

# AUTONEWS

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Bi-Monthly Newsletter of Automotive Component Manufacturers Association of India



## 2nd ACMA Farm Equipment & Implements Expo /05

**INSIDE:**  
ACMA Organises a 1st Cyber Security-Focused Conference /08

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A portrait of Vinnie Mehta, Director General of ACMA. He is a middle-aged man with short, graying hair, wearing black-rimmed glasses, a light pink checkered shirt, and a dark blue patterned tie. He is looking slightly to the right of the camera with a neutral expression. His arms are crossed, and he is wearing a blue smartwatch on his left wrist.

## Editor's Note

ACMA has been very active in recent months, hosting a number of events and delegations. In April, ACMA hosted the 2nd Farm Equipment & Implements Localization Expo in Ludhiana. The expo brought together stakeholders in the tractor and farm implements sector to discuss the need for a strong, localized, and robust supply chain. ACMA also organized a National Conference & Display on Automotive Cyber Security in New Delhi. The conference provided valuable insights on emerging cyber risks and cyber security trends within the automotive industry. In May, ACMA participated in the West Africa Automotive Show in Lagos, Nigeria. The association organized a joint stand, called the India Pavilion, at the show. Nineteen Indian companies showcased their product range for the automotive aftermarket at the pavilion. ACMA also sent a delegation to Israel to explore strategic collaborations in the areas of electric mobility, ADAS and autonomous technologies, batteries & storage, charging Infrastructure, new age material technologies, SDVs, (Software Defined Vehicles), safety & security technologies and much more. The delegation's visit coincided the Ecomotion Week 2023. The ecomotion is a platform for start-ups to connect with other community members such as global industry, entrepreneurs, academia, government officials, investors etc.

ACMA's activities in recent months highlight the association's commitment to promoting the growth of the Indian automotive component industry. By hosting events, organizing delegations, and providing valuable insights, ACMA is helping to ensure that the Indian automotive component industry is well-positioned to succeed in the global market.

Hope you would enjoy reading this edition!!

**Vinnie Mehta**  
**Director General, ACMA**  
**[dg@acma.in](mailto:dg@acma.in)**

**ACMA**  
**AUTONEWS**

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**Skilling and  
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**ACMA** AUTONEWS

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## ACMA Drives Localization initiatives with 2nd Farm Equipment & Implements Expo



48 Exhibitors participated in the 2nd Edition of ACMA Farm Equipment & Implements Localization Expo

Automotive Component Manufacturers Association of India, hosted the 2nd edition of the Farm Equipment & Implements Localization Expo on 6th & 7th April, 2023 at Hotel Radisson in Ludhiana. The expo aimed to create a deeply localized, resilient, and robust supply chain for the tractor & implements industry in India.

**Mr. Sunjay Kapur, President, ACMA and Chairman, Sona Comstar**, expressing satisfaction in hosting the 2nd ACMA Farm Equipment & Implements Localisation Expo (AFEILE) mentioned *“The expo’s primary objective was to bring together the stakeholders in the tractor and farm implements sector to*

*facilitate creation of a strong, localized, and robust supply chain. Today, like never before, there is a need to invest in new technologies in the components sector for the industry to continue to export as India aims to become a global manufacturing hub. The components sector needs to take advantage of ACMA’s centres of excellence and cluster programs to upgrade and stay competitive.”*

In his address, **Mr. Kapur** also admired the government’s initiatives to promote localization, reduce imports, enhance exports, and help the industry in mitigating supply chain risks. He also highlighted ACMA’s commitment to supporting OEMs in meeting their localization targets.





Speaking on the potential for the components sector in engaging with the Tractor & Agri-machinery sector, **Vinnie Mehta, Director General, ACMA** mentioned that *“India is already a global leader when it comes to tractor manufacturing, that apart there are immense potential for growth in the farm-machinery sector. Currently the mechanisation of farms in India is very low, however, with a growing population, mechanisation of farms is an imperative as farm production will need to be significant enhanced. The tractor and the auto components industry need to work in close collaboration and take advantage of several government schemes to harness this opportunity.”*

The event was well received, with 48 component manufacturers displaying their products and industry veterans from OEMs such as International Tractors Ltd. (Sonalika), Mahindra & Mahindra – Swaraj Division, Mahindra & Mahindra Ltd. – Farm Division, Preet Tractors Ltd., and Punjab State Agriculture Implements Manufacturers Association visiting the show.

Participants expressed appreciation for ACMA's efforts in creating yet another unique platform to further the cause of enhanced localisation in India.







## ACMA Organises a 1st Cyber Security-Focused Conference

The Automotive Component Manufacturers Association of India organised National Conference & Display on Automotive Cyber Security – Risks & Safeguard on April 18th 2023 in New Delhi. The aim of the conference cum show was to highlight the emerging cyber risks & cyber security trends within the automotive industry.

The half-day conference provided valuable insights on a variety of subjects including Cyber security trends and outlook in the automotive industry, Emerging Cyber Risks, Mitigation, Legal & Regulatory Impacts, and Emerging Risk & Other Key Issues with possible Insurance Solutions – Cyber Insurance, Product Liability & Recall insurance. The conference provided participants with an outlook on future cyber trends, and the legal and regulatory impact of cyber security breaches and even offered possible insurance solutions.

Mr. Rajesh Uppal, CIO, Maruti Suzuki India Ltd. was the guest of honour at the conference. Speakers for the three sessions included Ms. Neha Taneja, Chief Information Security Officer, Hero MotoCorp. Ltd.; Mr. Vineet Madan, Director Cyber Security Technology, NCoE, DSCI; Mr. Arvind Koul, Head - Cybersecurity & Infrastructure, Uno Minda; Mr. Ranjeeth Bellary, Partner, EY; Mr. Mohan Bachhav, Partner & Industry Leader – Automotive, IBM Consulting; Mr. Pankit Desai, Co-founder and CEO, Sequaretek; Mr. V Ranganathan Iyer, Group CIO & EVP-IT, JBM Group; Mr. Manish Karle, General Manager - Technology Group, ARAI; Mr. Amit Solanki, President, Howden Insurance Brokers India Pvt. Ltd

Elaborating on the objective behind the conference, Mr. Vinnie Mehta, Director General, ACMA stated, "As India increasingly becomes a significant player in global manufacturing, we anticipate a surge in technology adoption and digitalization in the domestic automotive manufacturing sector. As a consequence, cybersecurity

risks will also escalate rapidly, underscoring the need for a forum where ACMA members, IT service providers, Cyber insurance specialists, and the wider automotive industry can come together to examine current threats and discuss effective strategies to mitigate them. ACMA is committed to facilitating the necessary digital transformation through such initiatives that help automotive entities safeguard themselves holistically."

Speaking on why cyber insurance is the need of the hour, Mr. Amit Agrawal - Managing Director, Howden India added, "With a wealth of experience in providing risk management and consulting as well as insurance broking and portfolio management, Howden India has been advising a wide range of businesses and professional service organizations against a multitude of risks. As automotive firms pursue digital transformation initiatives, malicious entities will inevitably target their systems and will try to disrupt the functioning of business, necessitating a comprehensive cyber insurance cover. At Howden India, we believe that manufacturers ought to secure themselves against any financial impairments resulting from a cyber-attack, even when they fortify their systems with advanced cyber security measures."

With Indian automakers being urged by the Ministry of Road Transport and Highways to ramp up efforts against cyber-attacks, it is important for manufacturing entities to adopt a multi-pronged approach comprising of integrating advanced IT security systems, undertaking necessary legal measures, and ensuring thorough cyber insurance coverage. By securing themselves against all possible risks, the Indian automotive industry can not only protect itself against maleficent cyber forces but also truly explore the unbridled potential offered by the country's large skilled workforce and favourable economies of scale.





# National Conference & Display

on

# Automotive Cyber Security: Risks & Safeguard

18<sup>th</sup> April 2023

New Delhi



## ACMA ORGANIZES EV MATCH-MAKING EXPOSITION IN TAIWAN

The Automotive Component Manufacturers Association of India organized an EV Match-Making Exposition in Taiwan from December 6th to 8th, 2022. The expo was organized to explore strategic collaborations, new opportunities for partnership with Taiwanese EV, electronics, and infotainment companies for sourcing technologies and to increase localization in India.

The expo was inaugurated by Mr. Gouranga Lal Das, Indian Ambassador to Taipei Association; Mr. Stanley Wang, Executive Secretary of Industrial working group of Industrial Development Bureau (IDB), Taiwan; and Mr. Vinnie Mehta, Director General, ACMA.

### Some of the key highlights of the virtual expo included:

- 22 Indian companies showcased their capabilities.
- 60 Taiwan companies visited the expo in person and participated at the event.
- The expo included OEMs, Tier 1 companies from Electrical, Electronics, Motor/Battery manufacturers.

During interactions, visitors indicated the event as a unique initiative to showcase capabilities of the Indian component industry for Electric vehicle. They also expressed that the expo will strengthen and help explore potential partnership opportunities between Taiwan and India companies to further boost exchange of trade &

technology between the two countries.

The expo was a success and is expected to lead to new partnerships and collaborations between Indian and Taiwanese companies in the EV sector. It is a positive step towards India's goal of becoming a global hub for EV manufacturing.



## Glimpses



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## ACMA SHOWCASES PRESENCE AT WEST AFRICA AUTOMOTIVE SHOW

The Automotive Component Manufacturers Association (ACMA) participated in the West Africa Automotive Show, held from May 16-18, 2023 in Lagos, Nigeria. This marked the first time ACMA has attended the event, which was supported by the Ministry of Commerce & Industry, Government of India.

ACMA organized a joint stand, called the India Pavilion, at the show. Nineteen Indian companies showcased their product range for the automotive aftermarket at the pavilion.

The India Pavilion was inaugurated by Consul General Shri Chandramouli Kumar Kern. He interacted with Indian exhibitors and showed interest in understanding their component range and the potential of the local automotive industry. Mr. Kern also praised ACMA's dedicated efforts in making the show a resounding success. The West Africa Automotive Show featured approximately 155 exhibitors from 15 different countries. The event attracted around 3,100 visitors from 20 countries. The event received substantial footfall, allowing exhibitors to generate valuable leads and business inquiries. 89% of visitors were successful in finding new suppliers for their business.

More than 750 visitors were attracted to the ACMA India pavilion,

where they had the opportunity to explore a wide range of automotive products and services. The ACMA Information booth was bustling with activity as visitors sought information on the products being exported to the West African market. The booth also played a vital role in promoting iAutoConnect, a focused Reverse Buyers Sellers Meet, platform for buyers and sellers to connect.

Among the most sought-after products for import from India were tires, batteries, lubricants, and engine parts. The participating companies were delighted to receive significant buyer leads, demonstrating the positive impact of their participation in the event. The participating exhibitors expressed their satisfaction with the show, reporting positive business inquiries and outcomes resulting from their participation. This indicates that ACMA's presence at the West Africa Automotive Show served as a valuable platform for networking, exploring business opportunities, and showcasing the capabilities of Indian automotive component manufacturers to a wider audience.

The participation in the West Africa Automotive Show not only allowed ACMA to establish its presence in the West African market but also fostered collaboration and exchange between Indian and international stakeholders in the automotive industry.





## ACMA Delegation Explores Strategic Collaborations in Israel

A delegation from the Automotive Component Manufacturers Association of India (ACMA) visited Israel from May 22nd to 25th, 2023 to explore strategic collaborations in the areas of electric mobility, ADAS and autonomous technologies, batteries & storage, charging Infrastructure, new age material technologies, SDVs, (Software Defined Vehicles), safety & security technologies and much more.

The delegation was led by Mr. Sunjay Kapur, President, ACMA. The delegation's visit coincided the Ecomotion Week 2023. The ecomotion is a platform for start-ups to connect with other community members such as global industry, entrepreneurs, academia, government officials, investors etc. The show witnessed - 115 exhibiting start-ups (including 15 start-ups from outside Israel), over 3,500 attendees, and 55 countries. The show was jointly organised by the Israel Innovation Institute (NGO) along with the Smart Mobility Initiative (PMO), Ministry of Economy, and the Israeli Automotive & High-Tech industries.

A Match Making Expo was also organised at the Ecomotion. The Indian stand was inaugurated by Mr. Rajiv Bodwade, Deputy Chief of Mission, Indian Embassy; Mr. Inon Elroy, Vice Director General Industry and Head of the Industrial Cooperation Authority at the Israel Ministry of Economy and Industry; Mr. Sunjay Kapur, President,

ACMA & Chairman, Sona Comstar; and Mr. Vinnie Mehta, Director General, ACMA.

Focused B-2-B meetings were facilitated and hosted by ACMA on 23rd May 2023 at Ecomotion. Some of the key highlights of the expo remained:

- 12 Indian companies showcased their capabilities
- More than 80 pre-scheduled meetings held at the ecomotion
- 115 exhibitors to the India event
- More than 3500 visitors visited the show, with the access to meet with the Indian Companies at the Ecomotion
- Exhibitors and Visitors included Tier-1/ Start-ups from EV, ADAS, autonomous technologies, batteries and storage, charging Infrastructure, New age Material technologies, SDVs, (Software Defined Vehicles), Safety and Security technologies.

The Delegation also visited following companies to explore potential collaborations/ partnerships with start-ups





| COMPANY                       | FOCUS ON  |
|-------------------------------|---|
| <b>Powermate Technologies</b> | Global provider of wireless charging platforms, bringing wireless power technology to consumers worldwide. Powermat provides Qi-certified wireless charging platforms for automotive, robotics, drones, consumer electronics, medical devices, IoT, telecommunications (5G), and industrial applications.             |
| <b>Gencell</b>                | They are developing hydrogen alkaline based fuel cell systems and solutions that replace diesel generators with clean backup power for utilities, homeland security, healthcare and automated industries, as well as Ammonia based off-grid power solutions   |
| <b>Maymann Technologies</b>   | They are developing hydrogen alkaline based fuel cell systems and solutions that replace diesel generators with clean backup power for utilities, homeland security, healthcare and automated industries, as well as Ammonia based off-grid power solutions   |
| <b>C2A Security</b>           | C2A Security streamlines security work and data flow in the vehicle and beyond – from grids to charging stations, and technology across the connected, autonomous, and electric vehicle landscape. C2A provides best-in-class cybersecurity while maximizing focus on product development and streamlined operations. |

|                   |   |
|-------------------|---|
| <b>Drive TLV</b>  | Drive TLV is an innovation hub focused on smart mobility. It bring together the world's leading corporations and startups to create meaningful collaborations between the two. Next Gear Ventures is a VC that serves as a beacon for smart and sustainable mobility startups and mobility partners |
| <b>EVR Motors</b> | They developed a unique Trapezoidal Stator topology that disrupts the incremental trajectory of electric motor development.   |

The event strengthened the existing business contacts and generation of new business contacts for JVs, technical collaborations etc. some companies generated enquiries and business leads. The feedback of the event was rated excellent and the delegates commented that the overall objective/s of the visits/ meetings with start-ups were met.





# SOUTHERN REGION

## ACMA ORGANIZES TECH-SHOW FOR CHENNAI METRO RAIL LTD.

- Partners with 'Facilitating MSMEs of Tamil Nadu'
- 24 Component Manufacturers to showcase advanced Rolling Stock Solutions

The Automotive Component Manufacturers Association of India organized Tech-Show for the Chennai Metro Rail Limited (CMRL) from May 17th to 18th, 2023 at CMRL Depot in Chennai. ACMA partnered with Facilitating MSMEs of Tamil Nadu (FaMe TN), in this regard, to also extend the business development opportunity to smaller suppliers.



The Tech show was jointly inaugurated by Rajesh Chaturvedi, Director (Systems and Operations), CMRL, Shuba Kumar, Chairman of ACMA Southern Region and Managing Director of Natesan Synchrocones Pvt Ltd. and Sakthivel, Joint Director & General Manager, FaMe TN.

Commenting on the event, Vinnie Mehta, Director General, ACMA,

said, "ACMA is glad to organize this Tech-Show for CMRL. Whilst we regularly organize Tech-Shows for Automotive OEMs, however this is the first of its kind of event for the Metro Railways. With proven competence on the front of Quality, delivery and cost, we are confident that the auto components industry will play a vital role in the journey of localization of the rail-transport in India and other forms of mobility value chain."



A total of 24 companies displayed their innovative technology solutions and products in this exclusive Tech Show for CMRL and includes display of components and systems for localization by CMRL. Products at display include car body, car body fittings, bogies & running gear, power systems, propulsion, auxiliary systems, braking systems, interiors, insulations, injection moulded parts, bearings, on-board vehicle control systems, passenger information systems, communication systems, cabling & cabinets, door systems, pneumatics and hydraulics, HVAC, Heat Exchangers and Management systems, Suspension components, transmission components, tubular products, rubber to metal bonded parts, NVH products, Seats, fasteners, zinc and aluminum die cast parts, tilt systems, lighting, couplers, and more.

## WESTERN REGION

### ACMA AND SKODA AUTO VOLKSWAGEN INDIA HOST TECH SHOW

The Automotive Component Manufacturers Association of India (ACMA) and Skoda Auto Volkswagen India (SAVW) hosted a tech show on April 5th and 6th, 2023 in SAVW premises at Chakan, Pune. The show was attended by 33 ACMA member companies, who showcased their technologies in areas including; electric mobility, upcoming emissions & other regulations, fuel efficiency, light-weighting, ADAS, safety, interiors, sustainability (ESG), alternate fuels, and other technologies.

The opening ceremony of the show was conducted jointly by Mr. Sunjay Kapur, President of ACMA and Chairman Sona Comstar, and Mr. Piyush Arora, Managing Director and CEO of SAVW. Members of the Board and Top management of SAVW, including Mr. Frank Bekemeier from VW Germany and Mr. Jiri Dytrych from Škoda Auto Czech Republic, along with their team members from Procurement, Engineering, Product management, Quality, Logistics, and Production, visited the show and engaged with the exhibitors.

#### Here are some of the key highlights of the show:

- 33 participating companies showcased their technologies in various areas.



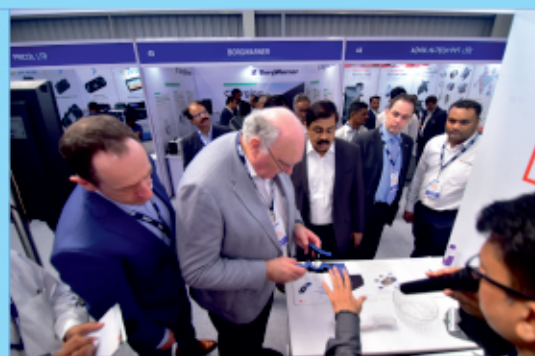
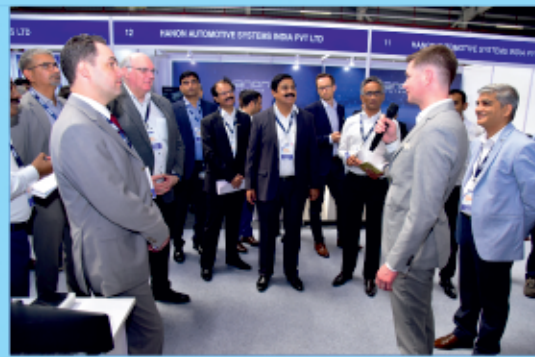
Members of the Board and Top management of SAVW visited the show and engaged with the exhibitors.

- The feedback from SAVW and participants was very encouraging.

The feedback from SAVW and participants was very encouraging. The show was a great success and it is expected to lead to new business opportunities for Indian automotive component manufacturers.







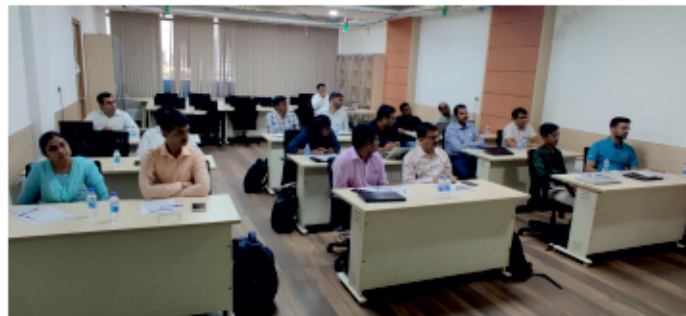
# 2 | GOVERNMENT AFFAIRS & STRATEGIC INITIATIVES

## WESTERN REGION

### SESSION ON SPECIAL AUDIT UNDER INCOME TAX FOR INVENTORY VALUATION

ACMA (Western Region) organized a session on “Special Audit under Income Tax for Inventory Valuation: Points to Ponder” on April 21st, 2023, in Pune.

The session was conducted by CA Hrushikesh Chincholkar, a fellow member of the Institute of Chartered Accountants of India with over 15 years of experience in direct taxes, and CMA Rahul Chincholkar, a prominent faculty of GST at the Pune Chapter with rich experience in GST and its major issues.



The session focused on the following key areas:

- Understanding ICDS 2 with comparison to AS-2
- Relevant provisions of Section 142 for valuation with case laws
- New provision of referring for valuation of inventory introduced in the Budget 2023

- How to respond to MCA for the Notice
- Cost of Production and Cost Accounting Standards
- Relevance of CCRAR, 2014 in valuation of Inventory
- Expected procedure in special audit
- The session was well-received by the participants, with 16 in attendance. The feedback was encouraging, with many participants expressing interest in attending future ACMA events.



### 3rd DIGITAL SUMMIT: CONFERENCE & TECHNOLOGY DISPLAY

ACMA (Western Region) organized the 3rd edition of its Digital Summit – Conference & Technology Display on May 12, 2023, in Pune. The theme of the summit was “Digital Transformation: A Leapfrogging Opportunity”. The Digital Summit is an annual event organized by ACMA to provide its members with the opportunity to learn about the latest trends in digital transformation and to network with other professionals in the industry.



The summit was attended by over 200 industry leaders and professionals. It featured a technology display by six Business Solutions Companies, as well as keynote addresses from eminent speakers from the industry.

In his welcome address, Mr. Arvind Goel, Chairman – Western Region, ACMA and Chairman, TATA AutoComp Systems Ltd., said that digital technology is transforming the way we live and work, and that businesses need to embrace digital transformation in order to remain competitive.

Mr. Ashish Thakur, IT Leader - DBU & NRP and CRM Capability, Cummins India., said that digital technology can help businesses to improve their speed and agility, which can lead to increased efficiency.

Mr. Viral Raval, Executive Director, IT Function Transformation. PwC



India said that digital transformation is not just about using new technologies. It is also about new ways of solving business problems, creating unique experiences, and accelerating business performance.

**Other speakers include:**

**Session – I: “How to Leverage Digital Technology to Boost Growth”**





**Speakers:**

- Mr. Sunil Mehta, General Manager, Factory Automation Systems, Mitsubishi Electric India Pvt. Ltd.
- Ms. Rajeshwari Bhattacharyya, Chief Innovation Officer-FUTUROOT, Co-Founder & Global Head - Strategy, BD & Partnership Alliances, Percipere Consulting India Pvt. Ltd.
- Mr. Viswanathan Kuppuswami, CEO & Founder, ZUMEN Software India Pvt Ltd
- Mr. Sandeep Yadav, Regional Technical Manager – Data Analytics (APAC), Altair Engineering India Pvt Ltd
- Mr. Oleksandr Danylenko, Director & Co-founder, Smart Parts Online Pvt. Ltd.

**Session III Panel Discussion on: “Digital Transformation – Does one size fit all”**

**Session moderator: Mr. Govind Jha, Director, Business Consulting, Ernst & Young LLP.**

**The Panel Members include:**

- Mr. Venkatesh Vinod, Vice President, Bosch Chassis Systems India Pvt. Ltd
- Mr. Somesh Joshi (Smart Connected Factory Manager), John Deere India
- Mr. Shirish Godbole, CIO, TATA AutoComp Systems Ltd

The summit was well-received by the participants, who said that it provided them with valuable insights into the latest trends in digital transformation.



**Speakers:**

- Mr. Pravin Deshpande, Co-Founder & Director, The Consulting Partners, Farnborough, UK
- Mr. Dhananjay Khond, Head Business Development, Instron Technologies LLP
- Mr. Milind Kank, Managing Director, Yeshshree Press Comps Pvt. Ltd
- Mr. Sushant Rabra, Partner, KPMG

**Session – II “Latest Digital Technologies and Solutions”**





## EASTERN REGION

### ACMA ORGANIZES FIRST REGIONAL COMPETITION ON LCA

ACMA (Eastern Region) organized its 1st Regional Competition on Low Cost Automation (LCA) on April 20th, 2023 in Jamshedpur. The competition was aimed at understanding the knowledge levels of middle-level executives on LCA and to rejuvenate focus on the concepts of low cost. It also helped to understand how LCA can improve efficiency, reduce waste, and increase productivity.

The chief guest for the competition was Mr. Ramphal Nehera, Plant Head of Tata Cummins Ltd., Jsr. In his welcome address, Mr. Ranjit Banerjee, Plant Head of Brakes India Pvt. Ltd., mentioned that it was ACMA's endeavor to bring new ways of learning for its membership through competitions. He also mentioned about the importance of LCA in order to enhance good quality products at reasonable cost. Mr. Banerjee thanked the management of the organizations for sending their employees for this competition.

Mr. Banerjee also thanked the juries of the competition for their time and spending the entire day. Nine LCA presentations from six organizations were presented at the first edition of this competition. The Jury included:-

- 1) **Mr. Nitin Bhardwaj**, Head of Manufacturing Engineering department in Tata Cummins Pvt Ltd,
- 2) **Mr. Bishnu Kedia**, Sr. Manager, Tata Motors Ltd. a B. Tech (Mechanical) from NIT Durgapur in 2003, & Executive MBA in Operations Stream from IIM Ranchi in 2015.

- 3) **Mr. Rajendra Sharma**, Sr. Manager, Tata Motors Ltd. with more than 29 years of experience in the field of LCA, Kaizen, 5S, Maintenance.

Welcoming the chief guest at the valedictory session, Mr. Sanjay Sabherwal, Managing Director of Metalwork Industries Ltd., expressed hope that the participants might have been enriched by the experiences shared through the presentations and also by the inputs shared by the jury.

He urged the participants to see the possibility of these learnings getting translated into implementable ideas in their own companies. Giving an entrepreneur's viewpoint, he mentioned that the management of the companies valued efforts by making these improvements, which enables in getting more customer satisfaction and hence sustain in this competitive business environment.



## Skilling & Mentoring

The chief guest, Mr. Ramphal Nehera, Plant Head of Tata Cummins Ltd., praised ACMA for organizing a physical competition on LCA. He said that platforms like these help in cross-learning and the possibility of idea generation and implementation. He congratulated all the participating teams on their efforts.



Sharing their observations, the jury mentioned that the opportunity was a good learning experience for them as well. Many companies had come up with unique approaches and innovative ideas and were very open to share

The following teams were announced winners at the competition:

| WINNERS IN PRODUCTIVITY CATEGORY |           |                           |                 |  |
|----------------------------------|-----------|---------------------------|-----------------|--|
| Sl No                            | Winners   | Company Name              | Team            | Presenter                                    |
| 1                                | 1st Prize | RSB Transmissions (I) Ltd | Team Pragati    | Ms. Isha Singh<br>Ms Nidhi Kumari            |
| 2                                | 2nd Prize | Brakes India Ltd.         | Team Automation | Mr. Amar Kumar Mukhi<br>Mr. B Gopalakrishnan |
| 3                                | 3rd Prize | RSB Transmissions (I) Ltd | Team Avengers   | Ms Afifah Sarfraz<br>Ms Sneha Kumari         |

## ONLINE SESSION ON HR ANALYTICS

ACMA (Eastern Region) organized a two-day online session on "Improve Bottom Line through HR Analytics" on 3rd & 4th May, 2023. The objective of the program was to help delegates understand the uses of HR Analytics and improve their productivity and operations.

The session was conducted by Mr. V. Thiagarajan, who has over 40 years of experience in HR Analytics. He explained the different types of HR Analytics, including descriptive, diagnostic, predictive, and prescriptive analytics. He also discussed how to extract critical information from voluminous data, understand statistical tools in HR Analytics, and use HR metrics to track performance.

The session was attended by 24 participants from seven member companies. They were able to learn about the benefits of HR

Analytics and how to use it to improve their businesses.

**HR Analytics can provide a number of benefits for businesses, including:**

- Increased productivity: HR Analytics can help businesses identify and address performance gaps, which can lead to increased productivity.
- Improved operations: HR Analytics can help businesses improve their operations by identifying areas where efficiency can be increased.
- Reduced costs: HR Analytics can help businesses reduce costs by identifying areas where waste can be eliminated.
- Improved decision-making: HR Analytics can help businesses make better decisions by providing them with data-driven insights.

If you are looking for ways to improve your business, HR Analytics is a powerful tool that can help you achieve your goals.

The session was well received by all the participants and the feedback received remained positive.

## FIRST REGIONAL CARROM-BOARD TOURNAMENT

ACMA (Eastern Region) organized its 1st Regional Carrom-board Tournament on May 26th, 2023, in Jamshedpur. The tournament was held in singles & doubles categories.



This regional carrom-board competition served as a platform for carrom enthusiasts to showcase their skills and foster friendly competition among industry professionals.





## SOUTHERN REGION

### ACMA, IIT MADRAS, AND LUH CONDUCT WORKSHOP ON ADVANCED FRUGAL INNOVATIONS

ACMA (Southern Region), in collaboration with IIT Madras and Leibniz University Hannover (LUH), Germany, conducted a workshop on advanced frugal innovations on May 15th, 2023 at IIT – Madras. The workshop was attended by 15 delegates.



Frugal engineering is a method of product design and manufacturing that focuses on minimizing costs while maintaining high quality. It is a sustainable approach to product development that can benefit both businesses and the environment.

The workshop was led by Dr. Balakrishna Rao and Prof. Ingo Liefner, who are experts in frugal engineering. They presented various methods for advanced frugal innovations and frugal engineering, and shared examples of how these methods have been used to develop successful products.

The workshop also included a survey of Indian companies on how they can benefit from frugality. The results of the survey will be used to develop recommendations for companies on how to achieve frugal features in their products.

The workshop was a success and generated a lot of interest in frugal engineering. The participants appreciated the opportunity to learn about this innovative approach to product development. They also expressed interest in using frugal engineering methods in their own businesses.

### ACMA CONDUCTS TRAINING ON COST OF POOR QUALITY

ACMA Southern Region conducted a training program on Cost of Poor Quality (COPQ) on May 26th, 2023 at the ACMA Bangalore Office. The training was attended by 16 delegates. The one-day training focused on understanding in detail the factors causing cost of poor quality, its impact on the business, ways to monitor, evaluate, and reduce it.

At the valedictory ceremony, Mr. Sushant Bhattacharjee, Operation Head of Automotive Axles Ltd., congratulated all the winners and expressed his gratitude to all the participating teams for making this event a resounding success.

A total of 46 players from six member companies participated in the tournament and players participated enthusiastically with encouraging response.

The details of the winners are as follows:-

| Double Tournament |                            |                           |
|-------------------|----------------------------|---------------------------|
|                   | Name of the Organization   | Winner's Name             |
| Winner            | RSB Transmissions (I) Ltd. | Mr. Basudev & Mr. Abhijit |

| Single Tournament |                          |  |
|-------------------|--------------------------|--|
|                   | Name of the Organization | Winner's Name                            |
| Winner            | Automotive Axles Ltd.    | Mr. Anuj Jaiswal & Mr. Swaroop Kr. Ghosh |

Players shared excellent feedback and mentioned that they would like to be part of such competitions organized by ACMA in future.

The training was conducted by Mr. Satish P.S., who has over 37 years of industrial experience. He works as a Corporate Trainer, Teacher, Mentor, and Consultant for manufacturing companies.



Mr. Satish P.S. explained that good quality may not guarantee a business, but poor quality will surely lead to loss of business. In the current competitive market, companies need to be competitive. This requires them to monitor, control, and reduce costs. One of the major costs (wastes) that does not add value to the company or customer is the cost of poor quality. Without proper monitoring and control of this, the impact on profit margin can be high. COPQ can be a driver to improve the quality of product, process, and system.

**The training program included the following topics:**

- Importance of quality and cost control from a business perspective
- Various wastes in a manufacturing system
- Difference between value and cost
- Various quality-related costs
- Ways to measure COPQ
- Total Cost of Ownership (TCO) and its link to COPQ
- COPQ guidelines from CQI-22
- Methods to control COPQ and move towards zero defects
- Quality tools for the analysis of COPQ
- Best practices in the industry
- Daily practice to reduce COPQ

The participants found the explanation given by the trainer to be good and the case studies presented to be very useful. A quiz was also conducted to evaluate the participants' understanding of the subject.

The overall feedback received remained positive.

## WESTERN REGION

### TRAINING PROGRAMME ON GOLDEN RULES FOR EFFECTIVE COMMUNICATION

ACMA (Western Region) organized virtual training session on 'Golden Rules for Effective Communication' on April 20th, 2023. The training was conducted by **Dr. Paresh M. Kariya**, Founder & Director- Asian Institute of Quality India.



**Following key topics were covered during the training session:**

1. Foundation Skill for effective communication
2. Six Communication tools- Representing, listening, getting information, checking for Understanding/ Acceptance, expressing awareness, Giving information.
3. Communicate to WIN
4. Mindfulness for Effective Communication
5. Case studies and group activities to improve on communication gaps

This training program was appreciated by all the participants, there were 24 participants and the feedback were encouraging.

### TRAINING PROGRAMME ON INCREASE IN PROFITABILITY THROUGH REDUCING COST OF POOR QUALITY (COPQ)

ACMA (Western Region) organized **Training Programme on 'Increase in Profitability through reducing Cost of Poor Quality (COPQ)'** on April 25th, 2023. The training was aimed for Plant Head, Quality Assurance Department Head, Quality Assurance Managers/Executives, Production Mangers/Executives, and Improvement cell managers.



The training was conducted by **Mr. Swapnil Kamble**, a qualified Six Sigma Green & Black Belt.



**The training focused on following key topics:**

- What is cost of Quality?
- Relationship between Quality and Productivity.
- What is Cost of good quality and Poor Quality?
- Failure Costs
  - Cost of Conformance.
  - Cost of Non-Conformance.
- Hidden Cost of Poor Quality.
- Examples of all costs.
- 1-10-100 rule.



- How to reduce cost of poor quality.
- Case studies and group works.

This training program was appreciated by all the participants, there were 30 participants and the feedback were encouraging.

### SESSION ON BUSINESS PERSPECTIVES OF DEALING WITH CONTRACTS, CONTRACTORS & CONTRACT EMPLOYEES

ACMA (Western Region) organized session on 'Business Perspectives of Dealing with Contracts, Contractors & Contract Employees' on 18th, 2023.



The Session was conducted by Mr. Dattatraya Ambulkar, a qualified Lead Auditor having 40+ years of experience in HR & IR.

#### The session covered following key areas:

1. Utility and usage of contractual system.



2. Process of selection and awarding the contract
3. Role and Responsibilities of Management and Contractor
4. Enabling the managers to deal effectively with Contract, Contractors and Contractual workmen
5. Adherence to contract and making it business competitive.
6. Tracking the implementation of contracts through necessary documentation and systems.
7. Identification and mitigation of risk related to the system.
8. Obligations under the scope of contract specific to the location and industry
9. Operational safety and discipline of contract employees

10. Action points as per the contractual provisions
11. Documentation & Execution
12. Preparing the action points and plan for ensuring legal compliance on timely basis
13. Legal Indemnification to be sought through the contract documentation

This training program was appreciated by all the participants, there were 26 participants and the feedback were encouraging.

### 3rd SIX SIGMA COMPETITION HELD SUCCESSFULLY

ACMA (Western Region) organized 3rd edition of regional competition on Six Sigma to bring all the companies together who have implemented the improvement methodology to one common platform for cross learning and continuous improvement on May 22nd, 2023.

#### The objective of the session remained:

- To share the various case studies done through Six Sigma methodology by different organizations.
- To Learn the key/ best practices through the successful case studies and interact with six sigma practitioners for hands-on usage of the techniques, approach and methodology
- To get exposed to various innovative tools and techniques used for making Process improvements.
- To keep the Six Sigma Momentum rolling and progressing in ACMA member companies

Continuing the tradition, the OE were invited as Jury to witness the case study presentation. The Jury comprised of **Mr. Dattatraya Kulkarni, John Deere and Mr. Pravin Bhaise, FIAT India Automobile Private Limited.**

A total of 21 teams participated in the competition and following teams were adjudged winners:

| WINNER   |  |                |
|----------|--|----------------|
| Position | Name of the Organization                     | Team Name      |
| 1st      | Dana Anand India Pvt. Ltd., Pune             | Dana Seekers   |
| 2nd      | Maxion Wheels Aluminum India Pvt. Ltd., Pune | Maxion Sankalp |
| 3rd      | Mahle Anand Filter Systems Pvt. Ltd., Pune   | Drishti        |

| Runner-up |   |              |
|-----------|---|--------------|
| Position  | Name of the Organization                              | Team Name    |
| 1st       | Shriram Foundry Pvt. Ltd., (Zanvar Group), Kolhapur   | Shriram      |
| 2nd       | Lear Automotive India Pvt. Ltd., Pune                 | JIT Warriors |
| 3rd       | Tata AutoComp Hendrickson Suspensions Pvt. Ltd., Pune | Sankalp      |

# 4

## Start-Ups and Strategic Partnership



## ACMA Organizes Plenary Event to Review Start-Up Initiative

The Automotive Component Manufacturers Association of India (ACMA) organized a plenary event on May 4, 2023 in New Delhi. The event was attended by senior ACMA leadership, pilot companies, start-ups, and potential partners for the next project of the ACMA Start-up Initiative.

The plenary event was a success and provided a valuable opportunity for participants to network, learn from each other, and identify potential partners for the next project.

The second year of the ACMA Mobility Start-up Initiative was launched on July 12, 2022. In the first year of the initiative, over 14 ACMA member companies interacted with 45 Indian and international start-ups. The companies were able to expand their perspective on how to collaborate with start-ups to drive innovation. In the second year of the initiative, ACMA and PwC evaluated 300 start-ups and shortlisted 100. The shortlisted start-ups were introduced to the ACMA member companies at six connect sessions (three offline and three online). A workshop with dedicated



In addition to the connect sessions and workshop, ACMA and PwC also organized three in-person sessions. These sessions will provide an opportunity for the ACMA member companies and the start-ups to interact and exchange knowledge.





**Some of the key highlights of the initiative include:**

- 14 ACMA member companies had an enriching experience interacting with start-ups.
- The initiative enabled them to expand their perspective when it comes to collaborating with start-ups to drive innovation.
- Start-ups from various themes, such as E-mobility, Connected, Autonomous, Material Technology, and Smart Manufacturing, were evaluated.
- 100 start-ups were shortlisted from 300 evaluated start-ups.
- 45 Indian and international start-ups were introduced to ACMA member companies.
- Six connect sessions (three offline and three online) were organized.
- One workshop with dedicated knowledge and experience sharing sessions was conducted.
- Three in-person sessions were conducted with significant knowledge exchange between attendees.
- Online interactions with 15 international start-ups from Germany, Israel, Spain, Taiwan, and the UK were conducted.

The ACMA Mobility Start-up Initiative is a valuable program that is helping to connect start-ups with established companies in the automotive industry. The initiative is helping to foster innovation and collaboration, which is essential for the future of the automotive industry.





**ACMA**

**Automotive Components Manufacturers  
Association of India**

AUTONEWS

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