

## **AUTO SERVE 2008**

India focused Exhibition on Automotive Care, Maintenance,  
Service, Parts & Garage Equipments – The 3<sup>rd</sup> Edition  
*7 – 9 November 2008: Chennai Trade Centre, Chennai*

Confederation of Indian Industry (CII) organised Auto Serve 2008. Auto Serve is the third edition of – India's Focused Exhibition on Automotive Care, Maintenance, Service, Components & Spare Parts and Garage Equipments.

This initiative by CII was to further strengthen the Automotive Aftermarket Business, Vehicle Maintenance, Collision & Repair; Aftermarket Products and Automotive Services Business in India.

### **Auto Serve 2008 featured**

3 Day Educative, Interactive & Demonstrative Exhibition from 7 – 9 November 2008

1 Day Conference on “Trends in Automotive Services – Profitability Through Safety and maintenance” on 7<sup>th</sup> November 2008

CEO's Forum on Automotive Services

½ Day Mechanics Meet by Ashok Leyland Ltd on 7<sup>th</sup> November 2008

Release of “CII – KPMG” report on Skill Gap Analysis - Study on Employment Generation in Automotive Aftermarket.

Educational Sessions on Automotive Maintenance & Care for the Trade

Live Technology Demo for Vehicle Testing, Servicing, Repairs, etc

### **Exhibition**

The event had shaped up extremely well and showcased latest equipment, products, services and trends & technology in automotive services, maintenance & care, repairs & recovery, automotive components & spare parts, aftermarket products, accessories and automotive services.

### **Inauguration**

Auto Serve 2008 was inaugurated by Mr Venu Srinivasan, Vice President, CII and Chairman and Managing Director, TVS Motor Co and Mr R Dinesh, Joint Managing Director; TVS Sundram Iyengar & Sons lead this initiative of CII as event chairman.



Leading companies in the Automotive Aftermarket, Garage & Service Equipment and Automotive Services Business used Auto Serve 2008 as a platform to educate, create awareness and demonstrate the technical features of their products, relating to maintenance, servicing and repair. A total of **77 companies** participated covering **44000 sq.ft** of gross display area.



More than 12000 visitors attended the three day exhibition. The profile of business visitors was far-fetched and was reflected in the exhibitor feedback. More than 90 crores of business was transacted in the exhibition.



## **Conference**

As part of Auto Serve 2008, a one day Conference on “Trends in Automotive Services – Profitability through Safety and Maintenance” was organised on 7<sup>th</sup> November 2008, at Chennai. The objective of this conference is to showcase the business opportunities, trends & technologies, potential of the Indian automotive aftermarket industry.

Coinciding with the one day conference, A panel discussion “CEO’s Forum on Automotive Services” was held to discuss the trends and practices in the automotive service industry and Mr Sumantra Barooah, Chief correspondent (Automotive), CNBC TV 18 moderated the forum which was well received by the audience and a coverage was telecasted on the TV Channel.

The conference had sessions on Database Protection, Upgradation of Technology, Collision and Repairs, Manpower and skills, Safety and Maintenance, Insurance.

More than 450 Delegates participated at this conference. The audiences were predominantly from the dealership community and from the automobile manufacturers, including a few international delegates. The list of speakers and the final conference programme is attached in Annexure II for your kind information.

### **CII – KPMG study**

Since the committee identified skills as the most crucial element impeding growth, A study on Skill Gaps in Indian Automotive Service Sector was done and the report was released at the conference by Mr M F Farooqui (IAS), Principal Secretary - Industries Department, Government of Tamil Nadu.

### **FADA Support**

The Event was strongly supported by Federation of Automobile Dealers Association (FADA). Mr S P Shah, President, FADA was also present during the event.

### **Media**

There was very good coverage of the event in the Media. The event was covered in almost all the national business papers in addition to the vernaculars. The event was also covered in the electronic media – CNBC, NDTV, NDTV Profit and UTVi in addition to regional channels like Jaya TV, Kalaingar TV, etc.