



**India's Focused Exhibition on Automotive Care, Maintenance,
Service, Parts and Garage Equipments - The 4th Edition**

19th - 21st November 2010: Chennai Trade Centre, Chennai, India

Confederation of Indian Industry (CII) organised Auto Serve 2010. It was the 4th edition of Auto Serve – 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 2010 – Featured

- 3 – Day Exhibition on (Aftermarket Products, Services, Care and Maintenance)
- 1 – Day Industry Conference on **“Productivity & Efficiency in Automotive Services and Components & Spare Parts”**.
- Seminar on Road Safety
- Release of CII – Mckinsey report on **“Opportunities in the Indian Automotive Aftermarket Business”**
- Release of CII - KPMG report on **“Skills for New Era in Auto Service Sector”** - An update on Skill Gap Report done by CII-KPMG at Auto Serve 2008 edition.
- ½ Day Special Meeting of the Federation of Bus Operators Association of Tamil Nadu
- Educational Sessions on Automotive Maintenance & Care for the Trade
- Live Technology Demo for Vehicle Testing, Servicing, Repairs, etc
- Strong Support and Participation from more than 36 Associations
 - All India Motor Transport Congress – AIMTC
 - Federation of Automobile Dealers Association – FADA
 - Federation of All India Automobile Spare Parts Dealers Association - FAISPADA
 - All India Confederation of Goods Vehicles Owners Association and many more ...

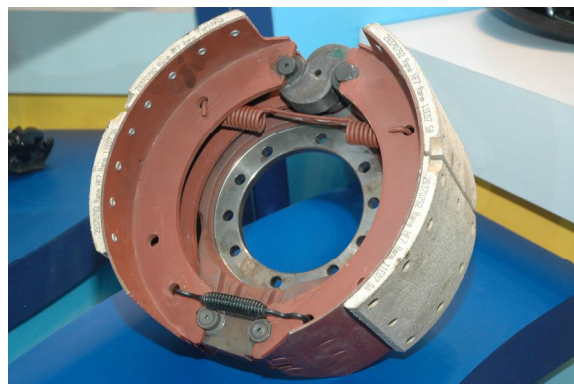
Auto Serve 2010 exhibition was Jointly Inaugurated by **Mr Rajeev Ranjan, IAS.**, Principal Secretary – Industries Department Government of Tamil Nadu and **Mr R Seshasayee**, Past president, CII and Managing Director of Ashok Leyland Ltd.



The 3 - day Auto Serve Exhibition featured 100 exhibitors showcasing the latest technology / solutions in garage and service equipment, tools and auto spare parts, tyres service equipment, vehicle testing, vehicle care products and others.



The Exhibition





More than 8000 business and trade visitors attended the fair. The profile of business visitors was far-fetched and was reflected in the exhibitor feedback. More than 100 crores of business was transacted in the exhibition.



The Conference

Coinciding to the exhibition, a 1 Day conference on the theme “Productivity and efficiency in automotive services, components and spare parts” was organized with the objective of highlighting the Growth opportunities in the Automotive Aftermarket Sector and provide a road map to secure a market status.



While addressing at the conference Mr R Seshasayee, Past President, CII and Managing Director of Ashok Leyland Ltd, called for huge investments in skill development to cope with the major changes in the automotive manufacturing sector and the major role India had to play in the world automotive market. He said “all the players in the world are looking at India as a common ground”.

While delivering the keynote address by **Mr Rajeev Ranjan, IAS**, Principal Secretary – Industries Department, Government of Tamil Nadu, said that the State was also partnering with the private industries for the skill development of over a lakh people in various sectors.

Mr Rajeev Ranjan also released a report prepared by McKinsey & Company for CII Auto Serve 2010 on ‘Opportunities in the Indian automotive aftermarket’. **Mr Pradipta K Mohapatra**, Past Chairman, CII (SR) and Chairman, Task Force on Trade Fairs CII (SR), said there had been exponential growth in the automotive sector in the country. Tamil Nadu played a major role in this having established capacity for 12.8 lakh cars and 3.5 lakh commercial vehicles a year. Last year the State produced 5.6 lakh cars. ‘Three cars were being produced every minute and one commercial vehicle in every 75 second’, he said.

Mr R Dinesh, Chairman Auto Serve 2010, and Joint Managing Director, T V Sundram Iyengar & Sons, in his 'theme address' said there has been a lot of apprehension among the key players in the aftermarket segment of the automotive industry about 'what was in store for them' and 'how they were to continue in business profitably'. He said the automotive sector had to take to new technologies and bridge the skill gap of the employees. Mr Dinesh said, there was need for a new paradigm of public-private partnership for skill development.



Making a presentation on 'Skills for new era in auto services sector', Mr Narayanan Ramaswamy, Executive Director- Retail Advisory Service, KPMG Advisory Services (P) Ltd, said the skilled manpower requirement in the automobile aftermarket would grow substantially to 13 lakh from the present 7.8 lakh. Already there was a gap of 2.5 lakh skilled workers and this would widen further in the coming years. He said the new challenge was that the gap was also qualitative requiring to meet the needs of the modern premium and non-premium vehicles.

At Valedictory session Mr Rameshram Mishra IAS, secretary Transportation, Government of Tamil Nadu released the CII – KPMG report on "Skill for New Era in Auto Service Sector" an update on Skill gap Analysis report released during last edition.

Summing up the Auto Serve 2010 conference at the Valedictory Session, Mr R Dinesh, Chairman, Auto Serve 2010, said industry status for this sector was sought on the basis of the large number of jobs it created and the high volume of revenue it generated for the exchequer. He said the conference has chalked out a 4- point action plan for the sustained growth of this sector and for the benefit of all the stakeholders.

Key Speakers at the Conference

- Mr R Seshasayee, Past President – CII & Managing Director, Ashok Leyland Ltd
- Mr Serge Morelli, Chairman & CEO, AXA Assistance Group, France
- Mr R Dinesh, Chairman, Auto Serve 2010 & Joint Managing Director, T V Sundram Iyengar & Sons Limited

- Mr Rajeev Ranjan, IAS., Principal Secretary – Industries Department, Government of Tamil Nadu
- Mr M Ramadoss, Chairman & Managing Director, New India Assurance Company Limited
- Mr Ananth Narayanan, Partner, Mckinsey & Co
- Dr V Sumantran, Executive Vice-Chairman, Hinduja Automotive Ltd
- Mr Aravind Bharadwaj, Chief Executive Officer, Automotive Infotronics Pvt Ltd
- Mr Arvind Balaji, Joint Managing Director, Lucas TVS
- Mr S Muralidharan, Vice President & Head – Aftermarket, Bosch Limited
- Mr S P Shah, Director General, Federation of Automobile Dealers Association (FADA)
- Mr Subodh Jindal, Division Head – Automotive Aftermarket, 3M India Ltd
- Mr Narayanan Ramaswamy, Executive Director – Retail Advisory Service, KPMG Advisory Services (P) Limited
- Mr David John Shepherd FIMI, Member of Audatex Advisory Board, United Kingdom
- Mr Tony Sharma, Managing Director – India, SPX India Pvt Ltd

Key Sessions at the conference

- Future of the Automotive Aftermarket Industry in India
- Panel Discussion on Steering Profits through Efficient Aftermarket Operations
- Changes in Technology and Design – Driving Aftermarket Repair Practices
- Regulatory Issues Affecting Aftermarket – a User's Perspective and Role of Government



Association Support

Auto Serve 2010 has received tremendous support from the leading National, Regional, State and City Level Associations. Senior Office Bearers and members of these associations participated and extend their strong support to visit the Fair.

Supporting Associations



All India Motor Transport Congress



The All India Confederation of Goods Vehicle Owners Association



Federation of Automobile Dealers Associations



Federation of All India Automobile Spare Parts Dealers' Associations



Automobile Association of Southern India



Motor Vehicle & Allied Industries Association



Tamil Nadu Automobile & Allied Industries Federation



The Madras Motor Parts Dealers Association



Tamil Nadu Small and Tiny Industries Association



Federation of Bus Operators Association of Tamil Nadu



TAMILNADU OMNI BUS OWNERS ASSOCIATIONS



Tamil Nadu Petroleum Dealers Association



Tamil Nadu Tractor Parts Dealers' Association



State Lorry Owners' Federation - Tamil Nadu



Andhra Pradesh Automobile Dealers Association



Federation Of Karnataka Lorry Owners Association



The Bangalore Motor Owners Consumers Cooperative Society Limited



Association of Automobile Workshops Kerala



Calicut Automobile Spare Parts Dealers Association



Federation Of All Kerala Automobile Spare Parts Dealers Association



Puducherry Goods Transporters Association



Chennai Automobiles Owners & Workers Welfare Association



Chennai Goods Transport Association



Chennai Tourist Taxi Owners Association



Sankar Lorry Urimayalargal Sangam



The Coimbatore Motor Parts Dealers Association



The Salem Motor Parts Dealers Association



The Tamil Nadu Motor Parts Dealer's Associations



The Trichy Motor Parts Dealers Association



Tirunelveli Automobile Dealers Association



Two Wheeler's Unorganised Labour's & Mechanic Welfare Association

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