change of tariff heading was adequate for conferring origin.

The main purpose of SIAM making the presentation was to reiterate that two wheelers should be included in the Rules, for discussions that are underway at WTO for other products under chapter 87.

Ms Vera Thorstensen, Chairperson, Committee on Rules of Origin agreed to SIAM suggestion and noted that Two Wheelers would be included in future discussions in this regard.

During the discussions on the presentations, both sides maintained their position and no agreements were reached. Chairperson suggested that she would recommend that both the criteria be retained and countries could be free to choose any one. However, US suggested that in such case, the exporting countries should decide that rule. This was opposed by EU.

#### Seminar on Automotive Taxation

SIAM organised an Automotive Taxation Seminar on 10th October 2005 which was attended by several automotive dealers and vendors who discussed the practices adopted by them. In a presentation by Mr D D Goyal from Maruti Udyog Ltd, the views of the Vehicle Manufacturers on different taxation issues were presented which were largley agreed to by the dealers and vendors.

Mr J Krishnaswamy of Tata Motors made a presentation on VAT, detailing the VAT provisions in Maharashtra. Mr N K Rajvant of Mahindra & Mahindra made presentation on Service Tax on Goods Transport Agency (GTA) and covered issues pertaining to the Auto Industry.

#### Pre- Budget Memorandum 2006-07

SIAM was invited by Ministry of Finance to present its Pre- Budget memorandum 2006-07 to Revenue Secretary and other officials of MoF on 23rd November 2005. The Revenue Secretary, Advisor to Finance Minister, Joint Secretary -TPL, Joint Secretary TRU, Member Budget and other officials from MoF were present for the meeting. SIAM team was led by Mr K K Swamy, Chairman, SIAM Committee on Taxation. Some of the major recommendations made by SIAM are:

- 1. Excise Duty on Cars and MUVs to be brought down to 16%
- 2. Need for a sunset Clause for NCCD
- 3. Customs Duty on CVs to be increased to 40%
- 4. Customs Duty on Cars & Two Wheelers to be retained at 60%
- 5. Differential rate for New and Used Vehicles

In it's the budget memorandum SIAM had recommended that vehicle scrappage should be incentivised and a road map for phasing out CST, among others.

- 6. Customs Duty on raw materials, components of electric vehicles, dies & moulds, safety items to be pegged at 5%
- 7. Direct Taxes Abolish/simplify FBT, abolish Wealth Tax and surcharge on Corporate Tax.
- 8. R&D Incentives Extend benefit under Section 35 (2AB) of Income Tax Act and Customs Notification 50/96
- 9. Incentives for vehicle scrappage.
- 10. Introduction of VAT in all States and road map for phasing out of CST.

# Maximum Retail Price (MRP) Based Excise Levy for Automobile Parts & Components

The Government of India, by a notification dated 29th May 2006 has brought automobile parts and components under MRP assessment with effect from 1st June 2006 and specified abatement percentage @33.50%. This rate of abatement is extremely low, considering the cash outflow/cost involved. In this regard SIAM wrote to the Ministry of Finance on 30th May 2006 requesting postponement of the effective date from 1st June 2006 to 1st July 2006 to take care of procedural formalities and to develop system support and consider the rate of abatement of at least 55%. SIAM also met with Joint Secretary, TRU, and Ministry of Finance, who said that the implementation date cannot be changed as this was part of the Union Budget announcement. However, regarding abatement rate, he clarified that, based on the submissions from the association, they would take a re-look and may modify it.

### Foreign Trade Policy

The Union Commerce Minister, Government of India had announced the annual supplement of Foreign Trade Policy (FTP) for the year 2006-07 on 7th April 2006.

- · Two new export incentive schemes have been introduced:
  - Focus Product Scheme which allows duty credit facility at 2.5% of the FOB value of exports on 50% of the export turnover of notified products (however automotive products are not included in the list).
  - Focus Market Scheme which allows duty credit facility at 2.5% of the FOB value of exports of all products to notified countries (Latin America and Africa).

SIAM subsequently made a representation on the registration of imported vehicle for homologation puposes. SIAM suggestion was incorporated by the Government in a notification on the subject.

There were other few issues taken up by SIAM after the policy was announced, like registration of imported vehicles for R&D purpose, which were subsequently addressed by the Government.

SIAM recommended that auto industry should be excluded from the purview of environmental impact assessment.

### **Parliamentary Standing Committee**

Parliamentary Standing Committee on Industry met SIAM, ACMA and NATRIP to ascertain their views on the Union Budget 2006-07 initiatives and fiscal proposals. Mr S Sandilya, Treasurer led the SIAM delegation.

### **Environmental Impact Assessment**

The draft notification on Environmental Impact Assessment was issued in September 2005. SIAM took up the matter and represented that vehicle manufacturing should be out of the ambit of environmental clearance for projects / establishments. The notification was yet to be implemented.

### Meeting with the National Manufacturing Competitiveness Council

SIAM attended a meeting of the National Manufacturing Competitiveness Council on 22nd May 2006. During the meeting, the following issues were identified for initiating further action:

Investment gap between automobile sector and auto component sector to be identified and necessary steps to be taken to enhance investment in the auto component sector.

Need for creating a strong base for R & D for indigenous design of critical components such as engines, gear boxes, etc.

RTAs and FTAs should propose a special treatment for the auto sector.

#### Styling & Design Conclave

In view of the increased market segmentation and adoption of design led market strategies, SIAM and National Institute of Design (NID) jointly organized a Styling & Design Conclave on 14th January 2006 in New Delhi.



Inaugural session underway at the Styling and Design conclave. Panelists seated from (L to R) Prof Gaurang Shah, NID, Dr Pawan Goenka, Mahindra & Mahindra, Chief Guest on the occasion Mr Ajay Dua, Secretary, MoC&I, Mr Ravi Kant, Vice President, SIAM and Mr Dilip Chenoy, SIAM

This was an initiative to facilitate making India a styling and design hub. Several Government authorities and eminent personalities from the automobile and transportation industry attended the seminar organized under the Chairmanship of Dr Pawan Goenka, Chairman, SIAM Committee on Styling and Design.

Mr Ajay Dua, Secretary DIPP, Ministry of Commerce and Industry, Govt. of India was the Chief Guest.

Several international speakers made presentations at the first Styling & Design Conclave in New Delhi.



Mr Roberto Piatti addressing the Styling & Design conclave on the dias are Mr Darli O Koshy, NID, Mr Olivier Boulay, Designer of Maybach and Mr A Ganguly, SIAM

Several international experts participated: Mr Roberto Piatti, MD, Stile Bertone, Olivier Boulay, General Manager, Mercedes-Benz, Mr H Yoshimura, Chief Designer, Suzuki Motors Corp, Japan, Mr Ken Okuvama. Creative Director. Pininfarina and Mr Mario Vietti, Director, Italdesign - Giugiaro. Mr Dilip Chhabria, CEO, DC Design, Prof Gaurang Shah and Nishant Sharma, NID Ahmedabad

also made presentations. NID formally announced the launch of the new course of Transportation and Automobile design at NID.

### Eleventh Five Year Plan Consultation by Different Ministries

SIAM was inducted by several Ministries in their Working Groups to prepare position papers for the 11th Five Year Plan document:

- Automotive Sector under Ministry of Heavy Industries & Public Enterprises
- Passenger and Road traffic and assessment of adequacy of Fleet and Data collection under Ministry of Shipping, Road Transport & Highways
- Policy Issues under Ministry of Shipping, Road Transport & Highways
  - Working Group on Overloading under Ministry of Shipping, Road Transport & Highways
  - Road Safety under Ministry of Shipping, Road Transport & Highways
- Demand Projections under Ministry of Petroleum & Natural Gas
- Perspective, Technology, Engineering Related & Capacity Building Working Groups under Ministry of Urban Development
- Demand & Supply of Iron & Steel under Ministry of Steel
- Research, Design & Development in Renewable Energy under Ministry of Non Conventional Energy Sources.

### Report on Export Infrastructure requirements for the Automobile Sector

SIAM commissioned iMaCS Limited to prepare a report on Export Infrastructure requirements for the Automobile Sector. The report assessed the export infrastructure requirements of the automobile sector. It gave a detailed account of the deficiencies in the existing port infrastructure. It also gave the future infrastructure requirements of the sector (both qualitatively and quantitatively).

SIAM made a presentation of the aforesaid report to Mr S K Dash, Joint Secretary, Ministry of Shipping, Road Transport & Highways in August, 2006.

SIAM worked closely with Government of India to prepare the Automotive Mission Plan 2006-2016.

#### Automotive Mission Plan 2006-16

The Development Council for Automobile and Allied Industries constituted a Task Force under the Chairmanship of Secretary, Ministry of Heavy Industries & Public Enterprises (MoHI&PE) to draw the 10 Year Mission Plan for the Indian Automotive Industry. The Task Force identified five thrust areas and formed Working Groups to deliberate on each of the five thrust areas under the Chairmanship of the following industry representatives:

Mr Ravi Kant Managing Director Tata Motors	Demand Creation, Brand Building and Infrastructure
Dr Pawan Goenka President (Auto Sector), Mahindra & Mahindra	Competitiveness in Manufacturing & Technology
Mr Deep Kapuria Chairman & Managing Director Hi-Tech Gears	International Business (Exports)
Dr Surinder Kapur Chairman, Sona Group	Human Resources Development
Mr Jagdish Khattar Managing Director Maruti Udyog Ltd	Environment & Safety

A Mission Plan was prepared by the Task Force on the basis of inputs received from the Working Groups. The report profiles a Mission Plan for 2006-2016 in the context of emerging trends in the global automotive industry, identifies the issues that need to be addressed in a 'Mission Mode' to attain the Vision articulated in Government of India's Auto Policy 2002.

Subsequently, the Ministry of Heavy Industries & Public Enterprises has constituted five Inter-Ministerial Working Groups in order to arrive at a consensus and get inputs from the concerned ministries/departments and other stakeholders. These were:

- · Infrastructure and institutional support
- Investment and policy issues
- · Taxation and export
- · Technology and R&D
- · Safety and environment

Inter-Ministerial meetings were held in July and AMP would be finalised by end of August 2006.

Experts met at SIAM Roundtable to develop methodology for transportation data collection.

Roundtable on Current Methodology and Possible Approaches to Refining Data on the Road Transport Sector

SIAM Committee on Commercial Vehicle Sector (Transportation Issues) organised a Roundtable on Current Methodology and Possible Approaches to Refining Data on the Road Transport Sector under the Chairmanship of Mr Mansoor Ahmed on 8 August 2006 at New Delhi.

Currently, data on road transport sector suffers from inadequacies which hamper effective planning of programmes in the transportation sector and also in estimating economic indicators.

At the Roundtable presentations were made by:

- Prof G Raghuram, IIM (A) Roadmap for Logistics Excellence:
   Need to Break the Unholy Equilibrium
- Mr Arvind Kumar, Adviser, MoSRT&H India Road Transport Statistics: Current Status
- Mr Sachin Mathur , CRISIL- Road transport sector: Information Framework
- Mr Raghuttama Rao, MD, IMacs Analysis of traffic patterns in India; Limitations of data on transport sector in India and Methodology for freight estimation

Following the presentations, participants deliberated on the following issues:

- What data do we need to collect for what purpose
- What are current estimates
- How / what methodology do we follow to collect data
- What next

The discussants agreed to constitute a group comprising of Mr D. P Gupta, AITD, Mr Sachin Khandelwal, ICICI, Mr Sachin Mathur, CRISIL, Prof G Raghuram, IIM (A), Prof TAS Vijayaraghavan, XLRI, Mr P.N. Vishwanathan, IMacs, and Mr Mansoor Ahmed, Chairman, SIAM Committee on Commercial Vehicle Sector (Transportation) to prepare a proposal to be submitted to the Government on conducting a sample survey of commodity flow every five years. The commodity wise date would include details like origin-destination, quantity, freight paid & value, type/size of vehicles.

The Roundtable had participation from CRRI, Sundaram Finance, Shriram Investments, CRISIL, IMacs, M&M, AITD, MoSRT&H, Volvo, ATMA, ICICI Bank, ISI, XLRI and IIM (A)

The discussion in SIAM Technical Committees was on a wide range of issues including Next Stage Emission Norms, Conventional Fuels, Alternative Fuels, Frontier Technologies, Active and Passive Safety, Harmonisation and In-Use Vehicle Regulations.

#### Introduction

In the year 2005-2006, technical issues on both environment and safety continued to be high on SIAM's agenda, particularly with new emission norms and safety standards coming into force, starting April 2005. The discussions in SIAM Technical Committees and other fora took place on a wide set of issues covering conventional fuels, alternative fuels, frontier technologies, active and passive safety, in-use vehicle maintenance and harmonisation of safety regulations. SIAM provided inputs on emission norms, test procedures and safety standards after intensive deliberations amongst technical heads.

#### **Next Stage Emission Norms**

Discussions are being held by the Standing Committee on Implementation of Emission Legislation (SCOE) under the Chairmanship of Mr S K Dash, Joint Secretary, MoSRT&H with participation from Ministry of Heavy Industries & Public Enterprises, Ministry of Petroleum & Natural Gas, Ministry of Environment & Forest, Test Agencies, Chairman, CMVR TSC, TMA and SIAM to finalise the procedures for BS IV emission Norms. MoP&NG has informed that the oil companies are on schedule for supply of BS IV and BS III commercial fuel from the year 2010 for BS IV Emission Norms in 11 cities and BS III Emission norms in rest of the country, respectively, as mentioned in the Auto Fuel Policy. Further details are being discussed with the Chairman, CMVR TSC and the test agencies.

### Indian Clean Air Programme (ICAP)

The ICAP, which was initiated by the Oil Industry, on SIAM's suggestion, has been taken over by the Ministry of Environment & Forests. The Secretary MoEF is now chairing the steering committee and chairman CPCB the Technical Committee.

CPCB convened the 1st meeting of the reconstituted Technical Committee of ICAP under the chairmanship of Dr V Rajagopalan, Chairman, CPCB on 29th July 2005. The methodology, scope etc, of the Air Quality Monitoring Studies to be carried out by TERI, NEERI & ARAI were discussed and some modifications in the existing proposals suggested by CPCB to make the studies more comprehensive and accurate.

The 2nd meeting of the Technical Committee for Air Quality Monitoring, Emission Inventory and Source Apportionment was held under the Chairmanship of Dr V Rajagopalan, Chairman, Central Pollution Control Board (CPCB) on 20th October 2005 at New Delhi. The meeting was attended by representatives from MoEF, ARAI, NEERI, TERI, TNPCB, WPCB, IIT- Kanpur and SIAM.

SIAM commissioned a study on status of vehicle scrappage and recycling in India

CPCB in consultation with air quality monitoring institutions viz. ARAI, TERI and NEERI has evolved a common methodology. The methodology aims at the following objectives:

- 1. Profiling critical pollutants at different city locations, including hotspots
- 2. Preparing emission inventory & future projections
- 3. Conducting source apportionment studies for assessing the contribution of different emission sources to air quality using chemical mass balance
- 4. Assessing impact on ambient air quality using mathematical models
- 5. Cost effectiveness analysis for prioritising control options

The newly constituted Steering Committee for ICAP met under the Chairmanship of Dr Prodipto Ghosh, Secretary, Ministry of Environment & Forests on 25th October 2005 to consider the present status and plan for the studies. The Technical Committee made a presentation to the Steering Committee on the status, common methodology and additional funding required for the study including source profiling which was not part of the original ICAP programme. The results from the studies would be used for the review being undertaken by Ministry of Petroleum and Natural Gas as per the Auto Fuel Policy.

### Recycling of Vehicles

SIAM commissioned a study on "Status of Vehicle Scrappage and Recycling in India" to ICRA Management and Consultancy Services. Some of the findings of the study were:

- Nearly 150,000 cars were scrapped (put off-road) in 2004-05. Of the scrapped cars more than 75% were over 15 years of age. Accident and old age were the main reasons for scrappage. 78% of the scrapped cars were cut while the remaining were dumped.
- Approximately 37,000 MUVs were scrapped (put off-road) in 2004-05.
   More that 70% of the scrapped MUVs were more that 15 years of age and were scrapped due to accidents, old age and taxes. 77% of the scrapped MUVs are cut and the remaining were dumped.
- About 42,000 LCVs were scrapped in 2004-05. Of the scrapped LCVs more than 75% were over 15 years of age and accident, old age, taxes and environmental norms were the main reasons for scrappage. 75% of the scrapped LCVs were cut while the remaining were dumped.
- About 65,000 MCVs/HCVs were scrapped in 2004-05. Of the scrapped MCVs/ HCVs more than 78% were over 15 years of age and accident followed by old age and taxes were the main reasons for scrappage. 75% of the scrapped MCVs/HCVs were cut while the remaining were dumped.
- About 1.3 million 2-Wheelers were scrapped in 2004-05. Of the scrapped 2-Wheelers more than 66% were over 15 years of age and old age and accident were the main reasons for scrappage. Only 30% of the scrapped 2-Wheelers were cut while the remaining were dumped.

SIAM became a member of International Motorcycle Manufacturers Association which is headquartered in Geneva with effect from 1 September 2005.

- On an average around 1.6 million (2% of the vehicle population) vehicles were scrapped every year. For other than 2-wheeler category more than 70% of the scrapped vehicles were cut, the rest were dumped.
- More than 50% of non-metallic scrap was wasted, the proportion was much higher for fluids and glasses. As per the study currently most of the leftover waste was dumped along with other municipal waste and posed a serious threat to the environment.
- With the numbers of vehicles being sold every year rising, the number of vehicles to be scrapped every year would increase steadily over the next decade assuming current scrapping profile. As a result the scrap generated would also rise substantially.

The final outcome was presented to SIAM Executive Committee members and based upon the inputs from the members the final report was submitted to the Ministry of Heavy Industries and Public Enterprises (MoHI&PE). SIAM would follow up with all the stake holders for taking the initiative forward.

### International Motorcycle Manufacturers Association (IMMA)

SIAM became a member of IMMA with effect from 1st September 2005, following the announcement by the then President of IMMA, Mr Tim Hoelter of Harley Davidson. A follow-up meeting of SIAM Two Wheeler



Members at the IMMA General Assembly at San-Diego, USA



Meeting of SIAM members with President, IMMA, Mr Tim Hoelter on 2nd September 2006 at Hotel Taj Palace, New Delhi

Manufacturers and IMMA President was held on 2nd September 2005 to discuss the modalities for SIAM continuing as a member of Federation of Asian Motorcycle Industries (FAMI). As FAMI also became a direct member of IMMA, SIAM membership from FAMI was relinquished from April 2006. The same was announced during the last FAMI Annual General Meeting held in Manila in March 2006. However, discussions were underway to include SIAM as a guest during future FAMI meetings. SIAM attended the IMMA General Assembly held on 11th May 2006 at San Diego, California. It was decided that the next IMMA General Assembly meeting will be hosted by SIAM in India during the week of 7th May 2007.

During 2005-2006 SIAM, CMVR, Safety and Regulation Committee and associated Sub Committees focused on updating the safety Road Map aligning AIS and IS in line with corresponding ECE and EEC.

### **Automotive Safety Standards**

Automotive Industry Standards Committee (AISC) and Central Motor Vehicle Rule, Technical Standing Committee (CMVR-TSC) are the two committees constituted by Ministry of Shipping, Road Transport & Highways for formulation of automotive safety standards and to recommend implementation dates for standards mandatory under Central Motor Vehicle Rules. AISC is chaired by Mr S R Marathe, Director, ARAI and CMVR-TSC by Mr B Bhanot.

In 2005-2006 the 20th, 21st and 22nd AISC meetings were held and the Committee focused on implementation dates of finalised standards, standards under preparation as per the roadmap of safety standards, availability of test facilities and identified future standards like pedestrian protection for further discussion. The Committee's recommendation on implementation dates were discussed at 17th, 18th and 19th meetings of CMVR-TSC. CMVR-TSC would recommend to MoSRT&H standards for implementation which would thereafter be notified.

Standards in AISC were discussed and prepared by separate panels comprising of representatives from Ministries, test agencies, research institutions and automotive industry. SIAM technical heads are convenors of several AISC panels and some of the important standards which have been finalised or are near finalisation in their panels include arrangement of foot control, body standardisation of three wheelers, defrosting and demisting system, requirements for the behaviour of a vehicle in head on collision and metallic fuel tanks, among others. Other crash standards being considered by the Panel are standards for pedestrian protection, side impact and offset frontal collision.

AISC panels were also working on alignment of AIS and IS with the corresponding ECE/EEC. Standards were categorised as Priority I, II and III.

During the year 2005-2006, SIAM CMVR, Safety & Regulations Committee and associated technical sub-committees focused on updating the safety roadmap, aligning AIS and IS with corresponding ECE/EEC, provided inputs for safety standards being prepared by AISC Panels, initiated work on crash standards and organised stakeholder consultation on important forthcoming regulations.

It may be recalled that in 2002 SIAM had submitted a safety roadmap comprising of active, passive and crashworthiness standards to MoSRT&H. The safety roadmap had received in–principle approval of the Ministry and thereafter the roadmap was discussed by CMVR-TSC and AISC. Several standards identified in the roadmap were notified in 2004 and 2005.

A code of practice for construction and approval of truck cabs, truck bodies and trailers is near finalisation. With a view to revising recommended dates for implementation of standards in keeping with progress on preparation of standards in AISC, test facilities and development time required, a panel constituted by the CMVR, Safety & Regulations Committee updated the safety roadmap and also provided inputs to AISC which was recommending standards for implementation to CMVR-TSC.

About 49 draft automotive industry standards were being deliberated upon. During the year SIAM members provided several inputs and also actively participated in experimental tests/trials while preparing the standards

As per the safety roadmap, crash standards were identified for implementation beyond 2007. A panel on crash standards was constituted by AISC. The Panel comprising of SIAM members and representatives of test agencies prepared four standards on vehicle requirements during head-on collision, offset collision, H-point determination and requirements of metallic fuel tanks. The standards would be released for wide circulation and thereafter finalised.

There have been considerable developments in the area of safety standards and regulations and with a view to briefing all stakeholders on new and forthcoming standards at SIAM organised Workshops and Roundtables.

### Standardisation of Bus and Truck Body Construction

Ministry of Shipping, Road Transport and Highways notified the Code of Practice for Bus Body Design and Approval in September 2005. The standard will come into force a year after the implementation of the Accreditation System for bus body builders.



Mr Hira Singh Bisht, Hon'ble Transport Minister, Government of Himachal Pradesh addressing the seminar on commercial vehicles, also on the dias (L to R) Mr A P Arya, Tata Motors, Mr Hakan Karlsson, Volvo AG Sweden, Mr R Seshasayee, Ashok Leyland, Mr Haroon Yusuf, Hon'ble Transport Minister, Government of NCT of Delhi and Mr Dilip Chenoy, SIAM

A Code of Practice for Construction & Approval of Truck Cabs, Truck Bodies & Trailers is near finalisation.

SIAM in association with MoSRT&H, CMVR-TSC, AISC, ARAI & CIRT conducted Seminars and Workshops on the Bus and Truck Codes with a view to brief other stakeholders on different aspects of the two codes and eliciting their feedback.

During Auto Expo in January 2006, SIAM organised a seminar on Building Safer Public and Freight Transportation Systems. Mr Haroon Yusuf,

There is need to ensure that economics of transportation is beneficial to the transport operators and that disincentives were removed.



Panel discussants at the seminar on commercial vehicles - Dr G K Sharma, CIRT, Mr A S Lakra, DTC, Mr B Bhanot, CMVR-TSC, Mr S R Marathe, ARAI and Mr Jasjit Sethi, TCIL Supply Chain Solutions

Minister for Transport and Power, Government of Delhi and Mr Hira Singh Bisht, Minister Government Transport, Uttaranchal urged commercial vehicle manufacturers to help in modernising the transportation network. While Mr Bisht focused on the needs of the hilly region, where 65% of the traffic was on hill roads, Mr Yusuf, said that the Government of Delhi was planning to implement a Bus Rapid Transport (BRT) system that would supplement the Metro in

New Delhi. For the BRT, the Delhi Government would require a number of modern vehicles.

Mr R Seshasayee, Past President, SIAM and MD Ashok Leyland, in his opening address spoke of the need to ensure that the economics of transportation were beneficial to the operator and that disincentives needed to be removed. The commercial vehicle manufacturers in India had to operate in a market where, there was overloading, bad roads, and adulterated fuel.

Mr Hakan Karlsson, President and CEO, Volvo Bus Corporation, Sweden, delivering the keynote address, highlighted the active and passive safety features that could contribute to safer public and freight transportation systems. He shared the safety model followed by Volvo that covered preventive safety, protection safety, security and reliability. He also highlighted successful BRT systems running in various cities.

The technical sessions focused on the code of approval for bus body construction, accreditation system for bus body builders, Industry perspectives on safer public and freight transportation systems and trends and solutions in body electronics for commercial vehicles.

# Workshops on Safe Transportation: Standardisation of Truck Body Building in India

SIAM was requested by CMVR-TSC to organise a series of workshops in different parts of the country to brief truck body builders, transport operators and other stakeholders on the Code of Practice for Construction of Truck Cab, Truck Bodies and Trailers which was near finalisation at the Automotive Industry Standards Committee (AISC).

SIAM organsied a series of workshops in different parts of the country for stake holder consultation on the code of practice for construction and approval of truck cabs, bodies and trailers.



Panelists at the first workshop on Truck Code at Jalandhar; (L to R) Mr Bhupinder Singh Pandher, AIMTC, Mr K S Wilku, Sutlej Motors, MR B Bhanot, CMVR-TSC, Mr Dilip Chenoy, SIAM, MR S S Sandhu, ARAI and Mr D P Saste, CIRT



A truck body builder from Jalandhar sharing his views on the truck code



Session on technical aspects of the Code of Practice for Construction and Approval of Truck bodies, Truck cabs and Trailers, Chennai



Panelists in the session on Accreditation System for Truck Body Builders, Chennai

Two Workshops were organised in Jalandhar, Punjab (Northern region) on 10 June 2006 and Chennai, Tamil Nadu (Southern Region) on 3 August 2006. The feedback received from the workshops would be deliberated upon in the AISC panel working on the truck code before finalisation of the standard.

### UNECE - WP.29

India became a formal member of UNECE-WP.29 from April 2006 and was now eligible for voting on the GTR under discussion. India initiated discussions on the steps to be taken for implementing GTR1 on door locks and door retention components. The gaps between the GTR 1 and ECE R1 & 1S: 14225:1995 were under study and action points would be finalised before the next WP-29 meeting scheduled for Nov 14-17 2006 at Geneva. SIAM was a member of the Indian delegation that has participated in the WP 29 meetings in Geneva.

SIAM is pursuing its two wheeler driving cycle agenda at WMTC



SIAM, ARAI and IMMA members pose for a group photograph after the meeting on WMTC

### Worldwide Harmonised Motorcycle Emission Testing Procedure (WMTC)

A meeting of the informal group of the WMTC (i.e. the FEG – Fundamental Emission Group) was held under the Chairmanship of Mr Christoph Albus at ARAI from 19th to 21st April 2006. During the meeting, several options were discussed for taking into consideration India's data and driving conditions into the newly

developed WMTC cycles for motorcycles. A follow-up meeting on the same was held on 2nd and 3rd August 2006 at IMMA Office in Geneva.

### National Hydrogen Energy Board

The Steering Group of the National Hydrogen Energy Board under the Chairmanship of Mr Ratan Tata met on 7th July 2005. The draft report of the Steering Group was presented to the members and discussed during the meeting. The members of the Steering group felt that there was a need to prioritise various activities identified in the report and all projects and pathways between expert groups should be integrated. The report should also identify alternative fuels other than Hydrogen like bio-fuels etc, the steering group suggested.

According to the steering group, the Hydrogen generation pathways should focus on hydrogen production by coal gasification, nuclear, solar, hydro and wind. India should focus on technologies which will give India competitive edge over rest of the world in this sector.

Mr Ratan Tata, Chairman, Steering Group of the National Hydrogen Energy Board presented the Hydrogen Road Map to Hon'ble Minister of Non Conventional Energy Sources, Mr Villas Muttemwar on 21st November 2005.

This report will be presented to the National Hydrogen Energy Board for approval and then will be placed for cabinet approval.

SIAM had submitted a project to the Ministry of Non Conventional Energy to implement some of the recommendations of the NHB.

### Core Group for Automotive Research (CAR)

A team of select SIAM members met Dr R Chidambaram and officials from the office of Principal Scientific Advisor, TIFAC and Prof S Mohan, Co-Chairman, CAR on 17th August 2005.

Emerging focus areas for CAR project are development of open source software, Nano Technologies, Advanced Materials, Alternate Propulsion System and Automotive Infrasonic. Three projects identified by CAR and have been funded are development of engine management system for two-wheelers, telematics project for Koyembedu bus terminus and project on tailor welding and Hydroforming.

The group was of the view that the R&D projects for Automotive Sector should continuously be developed with focus on pre-competitive stage.

Mr R Seshasayee, Managing Director, Ashok Leyland and Past President, SIAM, was appointed as the Co-Chair for the CAR in place of Dr S M Shahed.

Mr R Seshasayee along with Prof S Mohan of Indian Institute of Science and Dr R Chidambaram, Principal Scientific Advisor to Govt of India convened a brain storming session of CAR members at Chennai on 7th October 2005. Fresh R&D proposals have been requested from CAR members for funding.

CAR members under the chairmanship of Dr R Chidambaram, Principal Scientific Adviser to Government of India met on 9th November 2005 and discussed the next phase of projects and areas of focus. The members also discussed the mode of funding for the CAR projects.

Emerging focus areas for CAR projects are: development of open source softwares, nano technologies, advanced materials, alternate propulsion systems and automotive infotronics. CAR will involve other ministries like MoHl&PE, MoIT and DST in its activities.

### **Electric Vehicles**

SIAM took the initiative of promoting use of Electric Vehicles on a pilot basis.

SIAM along with members participated in a one day seminar 13th July 2005 organised by Uttaranchal Renewable Energy Development Agency (UREDA) on the feasibility of operating battery operated public transport vehicles in Dehradun.

Mahindra & Mahindra and Scooters India made presentations on the battery operated vehicles and also displayed their vehicles at the programme. The seminar aimed at providing a channel of communication between various stakeholders and was attended by representatives from Ministry of Forest, Transport Department, Rural Development Department, NGOs and Vehicle Manufacturers, amongst others.

UREDA will coordinate with all stakeholders including manufacturers, banks, potential buyer/operators, concerned departments of the state Government to initiate a pilot project to demonstrate the feasibility of BOVs and popularise them.

SIAM organsied roundtables on IT Initiatives with a view to sharing best practices in customer relationship management. The SIAM team met Mrs Chitra Ramachandran, Secretary, Youth Advancement, Tourism & Culture (YATC) Department, Government of Andhra Pradesh on 18th July 2005 to discuss the prospects of introducing Electric Three Wheelers in Andhra Pradesh under the Rajiv Gandhi Yuva Shakti Programme which aimed at providing employment to unemployed youth.

Bajaj Auto and Mahindra & Mahindra demonstrated their vehicles to the officials of YATC.

#### **Round Tables on IT Initiatives**

SIAM organised Round Tables on IT Initiatives under the aegis of its Task Force on 16th September 2005 in Chennai, 11th November 2005 in Mumbai and 10th August 2006 in Pune. These helped members to share experiences, best practices and deliberate on the next steps. Discussions were also held on whether any standard protocol needed to be evolved.

In the 16th September 2005 Round Table, the focus was on best practices in CRM (Customer relationship management). Mr K S Raghunandan, Vice President, Industrial Sector, ASEAN/SA, IBM and Mr Bhaskar Bose, Global Practice Head for CRM Practices, HP explained the critical factors for CRM success in automobile industry and presented case studies of CRM implementation. A session on use of IT for Taxation was also held, where Mr R Venkatraman, Additional Director General, Directorate of Systems presented the various e-governance initiatives taken by the Tamil Nadu Government in Customs and Central Excise. He also shared his vision for the future and the issues involved in e-governance.



Members of the Task Force on IT Initiative

A blue print for Automotive Infrotonics in India has been finalised. The blue print will be released in November 2006.

On 11th November 2005, Mr Peter S Robison, Director of Automotive PLM Solutions, Global Automotive Industry, IBM presented the Product Innovation Requirements and Trends and shared the best practices in Product Innovation. A session on Security and Privacy was also held where Mr Cal Slemp, VP, IBM's Security and Privacy service gave a presentation.

At the 10th August 2006 Round Table members shared their experiences with dealership management and connectivity, IT Services and contracts. Also a detailed presentation, was made by Mr Rajesh Uppal, Chairman Task Force on the E-Governance Proposal submitted to the Ministry of Shipping Road Transport and Highways. Key stakeholders were identified and a consortium approach was recommended to get the project implemented.

### **Automotive Infotronics**

Infotronics is a solution platform, driven by the convergence of mechanical, electronic, communication and IT engineering for automotive and transportation applications

- · In-vehicle applications
- · Inter-vehicle applications

SIAM initiated a study for preparing the Roadmap on Automotive Infotronics for India. The objective was to align disparate initiatives in a manner that can unlock value and vault India into a leadership role in the arena. The Department of Heavy Industries funded this proposal and Dr Anand lyer of PRTM Consulting was hired by SIAM for conducting the study to develop the blue print for India.

SIAM organised the first workshop on 23rd & 24th May 2006 in Chennai. This workshop brought together all the stakeholders from different industries to identify their needs and prepare a high-level operational blueprint to establish a common roadmap for Infotronics in India.



Panelists at the Roundtable on Infotronics seated from (L to R) Dr Aravind Bhardwaj, Ashok Leyland, Chief Guest Mr Priyadarshi Thakur, Secretary, Ministry of Heavy Industries and Public Enterprises and Mr Sunil Chaturvedi, CEO, NATRIP



Dr R Chidambaram, Principal Scientific Adviser to the Prime Minister speaking at the round table on Infotronics; also seated are (L to R) Dr Arun Jaura, Mahindra & Mahindra, Dr Aravind Bhardwaj, Ashok Leyland, Dr Anand Iyer, PRTM Consulting, Mr K K Gandhi, SIAM

SIAM initiated a programme for introduction of Intelligent Transport System, Infrastructure and Automotives in association with SIMBA



Dr Anand Iyer, PRTM Consulting addressing the round table

As a next step, a one-day workshop was organised on 6th July 2006 under the Chairmanship of Dr R Chidambaram — Principal Scientific Advisor, Government of India in New Delhi to present the findings of the Chennai workshop and deliberate on the policy issues to enable India leapfrog in this important field.

The Workshop identified the role of

Government, private industry and academia in setting up competency centres and also recommended the formation of a Steering Committee under the chairmanship of Dr R Chidambaram to coordinate the activities.

The report was finalised and would be submitted to the Government.

### SIMBA - Strengthening road transport research cooperation between Europe and emerging international markets

SIAM initiated a programme for Intelligent Transport Systems, Infrastructure and Automotive in India along with SIMBA. SIMBA aims to increase R&D cooperation between the EU and the emerging markets of China, India, Brazil and South Africa in Intelligent Transport Systems (ITS) - increase road safety, improve mobility, and enhance transport efficiency. The main outcome will be transnational networks of key road transport stakeholders that can help define the priorities, research needs and future cooperation areas for road transport.

### First Steering Committee meeting, 6th June 2006, Brussels

The first Steering Committee Meeting was held on 6th June 2006 at ERTICO in Brussels. Participants included representatives from the European Commission, the SIMBA National Coordinators - Society of Indian Automobile Manufacturers (SIAM) from India, Associacao Brasileira de Engenharia Automotiva (AEA) from Brazil, ITS China (ITSC), and Infrastructure System Operations and ITS Laboratory (CSIR) from South Africa — as well as the European Partners - European Automobile Manufacturers Association (ACEA/EUCAR), Forum of European National Highway Research Laboratories (FEHRL) and ITS Denmark (ITSD).

The meeting enabled participants get a good understanding of the latest developments in Europe and emerging markets.

## **Technical Agenda**

SIAM and the Association for Overseas Technical Scholarship (AOTS) organised Kaizen and Management Training Programmes.

## **SIAM Training Programmes with AOTS**

SIAM and The Association for Overseas Technical Scholarship (AOTS), organised the following training programmes:

## a) Kaizen Training programme

A training programme on Kaizen was conducted from 12th –16th September 2005 at New Delhi and subsequently at Bangalore from 19th – 23rd September 2005. Mr Takashi Kotabe, Senior Engineer, Isuzu Techno Co., Ltd. conducted the training programmes. The training programme focused on various tools used for kaizen activities at the assembly line.

#### b) Management Training Programme

The Management Training programme was conducted from 26th – 30th September 2005 at New Delhi and subsequently at Pune from 3rd – 7th October 2005. In 2006, the training programme was conducted from 12th - 16th June 2006 at New Delhi. Mr Kiko Tamura, Senior Instructor, Japan Industrial Training Association conducted the training programmes. The training programme focused on various management aspects such as principles of management, job assignment and enrichment, directing & controlling, Leadership, human behavior and implementation of training and development, Japanese, American and European Management practices were also discussed.



Participants at the Kaizen Training Programme



Mr K Tamura, conducting the Training Programme on Managerial Effectiveness



Mr K Tamura at the concluding session of the Training Programme

SIAM Agenda, Initiatives & Events

## Society & SIAM: SIAM Outreach Programmes - SAFE

SIAM and Hero Honda have embarked on a three-year programme to train 3000 drivers transporting the company's two wheelers to different destinations. As a part of the Public Policy activities, SIAM through SAFE focused on driver training. Significant progress was made in expanding this initiative to various parts of the country, including organising training for the drivers of vehicles associated with corporate houses.

Literature surveys show that in the vast majority of road accidents, human error is the main cause, or at least a key contributing factor, SAFE thus found it necessary to focus on human factor. SAFE was actively engaged in spreading the message of importance of good road behaviour through its training on soft skill development.

SIAM partnered Hero Honda in a programme for soft skills development of drivers transporting Hero Honda Motors Limited Two Wheelers to different destination. The programme will train three thousand drivers over a period of three years.

SIAM also expanded activities to new States. A driver training programme was organised during the road safety week in January 2006 for the drivers of cars and utility vehicles in Chandigarh.

A seminar on overloading was organised in Bhubaneswar, along with the Transport Department. SIAM received tremendous support for from Govan Institute for Higher Education for Drivers, Coimbatore and Delhi Traffic Police.

The year 2006 was the "Auto Expo" year. During the expo, SAFE organised street plays to educate visitors on the importance of taking preventive measures to avoid road accidents, once a new car or a motorbike was bought by them.

SIAM as a member of Federation of Asian Motorcycle Industries (FAMI) organised the 5th FAMI Road Safety Seminar coinciding with the Auto Expounder the aegis of SAFE.



Mr Naresh Aggarwal, Hon'ble Transport Minister, Government of Uttar Pradesh addressing the workshop on Overview of Automobile Technology and Regulations



(Left to right) Mr Harjeet Singh, Vice President - SAFE, Mr Dilip Chenoy, SIAM, Mr K K Aggarwal, Hero Honda Motors, Mr K N Krishnamurthy, President - SAFE, Mr Kasbekar, Hero Honda Motors Limited at the inauguration of Hero Honda Driver Training Programme



Mr Uday Ram from Driver Training Institute, Burari conducting Defensive Driving and Vehicle Maintenance session at Hero Honda



Mr P K Patil, GSRTC, addressing drivers at the inauguration of the Drivers Training programme organised for GSRTC drivers



Mr Qamar Ahmed, Joint Transport Commissioner - Traffic, Mr Dilip Chenoy, SIAM, Mr Virender Kumar, Joint Transport Commissioner, Transport Department Government of NCT Delhi, Mr Atanu Ganguli, SIAM at the inauguration of SAFE Driver Training Programme during National Road Safety week January 2006



Workshop on Soft Skill Development and vehicle maintenance for school bus drivers at New Delhi



Medical Check up camp organised at Lucknow for Government Drivers



Mr B L Joshi, L. G. Delhi handing over the Road Safety Rolling Trophy to the Shiv Vani Model Sr. Sec. School, Mahavir Enclave, New Delhi



School students visiting Driver Training Institute, Burari in January 2006



Mr Naresh Aggarwal, Hon'ble Minister of Transport, UP, addressing the 5th FAMI Road Safety Seminar



Mr K N Krishnamurthy, President - SAFE, receiving the Environment leadership award on behalf of SAFE from USAID



Mr S B Agnihotri, Transport Commissioner, Transport Department - Orissa, addressing at a Seminar on Road Safety : Hazards of Overloading

Road Safety Best Practices were shared at SAFE Annual Convention by Stake holders.

## Annual Session of Society for Automotive Fitness and Environment Chennai, 2nd August 2006

In view of the ever increasing menace of road accidents in Tamil Nadu and other parts of India, Society for Automotive Fitness and Environment (SAFE) organised a Seminar on "Road Safety for All" coinciding with its Annual General Meeting in Chennai.

Speaking on the occasion Mr K N Nehru, Hon'ble Transport Minister, Government of Tamil Nadu, said "The state Government was committed to making Roads Safer through better road engineering".

Dr K R Shyamsundar, Additional Director General of Police focused on the need to change the attitude of the vehicle driver and practice of self restraint.

Mr R Sivakumar, Transport Commissioner, Government of Tamil Nadu urged SAFE and SIAM, and their members to promote the cause of road safety.

The seminar on "Safety for All" saw experts from Shell, Hero Honda, Ashok Leyland, Institute of Road Transport, Chennai and 3M share their best practices which could be adopted by various industries in a collaborative effort. Mr Nic Fasci, an expert from Vehicle Certification Agency, UK also shared trends in technology that were taking place globally and in the UK to make automobiles safer.



Mr K N Krishnamurthy welcoming Mr K N Nehru, Hon'able Transport Minister, Government of Tamilnadu at SAFE Annual Convention 2006 at Chennai.



Hon'ble Transport Minister Mr K N Nehru, Lighting the lamp at the inauguration of SAFE Annual Convention 2006 on 2 August 2006 at Chennai



Guest of Honour Mr K N Nehru, Minister of Transport, Government of Tamil Nadu addressing the gathering at the inauguration of SAFE Annual Convention 2006 at Chennai



Dr K R Shyamsunder, Additional Director General of Police, Tamil Nadu addressing the SAFE Annual Convention



Mr R Sivakumar, Transport Commissioner, Government of Tamil Nadu addressing the SAFE Annual Convention



Mr Sunil Kumar, Joint Commissioner of Police (Traffic) addressing the session on Road Safety for Society



Mr S Murugaia, Jt. Transport Commissioner, Road Safety, Tamil Nadu addressing the session on Safety Through Technology

## **Interaction with State Governments**

Interaction with	Issues/Event
GSRTC officials, Gujarat	Driver Training Programme for GSRTC Drivers
Transport Department, Chandigarh	Driver Training Programme for Transport Department Drivers
Transport Department, Police Department, Government of Uttar Pradesh	Driver Training Programme for Government Department Drivers at Lucknow
Transport Department, Police Department, Government of Rajasthan	Driver Training Programme for Government Department Drivers at Jaipur
Delhi Traffic Police, Government of NCT of Delhi	Safety Awareness Progrmame
Transport Department, Government of Bhubaneswar, Government of Orissa	Seminar on Road Safety : Impact of Overloading of Vehicles
Home, Finance, Police and Transport Departments, Government of Karnataka, Government of Maharashtra, Government of NCT of Delhi	Workshop on Anti Counterfeiting
Chairman, Assam Pollution Control Board, Government of Assam	Vehicular Pollution

SIAM Agenda, Initiatives & Events

## 8th Auto Expo

Over thousand exhibitors from 20 countries & delegations from 25 countries at the 8th Auto Expo.

#### From 12th to 17th January 2006 at Pragati Maidan, New Delhi

8th Auto Expo held in New Delhi from 12 - 17 January 2006 surpassed several previous records. Thousand exhibitors from 20 countries including India participated in the Expo. China, Germany, Italy, Iran, UK and Taiwan had country pavilions. The exposition also saw a record number of delegations from as many as 25 countries including USA, Canada, Japan, Sri Lanka, Turkey, Thailand, Pakistan, Malaysia, Sweden, Uzbekhistan, Russia, Vietnam, France and Spain. There were about 950 exhibitors representing auto component and accessories manufacturers.

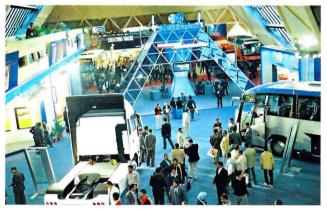
The Expo showcased contemporary vehicles, concept and futuristic vehicles. Auto Expo provided a platform for new entrants into the Indian automotive market to launch their products. Visitor response to the changed format including focused pavilions for commercial vehicles, two wheelers, alternate fuels and design and styling was positive. The extended timings and good media coverage resulted in the visit of more than 1 million visitors. Focused visitor promotion efforts and the visit of over hundred truckers everyday were special features of Auto Expo 2006.

Seminar on Commercial Vehicles, Styling & Design conclave, Road Safety conference and Auto Trade dialogue were well attended and saw some interesting presentations and panel discussions.



Mr Kamal Nath, Hon'ble Minister for Commerce & Industry inaugurating Auto Expo 2006

## 8th Auto Expo



A view of the Commercial Vehicle Pavilion in Auto Expo 2006



Mr Ratan Tata, Chairman, Tata Sons and Mr Ravi Kant, Vice President, SIAM at the Commercial Vehicle Pavilion



Mr Jagdish Khattar, MD, Maruti Udyog explaining the features of a driving simulator to Mr Bupinder Singh Hooda, Hon'ble Chief Minister of Haryana



Mr Anand Mahindra, Vice Chairman, M&M and Dr Pawan Goenka with Mr Kamal Nath, Hon'ble Minister for Commerce & Industry at the Exhibition Hall.

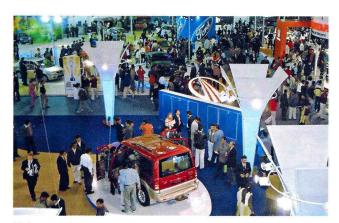


Mr Akash Passey, Volvo India explaining the features of a commercial vehicle to Mr Sontosh Mohan Dev, Hon'ble Minister for Heavy Industries and Public Enterprises



A car on display at Auto Expo 2006

## 8th Auto Expo



Visitors at the Passenger Vehicle Pavilion



New Model of car on display at Auto Expo 2006.



Another model of Two Wheeler on display at Auto Expo 2006



New Models of Motorcycles on display



A two wheeler on display at Auto Expo 2006



Visitors to Auto Expo 2006

## TechNex 2006

First TechNex organised on the theme of New Paradigms in Automotive Technology: Safety, Emission and Beyond. This will be a biennial event.

Environmental & Safety issues have thrust the Automotive industry into a debate of sustainable technology & growth. Today the mega cities all over the world are experiencing serious congestion, economic and environmental change and major safety problems. The global auto industry is moving towards one technical language, intent on serving a seamless worldwide market.

SIAM organised the first 'TechNex 2006' on the theme of "New Paradigms in Automotive Technology: Safety, Emission and Beyond" in Jaipur from 8th February 2006 - 10th February 2006. The seminar focused on technologies for sustainable growth. About 40 papers were presented in the areas of Propulsion, Safety, Emission, Infotronics, Manufacturing by Industry and Academia. Around 200 delegates from the Automobile and Auto Component Industry, Government, Testing & Research Agency and Academia participated in the conference.

This will be a biennial event.



Mr A Ramasubramanian delivering the welcome address; also on the dais L- R Dr A Patwardhan, TIFAC, Dr V Sumantran, Consultant and Mr K K Gandhi, SIAM

## TechNex 2006



Technical Session on Safety underway at Tech Nex 2006. (L- R) Mr V S Gogate, Tata Motors, Mr M Joshi, ARAI, Mr T M Balaraman, Bajaj Auto , Mr Juergen Diebold, Continental Teves and Mr B Sivakumar, Philips India



Technical Session on Materials in progress at Tech Nex 2006



Session on Propulsion. L-R Mr Mostafa Kamel, Cummins Westport, Mr Gregory Solomon, Brehon Energy, Capt N S Mohan Ram, TVS Motor Co., Mr Knut Harg, Norsk Hydro Electrolysers AS



Exhibitors at TechNex 2006 at Jaipur



Exhibitors at TechNex 2006 at Jaipur



Dr Kavi Arya, IIT Mumbai, Mr Gerhard Ziegler, MICO, Mr Sunil Chaturvedi, NATRIP, Dr Anurag A Gupta, IOC and Mr K K Gandhi, SIAM

## **Auto Show India - Sri Lanka**

For the first time SIAM took members outside India and organised an Auto Show in Colombo, Sri Lanka.

To promote the 'Made in India' automobile brands in Sri Lanka, SIAM organised the 1st Auto Show India in Colombo, Sri Lanka. The Auto Show India was held from 18th-20th August 2006 at the Bandarnaike Memorial International Convention Hall (BMICH) in Colombo. This was SIAM's maiden endeavour to showcase Indian automobile industry outside India. Several SIAM members participated in the exhibition. The Ceylon Motor Traders Association partnered SIAM in the programme and SIAM signed an MoU with CMTA.

Coinciding with the exhibition, SIAM organised a Seminar on Safety & Emission, a workshop on Business with Indian OEMs and a meeting with local stakeholders on testing of imported second hand vehicles. Other participants from India were NATRIP, ACMA and ARAI.



Mr Madhur Bajaj, President, SIAM inaugurating the seminar on Safety & Emission in the presence of Mr Ranjan de Silva, Chairman, Ceylon Motor Traders Association (CMTA) and other senior dignitaries at Sri Lanka.



(L to R) Mr Suren Abeyagoonasekera, Immediate Past President, CMTA, Mr A H M Fowzie, Hon'ble Minister of Transport, Sri Lanka and Mr A Manickam, Acting High Commissioner, Indian High Commission in Sri Lanka during the inauguration of Auto Show India at Colombo, Sri Lanka.

## Auto Show India - Sri Lanka



Historic MoU signed between CMTA and SIAM (L to R) Mr Ranjan de Silva, CMTA, Mr Dilip Chenoy, SIAM and Mr Madhur Bajaj, President, SIAM in the presence of His Excellency Mr A Manickam, Acting High Commissioner, Indian High Commission in Sri Lanka



Vehicle displayed during Fashion Show at the inaugural dinner on 17 August 2006 at Colombo, Sri Lanka



Vehicles displayed during Fashion Show at the inaugural dinner on 17 August 2006 at Colombo, Sri Lanka



Mr Kumara Welgama, Hon'ble Minister of Industries during his visit to Auto Show India - Sri Lanka

## Visitors to Auto Show India - Sri Lanka





## Auto Show India - Sri Lanka













SIAM Agenda, Initiatives & Events

## **International Visits & Delegations**

SIAM joined Indian Delegation led by Secretary, Ministry of Heavy Industries and Public Enterprises to the SAE World Congress held in Detroit, USA.

#### Participation at SAE World Congress

SIAM participated at the SAE World Congress from 3rd to 6th April 2006 at Detroit, as a part of the Indian delegation led by Dr Priyadarshi Thakur, Secretary, Ministry of Heavy Industries and Public Enterprises. A delegation from ACMA led by President, ACMA and 18 member companies also participated and displayed their products and services during the show.

Secretary, MoHI&PE also visited the production unit of Ford Motor Company and the Milford Proving Ground of General Motors during the visit. The secretary and Mr Sunil Chaturvedi, CEO NATRIP, witnessed crash tests and had discussions with the Director of the facility covering testing through out, test facility layout and productivity of test centres. The Indian delegation also visited Magna International and got an overview of various product capabilities of the organisation which included interior systems, seating systems, closure systems, metal body & chassis systems, mirror systems, electronic systems, etc.

During the discussion with Mr Greg Henderson, President, SAE International, Secretary, MoHI&PE offered to have a larger participation from India for next year's Congress and the 2006 SAE Commercial Vehicle Engineering Congress and Exhibition to be held in Chicago from 31st October 2006 to 2nd November 2006.

During the visit to SAE Congress, SIAM team led by Dr Aravind Bharadwaj, Head Advanced Engineering, Ashok Leyland and Chairman of SIAM Task Force on Infotronics, Secretary, MoHI&PE, CEO, NATRIP and PRTM Management Consultants discussed a proposal to develop the road map for automotive infotronics in India, to be supported by MoHI&PE.



Indian Delegation at the SAE World Congress at Detroit, USA

## **International Visits & Delegations**

SIAM took a delegation to Bangkok to attend the Thai Auto Parts & Accessories Show in 2005.

## Thai Auto Parts & Accessories (TAPA) Exhibitions Bangkok

SIAM took a delegation to Bangkok to attend the Thai Auto Parts & Accessories show in September 2005. The team also met with the Thai Automotive Industry Association and the Thai Auto Part Manufacturers Association during the visit.

## Philippines International Motor Show (PIMS)

SIAM at the request of Indian Embassy in Philippines participated in the Philippines International Motor Show from 15th - 18th Sept 2005 at Manila.

The show had about 45 participants and 8000 visitors. Manufacturers like Honda, Kia, Suzuki and Nissan participated in the show. There was a growing interest in the Philippines about Indian Vehicles.

## Bangkok International Motor Show & FAMI Seminar

SIAM visited the Bangkok International Motor Show (BIMS) in March 2006 and met the Thai industry officials regarding the management of BIMS and its accreditation by OICA. Thailand Automotive Industry Association (TAIA) became a member of OICA in 2003 and got accreditation for BIMS in 2004. The Thai Auto Industry Association hoped to make BIMS the second largest automotive show in Asia after Tokyo Motor Show.

SIAM also attended a seminar on road safety organised during BIMS under the FAMI banner.



FAMI Road Safety Seminar At Bangkok

## **International Visits & Delegations**

SIAM looked at competitiveness of Indian Automotive Industry with respect to South Africa.

#### Motor Show in Bangladesh

SIAM participated in the first Dhaka Motor Show held from 27th to 29th April 2006. SIAM took a delegation consisting of officials from Tata Motors and Maruti Udyog. SIAM also organised a seminar on opportunities and challenges in Indian Automobile Industry for the emerging Bangladeshi component manufacturing sector.

#### SIAM and IMaCS visit to South Africa

A Study of the implications of a possible FTA with the Republic of South Africa for the Indian automotive industry

Government of India was considering a Preferential Trade Agreement (PTA) with the Republic of South Africa. The scope of the PTA will subsequently be broadened to a Free Trade Agreement.

A team from SIAM and IMaCS visited Johannesburg (RSA) in May 2006 with a view to meeting stakeholders in South Africa to ascertain Industry size, industry structure, production, import and export trends, vehicles prices, industry financials and features of FTAs/PTAs and RTAs signed by RSA with other countries.

The team met with representatives of National Association of Automobile Manufacturers of South Africa (NAAMSA), National Association of Automotive Components and Allied Manufacturers (NAACAM), Retail Motor Industry Organisation (RMI), Ministry of Trade & Industry, Embassy of India in South Africa, Indian manufacturers, EXIM Bank and State Bank of India.

#### SIAM delegation to Turin, Italy



SIAM delegation members meeting Turin based companies

## **International Visits & Delegations**

EU and India embarked on programmes on eSafety.

SIAM took a delegation in November 2005 to Turin, Italy to participate in a seminar on Indian Automobile Industry and match making meetings to promote relationship between Turin based design and technology companies and Indian OEMs. The programme was initiated jointly by Turin Chamber of Commerce and "from Concept to Car" under the brand name Vetis. The buyer delegation from India met local companies over three days and also visited the establishments of potential suppliers.

## EU-India eSafety Cooperation Event, 1st & 2nd June 2006, Brussels

EU-India esafety cooperation aims to boost cooperation in Intelligent Integrated Safety Systems to improve road safety and efficiency of transport in India. AITS, India and ERTICO organised this event to bring together ITS stakeholders from public authorities, research institutes and industry from India and EU to discuss Indian ITS requirements and identify future cooperation projects. In the eSafety cooperation event held in Brussels the following topics were discussed:

- Accident Data Collection
- · Emergency Response Services
- Traffic Management for Delhi Commonwealth Games 2010
- · Enforcement and Toll collection
- Fleet Management and Environmental Monitoring
- Traffic and Traveller Information Services



Participants at EU-India Cooperation Event at Brussels

## **International Visitors**

Delegation	Visited on
IBS, Japan	12 August 2005
Proton, Malaysia	30 September 2005
Swiss Delegation	13 October 2005
Belgium Delegation	2 November 2005
Citroen Delegation, France	27 February 2006
Renault, France	5 May 2006
Nomura Research Institute, Korea	9 May 2006
Sanyang Motors, Taiwan	12 May 2006
Chinese Delegation	27 May 2006
Mexican Consultancy Group, Mexico	5 June 2006
AMT	19 June 2006
Japan Overseas International, JOI	29 June 2006
JATO, Japan	4 July 2006
Chevron Global Lubricant, USA	11 August 2006
Cummins,USA	11 August 2006

## Automobile Industry Performance: 2005 - 06

The year 2005-06 showed encouraging results for all segments and the industry registered a growth of over 12% in number terms and 10% in value terms. Overall exports grew by 28%. The growth was enabled by sound economic parameters, improved availability of finance in rural and semi-urban areas and continued infrastructural development.

## Segment-wise Performance

## Passenger Vehicles

Due to unprecedented rise in input prices and other related issues, passenger vehicles posted a growth of over 7% in the year 2005-6 over the year 2004-05. Within the passenger vehicle segment, passenger cars and utility vehicles had growth rates of 7% and 10% respectively while MPVs grew at over 2%.

#### **Commercial Vehicles**

The performance of the commercial vehicle segment during the course of the year was positive. Growth rates could have been higher but for the issues relating to certification and the non availability of Diesel required to meet new emission norms. The growth rate of all commercial vehicles during the year 2005-06 was 10%. M&HCV segment has grown by 4% whereas LCVs grew by over 19%.

## **Two Wheelers**

Two Wheeler segment grew by over 13%. Backed by Government's initiative on rural roads and better connectivity with major towns and cities, improved agricultural performance and upward trend of purchasing power in the hands of rural people, the two wheeler industry crossed 7 million two wheelers with exact sales standing at 7,056,317 during the year 2005-06. Within the two wheeler segment, the growth in sales of scooters declined by over 1%, Motorcycles while grew by 17% and Mopeds grew by over 3%.

#### Exports - crossed 2 billion \$

The export performance of the automobile industry was also encouraging. Commercial vehicle exports touched an all time high of 40,000 units growing at a rate of over 35%. Passenger vehicle exports grew by 5% to 175,772 units. Two wheelers crossed the five hundred thousand mark for the first time with clocking 513,256 units in export numbers with a growth rate of 40% plus over the previous year.

#### Growth accelerates during April-July 2006

The Automobile Industry witnessed a growth of 19.35 % in April-July 2006.

#### **Domestic Sales**

Passenger Car sales rose by 24.86 percent during April-July 06 compared with the same period last year. Utility Vehicles (UVs) sales grew at 11.67 per cent during the same period. The cumulative growth of passenger Vehicles during April-July of 2006 was 21.95 per cent.

Two wheeler market grew by 17.78 per cent during April-July 2006 over the same period last year. Motorcycles grew by 20.56 per cent; scooters by about 6.88 per cent and mopeds by 1.2 per cent. Three wheelers sales grew at 23.80 per cent. Goods carriers grew by 27.34 percent and passenger carriers grew at 21.48 per cent during the April-July 06, over the same period last year.

Commercial vehicles segment grew by 40.76 per cent. Growth of medium & heavy commercial vehicles was 42.99 per cent. Light commercial vehicles also performed well with a growth of 37.61 per cent.

## **Exports**

Overall automobile exports registered 33 per cent growth rate in April - July 2006 over the same period last year. Passenger vehicles exports grew at 17.85 per cent. Two wheelers exports grew by 34.08 per cent and commercial vehicles by 32.08 per cent.

#### Outlook for 2006-07

Automobile Industry outlook for 2006-07 is positive. Segment-wise growth expectations are:

Passenger Vehicles: 15-20%Commercial Vehicles: 25-35%

Two Wheelers: 15-20%Three Wheelers: 20-25%

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Automobile Production Trend

Category	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
M&HCVs	87,784	96,752	120,502	166,123	214,807	219,297
LCVs	68,922	65,756	83,195	108,917	138,896	171,781
Total CVs	156,706	162,508	203,697	275,040	353,703	391,078
Passenger Cars	513,415	500,301	557,410	782,562	960,487	1,045,881
Utility Vehicles	127,519	105,667	114,479	146,325	182,018	196,371
MPVs		63,751	51,441	60,673	67,371	66,661
Total PVs	640,934	669,719	723,330	989,560	1,209,876	1,308,913
Scooters/ Scooterettee	879,759	937,506	848,434	935,279	987,498	1,020,013
Motorcycles/Step Through	2,183,785	2,906,323	3,876,175	4,355,168	5,193,894	6,201,214
Mopeds	694,974	427,498	351,612	332,294	348,437	379,574
Total Two Wheelers	3,758,518	4,271,327	5,076,221	5,622,741	6,529,829	7,600,801
Three Wheelers	203,234	212,748	276,719	356,223	374,445	434,424
Grand Total	4,759,392	5,316,302	6,279,967	7,243,564	8,467,853	9,735,216

Automobile Domestic Sales Trend

Category	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
M&HCVs	81,960	89,999	115,711	161,395	198,506	207,446
LCVs	54,625	56,672	74,971	98,719	119,924	143,237
Total CVs	136,585	146,671	190,682	260,114	318,430	350,683
Passenger Cars	567,728	509,088	541,491	696,153	820,179	882,094
Utility Vehicles	122,832	104,253	113,620	146,388	176,360	194,577
MPVs		61,775	52,087	59,555	65,033	66,366
Total PVs	690,560	675,116	707,198	902,096	1,061,572	1,143,037
Scooters/ Scooterettee	876,224	908,268	825,648	886,295	922,428	908,159
Motorcycles/Step Through	2,114,693	2,887,194	3,647,493	4,170,445	4,964,753	5,815,417
Mopeds	643,461	408,263	338,985	307,509	322,584	332,741
Total Two Wheelers	3,634,378	4,203,725	4,812,126	5,364,249	6,209,765	7,056,317
Three Wheelers	181,899	200,276	231,529	284,078	307,862	360,187
Grand Total	4,643,422	5,225,788	5,941,535	6,810,537	7,897,629	8,910,224

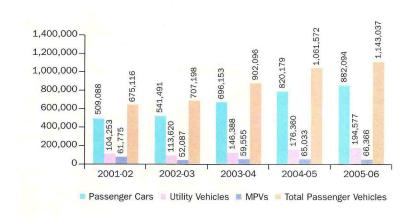
Automobile Exports Trend

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Category	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
M&HCVs	5,510	4,824	5,638	8,188	13,474	14,096
LCVs	8,260	7,046	6,617	9,244	16,466	26,485
Total CVs	13,770	11,870	12,255	17,432	29,940	40,581
Passenger Cars	22,990	49,273	70,263	125,320	160,670	170,193
Utility Vehicles	4,122	3,077	1,177	3,049	4,505	4,486
MPVs		815	565	922	1,227	1,093
Total PVs	27,112	53,165	72,005	129,291	166,402	175,772
Scooters/ Scooterettee	25,625	28,332	32,566	53,687	60,699	83,873
Motorcycles/Step Through	41,339	56,880	123,725	187,287	277,123	386,202
Mopeds	44,174	18,971	23,391	24,078	28,585	43,181
Total Two Wheelers	111,138	104,183	179,682	265,052	366,407	513,256
Three Wheelers	16,263	15,462	43,366	68,144	66,795	76,885
Grand Total	168,283	184,680	307,308	479,919	629,544	806,494

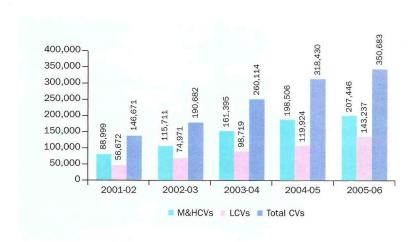
#### Automobile - Domestic Sales Trend

In Numbers

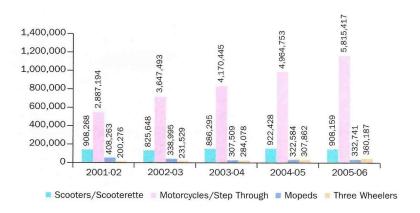
## Passenger Vehicles



## Commercial Vehicles



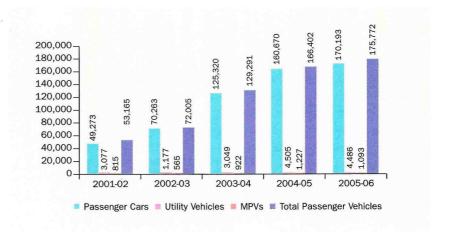
Two & Three Wheelers



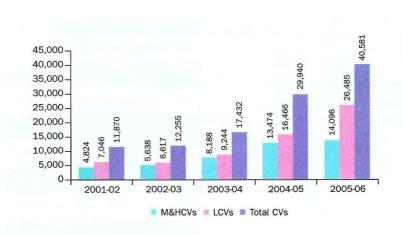
#### **Automobile - Exports Trend**

In Numbers

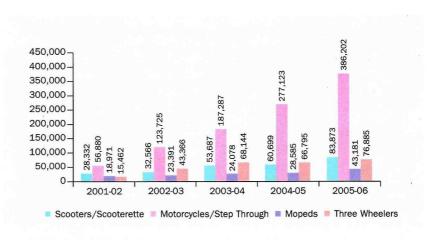
Passenger Vehicles



Commercial Vehicles



Two & Three Wheelers



## **SIAM Office Bearers**

Company	Member	Alternate
Bajaj Auto Ltd	Mr Madhur Bajaj (President)	Mr Sanjiv Bajaj
Tata Motors Ltd	Mr Ravi Kant (Vice President)	Mr Prakash M Telang
Eicher Motors Ltd	Mr S Sandilya (Treasurer)	Mr A Ramasubramanian
Ashok Leyland Ltd	Mr R Seshasayee	
Cummins India Ltd	Mr Anant J Talaulicar	Mr Arun Ramachandran
Ford India Pvt. Ltd	Mr Arvind Mathew	Dr Shripad Bhat
Force Motors Ltd	Mr Abhay Firodia	Mr Sudhir Mehta
General Motors India Pvt. Ltd	Mr Rajeev Chaba	Mr P Balendran
Hero Honda Motors Ltd	Mr Pawan Munjal	
Hyundai Motor India Ltd	Mr H S Lheem	Mr A K Saxena
Maruti Udyog Ltd	Mr Jagdish Khattar	Mr Hirofumi Nagao
Mahindra & Mahindra Ltd	Dr Pawan Goenka	Mr Ketan Doshi
Piaggio Vehicles Pvt. Ltd	Mr Ravi Chopra	
Royal Enfield Motors	Mr Siddhartha Lal	
Scooters India Ltd	Mr P K Datta	
Toyota Kirloskar Motor Pvt. Ltd	Mr Atsushi Toyoshima	
TVS Motor Company Ltd	Mr Venu Srinivasan	
TVS Motor Company Ltd	Mr K N Radhakrishnan	
Volvo India Pvt. Ltd	Mr Eric Leblanc	Mr Mansoor Ahmed



Mr Venu Srinivasan



Mr K K Swamy



Mr Mansoor Ahmed

## Committee on International Trade Chairman – Mr Venu Srinivasan, Chairman & Managing Director, TVS Motor Company Ltd

SIAM Committee on International Trade under the Chairmanship of Mr Venu Srinivasan deliberated and provided inputs on trade related issues, pertaining to WTO and India's Preferential Trade Agreements. SIAM gave suggestions to Ministry of Commerce & Industry and Ministry of Heavy Industries and Public Enterprises on the items relating to Automotive sector and other related issues. SIAM initiated studies to assess India's competitive position compared to the countries with market potential and planed to undertake further assignments during the year. The committee also spearheaded SIAM initiatives on various international platforms like APEC Automotive Dialogue, ATPC initiative on WTO, etc. The Committee organised the Auto Trade Dialogue in January 2006 where trade experts from US, Germany and all major ASEAN nations participated in International Trade policy issues.

# Committee on Taxation Chairman – Mr K K Swamy, Deputy Managing Director Toyota Kirloskar Motor Ltd

The Committee under the Chairmanship of Mr K K Swamy had several interactions with Central Board of Excise & Custom (CBEC), Central Board of Direct Taxes & officials of Ministry of Finance on issues relating to Direct & Indirect Taxation during the period under review.

## Committee on Commercial Vehicles Chairman – Mr Mansoor Ahmed, Vice President (Mktg) Volvo India Private Ltd

The Committee on Commercial Vehicle Sector (Transportation Issues) identified the following as the focus areas on its agenda:

- Transport efficiency improvement infrastructure, product configurations and enforcement overloads, over-dimensions, roadworthiness
- logistics hub & spoke system development, freight rates and seamless flow of goods including – JIT, transport delivery, vat
- · legal & taxation issues
- · transport community interface
- societal concerns
- technical matters

An exclusive commercial vehicle pavilion and focused visitor promotion effort at Auto Expo 2006 was a suggestion of the Committee and it was fruitful. Data on vehicles and traffic flows is extremely important for Government to formulate appropriate policies and for Industry to base its

## SIAM

# Committees, Sub Committees, Working Groups Task Forces and Core Groups (2005-2006)



Mr M Takedagawa



Mr Rajiv Dube



Mr Pawan Munjal



Mr Anant J Talaulicar

strategies. The Committee organised a Roundtable on Current Methodology and possible approaches to refining data in the road transport sector. It was decided that Committee would facilitate commodity flow surveys at identified screening points.

#### Committee on Passenger Car and MUVs

Chairman – Mr M Takedagawa, President & CEO Honda Siel Cars India Ltd

Committee on Passenger Car and MUVs was set up to look into the commercial issues related to the passenger car industry. The committee drew up its terms of reference and would pursue the issues identified therein.

#### Committee on Classification of Vehicles

Chairman - Mr Rajiv Dube, Vice President, Tata Motors Ltd

The Committee on Classification under the Chairmanship of Mr Rajiv Dube during the year under review sought to bring about consensus on various issues regarding classification of vehicles such as – Model-wise details; reporting of CBU/SKD in the new format; state-wise data in a new format; reporting of price data; reporting of imports, etc.

#### Committee on Two Wheelers

Chairman – Mr Pawan Munjal, Managing Director Hero Honda Motors Ltd

The Committee on Two Wheelers was set up to look into the commercial issues related to Two Wheeler industry. The committee has already drawn up its terms of reference and would pursue the issue identified therein.

## Committee on Auto Engines

Chairman – Mr Anant J Talaulicar, Managing Director Tata Cummins India Ltd

The Committee looked at specific issues relating to IC engines, encompassing economic and technical, implications.

The Committee held two meetings and also met with the Engine Manufacturers Association of USA to explore areas of cooperation.



Dr Pawan Goenka



Dr K Kumar



Dr Pawan Goenka



Mr J K Deb

## Committee on Styling & Design (Auto Sector)

Chairman - Dr Pawan Goenka, President, Mahindra & Mahindra Ltd

The committee on styling and design was set up to give greater exposure and an enabling atmosphere to designers to be able to assimilate customer expectations into products being manufactured in India. A major Styling and Design Conclave was organised on the sidelines of Auto Expo 2006, where international experts made presentations and interacted with local stakeholders.

A visit to Turin was also organised. A series of Design Engineering Workshops was organized in association with the British High Commission.

#### Committee on In-Use Vehicles

Chairman- Dr K Kumar, Advisor, Maruti Udyog Ltd

Service Heads of SIAM member companies participated in the meetings of the committee and deliberated on a roadmap for In-Use vehicle safety emission norms and service practices. The Committee discussed and finalised SIAM views on testing of in use vehicle for Lambda. A road map is under preparation.

## Committee on Frontier Technologies

Chairman - Dr Pawan Goenka, President, Mahindra & Mahindra Ltd

The Committee under Dr Pawan Goenka identified Advanced Propulsion System, Manufacturing, Lighting, Materials and Safety as focus areas for the committee. Specific proposals were forwarded to CAR. A SIAM delegation visited a lighting unit in Europe to understand the latest technological developments.

#### **Technical Committee on Emissions**

Chairman – Mr J K Deb, Director- Product Engineering General Motors India Private Ltd

The committee is represented by all the technical heads of the member companies and focuses on the Emission related issues before SIAM, including the notifications of the emission norms. The Committee was engaged in discussions on the next stage emission norms.



Mr T M Balaraman



Mr S Ravishankar



Mr K E Takawale



Mr M N Muralikrishana



Mr B S Devgun

## Technical Committee on CMVR & Safety Regulations

Chairman - Mr T M Balaraman, Deputy General Manager, Bajaj Auto Ltd

The committee is represented by all the Technical Heads of member companies which focuses on the safety related regulations, WP-29 activities, Harmonisation of regulations etc. The Committee provided inputs on drafts standards, alignment of existing AIS & IS to advanced levels of ECE Regulations and EEC Directives.

#### Working Group on CMVR

Chairman - Mr S Ravishankar, General Manager, Tata Motors Ltd

The working group provided technical inputs of the safety standards under preparation in the various AISC panels, safety facilities status at the testing agencies for preparedness for meeting notified standards.

#### Sub Committee on Passenger Vehicles

Chairman – Mr K E Takawale, General Manager Toyota Kirloskar Motor Private Ltd

The sub committee looks into technical issues, both emission and safety related pertaining to passenger cars.

## Sub Committee on Two and Three Wheelers

Chairman - Mr M N Muralikrishana, Adviser, TVS Motor Company Ltd

The Two and Three Wheeler Sub Committee under the Chairmanship of Mr M N Muralikrishana met regularly to deliberate on consolidating industry position on future emission norms beyond 2005, durability of catalytic converters, evaluation of deterioration factor for two wheelers, use of alternative fuels, in-use vehicle norms, studies related to World Motorcycle Testing Cycle (WMTC) and other relevant issues. Mr Muralikrishna also represented the industry in International fora viz. International Motorcycle Manufacturers Association (IMMA) and WMTC.

#### **Sub Committee on Commercial Vehicles**

Chairman - Mr B S Devgun, Executive Director, Swaraj Mazda Ltd

The sub committee looks into technical issues both emission or safety related pertaining to the commercial vehicles, including the bus and truck body code. The Committee organised stakeholder consultation on the truck code provided inputs to the emission committee on next stage emission norms and had detailed discussion with manufacturers of advanced diesel technologies like CRDI.



Mr Rajesh Uppal



Mr R Bhurat



Dr Aravind Bharadwaj



Mr A Ramasubramanian



Mr Sanjeev Mandpe

#### Task Force on IT Initiatives

Chairman - Mr Rajesh Uppal, General Manager, Maruti Udyog Ltd

This Task Force aims to promote the use of information technology among member companies. The Task force aims to promote the use of information technology in the areas of vehicle registration, driving license etc. A roundtable on IT initiative was organised in Pune to share best practices in CRM. The Committee also continued its interaction with relevant agencies for use of IT in the transport sector.

#### Task Force on Anti Counterfeiting

Chairman - Mr R Bhurat, Vice President, Mahindra & Mahindra Ltd

The Task Force on Anti Counterfeiting was constituted under the Chairmanship of Mr R Bhurat. The Task Force sought to create awareness campaign on use of counterfeit components in the Automotive sector through workshops at the regional level involving stake holders – industry, judiciary, excise & customs, police, consumers and Trade Marks officials. Workshops were conducted in Bangalore, Pune and New Delhi. The Committee also engaged IMRB to assess the counterfeit auto components market in India. The report was also finalised.

#### Task Force on Automotive Infotronics

Chairman – Dr Aravind Bharadwaj, Head Advanced Engineering Ashok Leyland Ltd

Task Force on Automotive Infotronics aims to promote the use of Infotronics (In Vehicle and Inter Vehicle applications). The Task Force has prepared a road map for Automotive Infotronics for India.

#### Task Force on Auto Oil

Chairman – Mr A Ramasubramanian, Chief Executive- Commercial Vehicles, Eicher Motors Ltd

The Task Force, under Mr A Ramasubramanian, addresses issues related to the Auto Fuel policy. The Task Force would consolidate SIAM inputs on the various studies planned under ICAP.

#### Task Force on Recycling

Chairman – Mr Sanjeev Mandpe, Divisional Manager DaimlerChrysler India Private Ltd

The Task Force under the Chairmanship of Mr Mandpe deliberated on Recycling and End of Life of Vehicles taking cognisance of existing regulations and experience worldwide. It focused on the Imperatives for the Indian automotive industry with increasing usage of recyclable products in the European markets.



Mr S Sandilya



Mr Jagdish Khattar



Dr Pawan Goenka



Mr K N Krishnamurthy

The Committee also engaged IMACS in preparing a report on Recycling. The Report was finalised and submitted to Ministry of Heavy Industries & Public Enterprises.

#### **Finance Committee**

Chairman - Mr S Sandilya, Group Chairman, Eicher Group

The Committee Chairman and Treasurer SIAM, looks after the financial performance and monitors the budgeted and actual accounts of SIAM in consultation with office bearers and advices necessary modifications.

#### Committee on Public Policy

Chairman - Mr Jagdish Khattar, Managing Director, Maruti Udyog Ltd

The committee worked with the Central Government and different state governments in order to assist the state and city administrations in addressing safety and emission management from the transport sector.

## Task Forces on Emission Road Map & Diesel Image

Chairman - Dr Pawan Goenka, President, Mahindra & Mahindra Ltd

A Task Force of CEO's was formed to suggest Emission Road Map beyond 2010 and also look at ways to improve the image of Auto Industry in general and diesel vehicles in particular.

#### Society for Automotive Fitness & Environment (SAFE)

President – Mr K N Krishnamurthy, Technical Adviser to MD Ashok Leyland Ltd

Society for Automotive Fitness and Environment (SAFE) has membership from vehicle manufacturers, ARAI, IIP, CIRT and NGOs in the governing council. SAFE worked on issues of road safety and in-use vehicle emission management with various Government Departments in major cities. Road Safety education has always been one of the major areas of focus for SAFE and under this initiative school children were taken on visits to various automobile manufacturing facilities and interactive programmes in partnership with Traffic and Transport Departments of State Government. Other initiatives includes driver training programmes with special focus on attitudinal change, traffic rules, fuel conservation and other safety tips.

## **SIAM Past Presidents**

1960 Mr Lalchand Hirachand* Premier Automobiles Ltd 1961 Sir L P Misra* Hindustan Motors Ltd 1962 & 1963 Mr A E L Collins* Ashok Leyland Ltd 1964 Mr Keshub Mahindra Mahindra & Mahindra Ltd 1965 & 1966 Dr M A Chidambaram* Automobile Products of India Ltd 1967 & 1968 Mr K V Srinivasan* Standard Motor Products of India Ltd 1969 Mr A H Tobaccowala Tata Engineering. & Locomotive Co. Ltd 1970 & 1971 Mr A Sivasailam Simpson & Co. Ltd 1972 & 1973 Mr N K Firodia* Bajaj Tempo Ltd 1974 & 1975 Mr J E Talaulicar Tata Engineering. & Locomotive Co. Ltd 1976 & 1977 Mr Rahul Bajaj Bajaj Auto Ltd 1978 & 1979 Mr P N Venkatesan Premier Automobiles Ltd 1980 & 1981 Mr C V Karthik Narayanan Standard Motor Product of India Ltd 1982 & 1983 Mr R J Shahaney Ashok Leyland Ltd 1984 & 1985 Dr V Krishnamurthy Maruti Udyog Ltd 1986 & 1987 Mr S L Bhatter Hindustan Motors Ltd 1990/91 & 1991/92 Mr Abhay Firodia Bajaj Tempo Ltd 1992-1993 Mr Subodh Bhargava Eicher Motors Ltd 199394 & 1996/97 Mr Brijmohan Lall Hero Honda Motors Ltd 1997/98 & 1998/99 Mr V M Raval Tata Engineering & Locomotive Co. Ltd 1999/00 & 2000/01 Mr V M Raval Tata Engineering & Locomotive Co. Ltd 1999/00 & 2000/01 Mr V M Raval Tata Engineering & Locomotive Co. Ltd 2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd 2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd	Year	Name	Company
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1992-1993 Mr Subodh Bhargava Eicher Motors Ltd 199394 & 1994/95 Mr Vinod L Doshi Premier Automobiles Ltd 1995/96 & 1996/97 Mr Brijmohan Lall Hero Honda Motors Ltd 1997/98 & 1998/99 Mr V M Raval Tata Engineering & Locomotive Co. Ltd 1999/00 & 2000/01 Mr Venu Srinivasan TVS Motor Company Ltd 2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd 2003/04 & 2004/05 Mr Jagdish Khattar Maruti Udyog Ltd	1988/89 & 1989/90	Mr B De Souza	Mahindra & Mahindra Ltd
199394 & 1994/95       Mr Vinod L Doshi       Premier Automobiles Ltd         1995/96 & 1996/97       Mr Brijmohan Lall       Hero Honda Motors Ltd         1997/98 & 1998/99       Mr V M Raval       Tata Engineering & Locomotive Co. Ltd         1999/00 & 2000/01       Mr Venu Srinivasan       TVS Motor Company Ltd         2001/02 & 2002/03       Mr R Seshasayee       Ashok Leyland Ltd         2003/04 & 2004/05       Mr Jagdish Khattar       Maruti Udyog Ltd	1990/91 & 1991/92	Mr Abhay Firodia	Bajaj Tempo Ltd
1995/96 & 1996/97       Mr Brijmohan Lall       Hero Honda Motors Ltd         1997/98 & 1998/99       Mr V M Raval       Tata Engineering & Locomotive Co. Ltd         1999/00 & 2000/01       Mr Venu Srinivasan       TVS Motor Company Ltd         2001/02 & 2002/03       Mr R Seshasayee       Ashok Leyland Ltd         2003/04 & 2004/05       Mr Jagdish Khattar       Maruti Udyog Ltd	1992-1993	Mr Subodh Bhargava	Eicher Motors Ltd
1997/98 & 1998/99 Mr V M Raval Tata Engineering & Locomotive Co. Ltd  1999/00 & 2000/01 Mr Venu Srinivasan TVS Motor Company Ltd  2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd  2003/04 & 2004/05 Mr Jagdish Khattar Maruti Udyog Ltd	199394 & 1994/95	Mr Vinod L Doshi	Premier Automobiles Ltd
Locomotive Co. Ltd  1999/00 & 2000/01 Mr Venu Srinivasan TVS Motor Company Ltd  2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd  2003/04 & 2004/05 Mr Jagdish Khattar Maruti Udyog Ltd	1995/96 & 1996/97	Mr Brijmohan Lall	Hero Honda Motors Ltd
2001/02 & 2002/03 Mr R Seshasayee Ashok Leyland Ltd 2003/04 & 2004/05 Mr Jagdish Khattar Maruti Udyog Ltd	1997/98 & 1998/99	Mr V M Raval	
2003/04 & 2004/05 Mr Jagdish Khattar Maruti Udyog Ltd	1999/00 & 2000/01	Mr Venu Srinivasan	TVS Motor Company Ltd
	2001/02 & 2002/03	Mr R Seshasayee	Ashok Leyland Ltd
2005/06 Mr Madhur Bajaj Bajaj Auto Ltd	2003/04 & 2004/05	Mr Jagdish Khattar	Maruti Udyog Ltd
	2005/06	Mr Madhur Bajaj	Bajaj Auto Ltd

\* Since deceased

## **Members of SIAM**

1	Ashok Leyland Ltd	20	LML Ltd
2	Atul Auto Ltd	21	Mahindra & Mahindra Ltd
3	Bajaj Auto Ltd	22	Majestic Auto Ltd
4	Cummins India Ltd	23	Maruti Udyog Ltd
5	DaimlerChrysler India Pvt. Ltd	24	Piaggio Vehicles Pvt. Ltd
6	Eicher Motors Ltd	25	Premier Ltd
7	Fiat India Pvt. Ltd	26	Royal Enfield (Unit of Eicher Ltd)
8	Force Motors Ltd	27	Scooters India Ltd
9	Ford India Pvt. Ltd	28	SkodaAuto India Pvt Ltd
10	General Motors India Pvt. Ltd	29	Simpson & Co. Ltd
11	Greaves Cotton Ltd	30	Swaraj Mazda Ltd
12	Hero Honda Motors Ltd	31	Suzuki Motorcycle India Pvt Ltd
13	Hindustan Motors Ltd	32	Tata Motors Ltd
14	Honda Siel Cars India Ltd	33	Tatra Vectra Motors Ltd
15	Honda Motorcycle & Scooter India (Pvt) Ltd	34	Toyota Kirloskar Motor Pvt Ltd
16	Hyundai Motor India Ltd	35	TVS Motor Company Ltd
17	International Cars & Motors Ltd	36	Vehicle Factory, Jabalpur*
18	Kinetic Engineering Ltd	37	Volvo India Pvt. Ltd
19	Kinetic Motor Company Ltd	38	Yamaha Motor India Pvt. Ltd

\*Member upto 31st March 2006

#### India

All India Motor Transport Congress

Aluminum Association of India

Association of State Road Transport Undertakings

Asian Development Bank

Automotive Component Manufacturers Association of India

Automotive Tyre Manufacturers Association

Automotive Research Association of India

Automotive Services Equipments Association

Bureau of Indian Standards

Central Institute of Road Transport

Central Road Research Institute

Confederation of Indian Industry

Delhi Transport Corporation

Federation of Automobile Dealers Association

Federation of Motor Sports Club of India

Indian Diesel Engine Manufacturers Association

Indian Institute of Petroleum

Indian Machine Tool Manufacturers Association

Indian Institute of Metals

Indian Institute of Technology, New Delhi

Indian Steel Alliance

Indian Rubber Institute

Indian Institute of Foreign Trade

Insurance Regulatory and Development Authority

Institute of Road Traffic Education

National Institute of Design

National Automotive Testing and R&D Infrastructure Project (NATRIP)

Petroleum Federation of India

Research & Information Systems for Non-aligned and Other Developing Countries

TIFAC

Tractor Manufacturers Association

The Energy and Resources Institute

**UAM** 

**US-AID** 

Vehicle Research & Development Establishment (VR&DE)

World Bank

Western India Automobile Association

#### Overseas

ACEA (EU Automotive Association), Brussels

ANFINA (Brazil Automotive Assciation), Brazil

Asia Pacific Economic Cooperation Automotive Dialogue

**ASEAN Automotive Federation** 

Asian Motorcycle Union (UAM)

Association of Indonesean Automotive Industries (GAIKINDO), Indonesia

Association Nazionate fra Industrie Automobilististiche, Torino, Italy

Association of Fabrics de Automotores, Buenos Aires, Argentina

Automotive Federation Malaysia

Automotive Research & Testing Centre, Taiwan

Automotive Policy Planning, METI, Japan

Automotive Trade Policy Council, USA

Chambers Syndicate des Constructeurs d Automobiles, Paris, France

China Association of Automobile Manufacturers, Beijing, P R China

Clean Air Initiatives of Asian Cities (CAI-Asia)

The Ceylon Motor Traders' Association (CMTA), Sri Lanka

Federation of Asian Motorcycle Industries, Singapore

Federal Chamber of Automotive Industry, Australia

Federation of Nepal Chamber of Commerce & Industry, Nepal

Founder Member: Federation of Asian Motorcycle Industries, Singapore

Indonesian Motorcycle Industry Association, Jakarta, Indonesia

International Motorcycle Manufacturers Association, Geneva

Japan Automobile Manufacturers Association Inc, Tokyo, Japan

Japan Automobile Standards Internationalisation Centre, Tokyo, Japan

Korea Automobile Manufacturers Association, Seoul, Korea

Malaysia Automotive Association

Mitra Emisi Bersih, Indonesia

Motor Vehicle Manufacturers Association, Italy

Motorcycle and Scooter Assemblers and Distributors Association of Malaysia, Penang, Malaysia

Motorcycle Development Program Participants Association, Pasig City, Philippines

Philippine Automotive Federation, Phillippines

National Alternative Fuel Training Consortium, USA

National Highway Traffic & Safety Authority, USA (NHTSA)

Nepal Auto Dealers Association, Nepal

Organisation Internationals des Constructeurs d Automobiles, Paris, France

SAE International, USA

Singapore Motorcycle Trade Association, Singapore

Taiwan Transportation Vehicle Manufacturers Association, Taipei, Taiwan

Thai Automotive Industry Association, Bangkok, Thailand

Thailand Automotive Institution, Thailand

Thai Auto Parts Manufacturers & Traders Ltd, UK

The Society of Motor Manufacturers & Traders Ltd, London, UK

Transport Research Laboratory, UK

US Department of Commerce, USA

US Department of Energy, USA

UNECE-WP.29 - World Forum for Harmonisation of Vehicle Regulation

US Environment Protection Agency, USA

Verband der Automobilindustrie e.v. Frankfurt, Germany

Vietnam Register, Vietnam

## **SIAM Secretariat**

## Society of Indian Automobile Manufacturers

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