Contents

Automotive Sector Profile - India ........................................................................................................... 2

DELEGATE PROFILES

Automotive Research Association of India (ARAI) ................................................................. 12
Society of Indian Automobile Manufacturers (SIAM) ............................................................... 13
Action Batteries Private Limited ........................................................................................................... 14
AxisCades Engineering Technologies Limited ................................................................. 15
Devam Electric Vehicles Private Limited ......................................................................................... 16
EV Motors India Private Limited ........................................................................................................ 17
Future Hi Tech Batteries Limited ...................................................................................................... 18
HCL Technologies Limited .................................................................................................................. 19
Mahindra Reva Electric Vehicle Limited ......................................................................................... 20
Maruti Suzuki India Limited ............................................................................................................. 21
Sutlej Group India ............................................................................................................................. 22
Tata Motors Limited ........................................................................................................................... 23
TVS Motor Company Limited ........................................................................................................... 24
Invest Quebec...................................................................................................................................... 25
Government of Québec ...................................................................................................................... 26
The Canadian Trade Commissioner Service - India ........................................................................... 27
Automotive Sector Profile - India

Sector Overview

The Indian automotive industry is the sixth largest in the world with an annual production of 23.36 million vehicles in FY 2014-15. The industry is one of the core industries of the Indian economy, accounting for 7.1% of India’s GDP and 45% of manufacturing GDP.

The industry comprises of two and three wheelers, passenger cars, trucks, buses and tractors and ranks in the world today in manufacturing as the 2nd largest for two wheelers, 6th largest for passenger vehicles, 8th largest for commercial vehicles, 2nd largest bus manufacturer, and 5th largest for heavy truck manufacturer.

The industry is getting engaged with global supply chain, investing in incremental capital for plans, product development centres and human resources, resulting in India emerging as the hub for small cars in the world and employing 19 million people directly and indirectly.

The Indian auto component industry clocked a turnover of US$ 38.5 billion with exports worth US$11.2 billion and CAGR of 16% over the last 10 years. This industry is expected to register a turnover of US$ 223 billion by FY 25 - 26 as estimated by the Automotive Component Manufacturers Association of India (ACMA).

India is also a substantial auto exporter, with solid export growth expectations for the near future. Various initiatives by the Government of India are expected to make it a leader in the Two Wheeler and Four Wheeler market in the world by 2020.

The research and development sector has also been complimented well by the industry here through localization and indigenization of technology. Multiple tie-ups and alliances with multi-national firms to gain technical know-how have fast tracked development and growth for India.

Strong growth in demand due to rising income, growing middle class, and a young population is likely to propel India among the world’s top five auto manufacturers by 2016. Automobile export volumes increased at a compound annual growth rate (CAGR) of 17.5 per cent during FY05-14, out of which two-wheelers accounted for the largest share in exports at 67 per cent in FY14.

The government aims to develop India as a global manufacturing as well as a R&D hub. It has set up National Automotive Testing and R&D Infrastructure Project (NATRiP) centres as well as a National Automotive Board to act as facilitator between the government and the industry.
Alternative fuel has the potential to provide for the country's energy demand in the auto sector as the CNG distribution network in India is expected to rise to 250 cities in 2018. Also, the luxury car market could register high growth and is expected to reach 150,000 units by 2020.

### Production

<table>
<thead>
<tr>
<th>Sub-Sector</th>
<th>Total Production 2013-14</th>
<th>Total Production 2014-15</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Vehicles (PVs)</td>
<td>3,087,973</td>
<td>3,220,172</td>
<td>4.28</td>
</tr>
<tr>
<td>Trucks &amp; Buses (M, LCVs &amp; HCVs)</td>
<td>699,035</td>
<td>697,083</td>
<td>-0.28</td>
</tr>
<tr>
<td>Three Wheelers</td>
<td>830,108</td>
<td>949,021</td>
<td>14.33</td>
</tr>
<tr>
<td>Two Wheelers</td>
<td>16,883,049</td>
<td>18,499,970</td>
<td>9.58</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>21,500,165</strong></td>
<td><strong>23,366,246</strong></td>
<td><strong>8.68</strong></td>
</tr>
</tbody>
</table>

After a slowdown that the industry saw in 2012-13, the industry is gradually gaining momentum again and has covered good ground, delivering fairly well against the expectations and targets set forth in Automotive Mission Plan 2006. By the year 2015-16, the output of the Indian automotive industry is expected to touch $145 billion, contributing to 10% of India’s GDP.

### Sales - Domestic

<table>
<thead>
<tr>
<th>Sub-Sector</th>
<th>Total domestic sales 2013-14</th>
<th>Total domestic sales 2014-15</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Vehicles (PVs)</td>
<td>2,503,509</td>
<td>2,601,111</td>
<td>3.90</td>
</tr>
<tr>
<td>Trucks &amp; Buses (M, LCVs &amp; HCVs)</td>
<td>632,851</td>
<td>614,961</td>
<td>-2.83</td>
</tr>
<tr>
<td>Three Wheelers</td>
<td>480,085</td>
<td>531,927</td>
<td>10.80</td>
</tr>
<tr>
<td>Two Wheelers</td>
<td>14,806,778</td>
<td>16,004,581</td>
<td>8.09</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,423,223</strong></td>
<td><strong>19,752,580</strong></td>
<td><strong>7.22</strong></td>
</tr>
</tbody>
</table>

75% of production of passenger vehicles still continues to be in small cars. The total domestic sales increased by 7.22% in FY 15 as compared to FY 14.
### Sales - Export

<table>
<thead>
<tr>
<th>Sub-Sector</th>
<th>Total Export 2013-14</th>
<th>Total Export 2014-15</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Vehicles (PVs)</td>
<td>596,142</td>
<td>622,470</td>
<td>4.42</td>
</tr>
<tr>
<td>Trucks &amp; Buses (M, LCVs &amp; HCVs)</td>
<td>77,050</td>
<td>85,782</td>
<td>11.33</td>
</tr>
<tr>
<td>Three Wheelers</td>
<td>353,392</td>
<td>407,957</td>
<td>15.44</td>
</tr>
<tr>
<td>Two Wheelers</td>
<td>2,084,000</td>
<td>2,457,597</td>
<td>17.93</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,110,584</strong></td>
<td><strong>3,573,806</strong></td>
<td><strong>14.89</strong></td>
</tr>
</tbody>
</table>

FY 15 saw a few significant changes on the list of cars exported from India. Nissan’s Micra emerged as the most-exported car model replacing the long-reigning Hyundai i10 that slipped to the ninth position. The exports of i10 fell a whopping 78% from 109,074 units in FY14 to 23,961 in FY15. But the new avatar of the Hyundai hatchback, Grand i10, was one spot behind the Micra with exports at 63,585.

Hyundai remained the top exporter. This is despite two of its cars, Accent and Eon, which were at the seventh and tenth positions in fiscal 2014, slipping out of the top 10 list.

Maruti Suzuki India returned to being the second highest exporter with a shipment of 121,701 units, overtaking Nissan which clocked 120,331 units in exports. MSIL was represented in the list by Alto and A-Star which held seventh and eighth position respectively. On a list that is dominated by hatchbacks and sedans, Ford EcoSport was the lone utility vehicle among the top 10, at the fourth spot in fiscal 2015. Exports of EcoSport increased more than three times to 55,178 and it was only the second vehicle to make a fresh entry into the top 10 list.

**Many large global OEMs are continuing to expand their operations in India:**

A. **Maruti Suzuki’s** share in the domestic passenger vehicle segment rose to 45% in 2014-15 from 36% in 2011-12 as Maruti continued to build on its competitive value proposition by constantly upgrading models with latest technologies without a major increase in cost and penetrating deeper into the country, expanding its sales network. The company is working to double its capacity to produce 2.5 million PVs by investing $2 billion this year. The new plant in Gujarat will go into production in 2016. They are expecting their vendors to double their current investments of $4 billion; cumulatively the total investment would be to the size of $10 billion. The company is concerned
about technologies in critical areas especially in electronics, power train and light weighting. Presently, they are importing parts worth $2 billion annually. The tsunami in Japan brought a policy shift in the company to localise more high-end parts in India. They are interested in engaging with Canadian companies especially those who are/were supplying to Chemi Suzuki. Parts of interest are of power train - clutches, transmission, CVT, batteries, exhaust systems, light weighting technologies for fuel efficiency.

B. **Ford** inaugurated an integrated manufacturing facility comprising of a state-of-the-art vehicle manufacturing facility and an engine plant in Gujarat in March 2015. The US $1 billion facility shall help Ford double its annual installed capacity in India to 610,000 engines & 440,000 vehicles. The launch of the Figo in 2010 transformed Ford in India. Ford launched EcoSport, a compact SUV in June 2013 and has sold over 200,000 units so far. After the Ford Figo Aspire launched in August, the company will bring in the new-generation model of the Ford Endeavour in India by November 2015.

C. **Tata Motors** is investing US$2.2 billion in the next two years on product development, modernisation of its facilities, etc. and looking to raise $ 1 billion to fund its various expansion programmes. With the Tata Motors plan HorizonNext there was a change not only in strategy but also in the product portfolio. The Tata Zest was launched in September 2014, after which came the Bolt hatchback in January 2015 and the Tata Kite hatchback expected to be launched by the end of 2015 or early 2016. Future Products in pipeline include variants from Prima range, Ultra range of LCV, ACE variants, Nano CNG, refreshed car models.

D. **Renault** achieved cumulative sales of 43,384 units for the FY 2015. In a bid to increase its market share in the Indian market, Renault is currently working on several new products. The company, recently, launched its first compact MPV - the Lodge – and small car Kwid. After Kwid, it will enter some new segments. Renault-Nissan invested US$1 billion with partner Nissan to set up plant in Chennai with a capacity of up to 400,000 units per annum and is now looking at expansion of the existing plant at a total investment of USD 770 million.

E. **Volvo-Eicher** plans to invest USD 300 for product development, new test facility and a new engine plant among other things. VE Commercial Vehicles Ltd launched the Eicher Pro 6000 series big trucks in April 2015 with the new range including haulage and tipper trucks, marking the entry of Eicher brand into a new phase of growth and consolidation in the heavy duty truck market. With the new range, Eicher is eyeing a bigger pie in the heavy truck market and looking to increase its shares to 15% from the current 10%. The segment has largely been the stronghold of Tata Motors Ltd and Ashok Leyland Ltd.
Manufacturing Hubs

The automotive plants are spread across the country in six clusters viz. Delhi-Gurgaon-Faridabad-Pantnagar in the North, Mumbai-Pune-Nasik-Aurungabad (Maharashtra) and Sanand (Gujarat) in the West, Chennai-Bangalore-Hosur (Tamil Nadu and Karnataka) in the South and Kolkata and Jamshedpur in the East. Another cluster is in the making near Ahmedabad in Gujarat.

Many of the Indian companies comply with OHSAS 18001, ISO 14001, TS 16949 and ISO 9001. Also among them are 12 Deming, 4 Japan Quality, 15 TPM and 1 Shingo Silver Medallion winners.

Canadian participation in the auto sector in India is currently limited. There are more than 280 foreign collaborations with less than 25 from Canada.

There is a keen interest in Indian companies including OEMs and auto component manufacturers to seek partnership/tie-ups to meet global automotive standards. Besides the Indian companies, the other manufacturers with a global footprint - Japanese, Korean, American and other European countries are open for tie-ups.

There is an excellent opportunity for Canadian companies to turn from continental to global players. Indian companies are open to tie-ups for joint ventures, technology transfers, strategic alliances and financial collaborations here in India as well as in Canada.

Business Opportunities, Challenges & Market Access Considerations:

Consumer preferences have evolved from basic value-for-money products to technologically superior products at higher prices. This shift in demand has pushed the industry to upgrade their technological capabilities. Given the gap between the expectations of OEMs and current supply, up gradation is being done with the help of a foreign partner through technological alliances, joint ventures or acquisitions in India and abroad.

In the coming decade, driven by needs of safety, fuel efficiency and sustainability, the Indian automotive industry will undergo a metamorphosis of sorts. The major trends that will define the automotive industry in the decades ahead are:

- Future Technology: In view of the rising fuel prices and increasing expectations of Indian consumers for cost effective and fuel efficient vehicles, the Original Equipment Manufacturers (OEMs) would place greater thrust on two core areas-reducing vehicle weight and developing smaller engines but more efficient engines. Further, Government regulations on emissions will play a key role on the vehicular technology. Emerging global trends such as e-mobility will also impact on the Indian automotive industry.
• Cost optimisation: Mounting pressures on margins would put cost optimisation high on the industry’s agenda, which they would approach through local sourcing, local manufacturing and by having multi-plant operations. The globalisation objectives would lead to companies widening their presence, not just within domestic boundaries, but also across the global markets. The success stories of Indian companies who embarked on the acquisition route early on would encourage more auto players to aggressively focus on expanding their global footprint.

• Collaboration: The changing role of component suppliers will necessitate more investments in R & D, product innovation and faster response time OEMs' new product launch plans.

The new trends and technologies the Indian market wants to get engaged in are:

- Emphasis on innovation in technologies & processes
- Optimisation of IC engines to attain Euro VI standards by the year 2023.
- Emission free driving with fuel cells and battery powered vehicles
- Increasing use of Intelligent Transportation Systems
- Light weighting including increased use of plastic components
- Advanced manufacturing technologies including flexi production lines, Robotics.

**Investments**

The industry has attracted foreign direct investment (FDI) worth US$ 12,232.06 million during the period April 2000 to February 2015, according to the data released by Department of Industrial Policy and Promotion (DIPP).

Some of the major investments and developments in the automobile sector in India are as follows:

• DSK Hyosung has announced to set up a plant in Maharashtra and is planning to add 10-15 dealerships in the next financial year (FY 15-16) mostly in the tier-II cities and introduce more models in the 250cc segment.

• Germany-based luxury car maker Bayerische Motoren Werke AG’s (BMW) local unit has announced to procure components from seven India-based auto parts makers.

• Mahindra Two Wheelers Limited (MTWL) has acquired 51 per cent shares in France-based Peugeot Motocycles (PMTC).

• Suzuki Motor Corp is planning to sell the automobiles made in the Gujarat plant, in Africa.
• Tata Motors Ltd, India’s largest automobile maker, will sell trucks in Malaysia, Vietnam and Australia to strengthen its presence in the Asia-Pacific region.

7. Government Initiatives

A. The Government of India allows 100 per cent FDI under the automatic route. Excise duty on small cars, scooters, motorcycles and commercial vehicles was reduced in February last year to 8 per cent from 12 per cent to boost the ‘Make in India’ initiative of the Indian government.

Some of the major initiatives taken by the Government of India are:

• The Government plans to promote eco-friendly cars in the country i.e. CNG based vehicle, hybrid vehicle, electric vehicle and also made mandatory of 5 per cent ethanol blending in petrol.

• The government has formulated a Scheme for Faster Adoption and Manufacturing of Electric and Hybrid Vehicles in India, under the National Electric Mobility Mission 2020 to encourage the progressive induction of reliable, affordable and efficient electric and hybrid vehicles in the country.

• The Automobile Mission Plan for the period 2016–2026, designed by the government is aimed at accelerating and sustaining growth in this sector under the “Make in India” campaign. Also, the well-established Regulatory Framework under the Ministry of Shipping, Road Transport and Highways, plays a part in providing a boost to this sector.

B. India’s National Council for Electric Mobility (NCEM) has adopted the National Electric Mobility Mission Plan 2020 (NEMMP 2020), lays the vision, sets the targets and provides the roadmap for achieving significant penetration of electric vehicles (including hybrids) in India by 2020. The NEMMP 2020 has set a target of 6-7 million units of new vehicle sales of full range of electrified vehicles, along with resultant savings of liquid fuel of 2.2-2.5 million tonnes to be achieved in 2020. This will also result in substantial lowering of vehicular emissions and a decrease in carbon dioxide emissions by 1.3% to 1.5% in 2020 as compared to a status quo scenario.

C. Automotive Mission Plan 2016-2026

Ministry of Heavy Industries and Public Enterprises launched the roadmap for the industry for the next 10 years with its main features being:

  - Increase the passenger vehicle production from 3 million to 18 million and the turnover of the auto component industry from USD 38.5 billion to USD 223 billion by 2026.
- To be the engine of growth of “Make in India” and major contributor to “Skill India” programmes and be the global hub for small cars.

- Auto fuels and Emission norms - To attain EURO VI standards by the year 2023.

- Safety standards - Besides passenger safety to incorporate pedestrian safety by modifying the front crash area.

- National Electric Mobility Mission Plan - Provide incentives for EVs, Hybrids and Alternative Fuel Vehicles.

Policy and Market Access Issues:
The applied tariff rates for 2015-16 include: fully assembled cars and two-wheelers (HS8703; 8711) - 100%, Commercial Vehicle CBU's (Trucks & Buses) (HS8704)- 20%; and auto parts (HS8708) – 10%). For further details, see http://www.cbec.gov.in/customs/cst-0910/cst-main.htm. Octroi duties and excise taxes, which vary between states, also add additional challenges to intra-India trade.

Canadian Companies in India:
Canadian companies active in India include: Cummins Westport, Samco Engineering, Microsys Technologies, Husky Injection Moulding, Leggett and Platt, Prodomax, Woodbridge, Ontario Drive and Gear Ltd., TM4, Valiant Machines, Litens, Linamar and Multimatic.

Sub-Sector Identification
A. Opportunities for Canadian companies in terms of exports, technology transfers, strategic alliances, financial collaborations and JV’s exist in the following:

Passenger cars and MUVs

- Auto components like Body Parts, Sun Roofs, Retractable Mirrors, Interior - digital instruments and panels, trims, etc., Engines & Components - valve train, catalytic converters, turbo and superchargers, Manual and Automatic Transmission Parts, Anti-Skid devices, Anti-Theft systems, Cruise Control, Electronic Systems and Components,

- Machine Tools & Assembly Lines

- Inspection and Test Equipment

- Intelligent Transportation Systems
LCVs

- Ambulances
- Tools & Equipment, Dies and Fixtures & Assembly Lines

M & HCVs

- CNG/ Fuel cell technologies for buses
- Electric/Hybrid, technologies
- Bus body building including school bus bodies
- Heavy duty trailers
- Suspension systems for off road vehicles
- Dies and Fixtures
- Auto components – Composite body parts, Elastomers, Trims, Gear box parts, Engine components - piston and rings, bearings, valve train, timing chains, belts, turbo and superchargers, intercoolers etc.

Tractors

- Tractor mounted kits such as scrapers, air seeders, rock removal, rod weeders & culti-weeders, Skid Steer loaders - rotary angle brooms, snow blowers, post hole augers etc.

Others

- Surface Dressing Equipment: Kerb Laying Machine, Mobile Concrete Placer of 90/120 cu.m/hr cap, Electronic Paver Finisher
- Asphalt Recycling Train
- Mobile Bridge inspection
- Toll Collection & Traffic Control Equipment
- Fully Automatic, hydraulically operated, pre-cast segment moulds,
- Hydraulically operated self-propelled soil boring equipment with casing pipes for deep earth anchor and hydraulically operated rough terrain self-propelled 100 tons crane with telescopic boom.

B. Aside from auto parts, the market for advanced manufacturing technologies (AMT) involving the industry has strong export growth potential. Indian vehicle makers and parts makers want to continue their aggressive expansion and are searching for new ways to control costs and stay competitive in the global economy (i.e. efficient manufacturing processes and automation, global sourcing and risk sharing with suppliers). This creates opportunities for Canadian suppliers of advanced manufacturing technologies. Imported cars are coming in greater numbers to India, with homologation norms being relaxed for cars under $40,000 and as safety issues get stronger, it is definitely a good opportunity for Canadians.

**Case Study: Magna International Inc**

Canada's presence in India has been led by Magna International Inc, which is a subsidiary of Canada's Magna Steyr. They have JVs with Indian firms for manufacturing two-piece flexi-plate, mirrors, and oil and water pumps with aluminium housings, door closures and window regulators. They have set up their own plant at Chakan for a press assembly line.

Magna Steyr and Cosma are the Canadian company's engineering centres in India. The design centre in Pune provides complete vehicle development through production solutions for some of the world's largest automotive original equipment manufacturers (OEMs) including Audi, BMW, Daimler and GM for applications in the Indian and European markets.

**Canadian Government Contacts**

Canadian High Commission
New Delhi
Mail: india.commerce@international.gc.ca
Internet: http://www.india.gc.ca

Industry Canada
Aerospace and Automotive Branch
235 Queen St., 7th Floor,
Room 742D, Ottawa, ON K1A 0H5

**Useful Internet Sites**

- http://www.acma.in - Indian Auto Component Industry News
- http://www.autocarpo.in - Autocar Professional (Indian industry magazine)
Automotive Research Association of India (ARAI)

Parag Mengaji
Sr. Project Engineer

Survey No. 102, Vetal Hill, Off Paud Road, Kothrud, Pune - 411 038
Mobile: +1 2063275994 / +91 9960734693
E-mail: mengaji.aed@araiindia.com
Website : www.araiindia.com

COMPANY PROFILE:
The Automotive Research Association of India (ARAI) has been playing a crucial role in assuring safe, less polluting and more efficient vehicles. ARAI provides technical expertise in R&D, testing, certification, homologation and framing of vehicle regulations.

ARAI is the research association of the Automotive Industry with Ministry of Heavy Industries and Public Enterprises, Government of India. It works in harmony and complete confidence with its members, customers and the Government of India to offer the finest services, which earned for itself ISO 9001, ISO 14001, OHSAS 18001 and NABL accreditations.

ARAI is well-equipped with state-of-the-art infra-structural facilities and highly qualified manpower.

OBJECTIVES:
1. Electric/hybrid electric vehicles: Modelling and simulation, integration, certification testing and validation
2. Batteries: Simulation, certification testing and evaluation
3. Fuel cell: Fuel cell testing and test systems
4. Would like to meet people/organization working in the areas of EV/HEV and associated sub-systems / components particularly in R&D, certification testing, evaluation, modeling/simulation, test system developers / providers, technology solution providers, etc.
Society of Indian Automobile Manufacturers (SIAM)

Saurabh Singh Rohilla
Deputy Director

Core 4-B, 5th Floor,
India Habitat Centre,
Lodhi Road, New Delhi 110003
Mobile: +91 9717661010
E-mail: srohilla@siam.in
Website: www.siamindia.com

COMPANY PROFILE:

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

SIAM is an important channel of communication for the Automobile Industry with the Government, National and International organizations. The Society works closely with all the concerned stakeholders and actively participates in formulation of rules, regulations and policies related to the Automobile Industry.

With its regular and continuous interaction with international bodies and organizations, it aims to facilitate upgradation of technical capabilities of the Indian Industry, to match the best practices worldwide.

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

OBJECTIVES:

1. To look at Technology companies and collaborative research programs.
2. Special interest in hybrid and electric vehicle technologies to help Indian industry develop supply chain to cater to the Indian market
3. Explore technology options for the industry and policy framework to promote future technologies.
Action Batteries Private Limited

Samir Chaudhary
Director

C-105, Focal Point Extn.
Jalandhar-12, Punjab, India
Mobile: +91 9876860647
E-mail: actionbat@hotmail.com
Website: www.actionbatteries.in

COMPANY PROFILE:
Backed by over 38 years of experience in manufacturing of lead acid batteries for commercial market, owners embarked upon venture under the name & style of “ACTION BATTERIES Pvt. Ltd.” with a view to manufacture & supply high quality lead acid batteries for prestigious Govt. Departments like, Defence, Railways, Port Trusts, State Transports Undertakings etc. Action & Kaycee range of Maintenance Free Automotive Batteries have been developed according to DIN & JIS Standards to further enhance the existing Automotive Battery range.

OBJECTIVES
As we are manufacturing lead acid batteries for Electric Vehicle our experience showed up that the future is of Lithium ion batteries, so we are looking for a strategic partner or a collaborator who can help us in developing and manufacturing Lithium ion batteries in India for Electric Vehicles. We want to get tied up with some university too for technical guidance.
AxisCades Engineering Technologies Limited

Mahantesh Bandargal  
Vice President- Customer Relationships

1200 McGill College Avenue,  
Suite 1100, Montreal, Quebec H3B 4G7  
Mobile: +1-514-431-7185  
E-mail: mahantesh.b@axiscades.com  
Website: www.axiscades.com

COMPANY PROFILE:
Automotive industry globally is undergoing rapid transition. Among the driving parameters affecting change, key factors include rapidly growing economies, regulatory and competitive pressure requiring advances in areas of safety, emissions, engine technology and increasingly diminishing development windows and stringent cost reductions. These factors coupled with an increasingly competitive landscape have heightened the need for greater collaboration between OEMs and suppliers for better product, technology, process and business innovations.

AXISCADES with its core competencies and automotive domain expertise, is positioned as a preferred partner who can provide value across the entire product lifecycle. A proven track record of providing such value is illustrative of strong management practices and vast experience in terms of product design and engineering, scalability, quality and offshore and onsite development.

AXISCADES helps customer in localization of products and provide support from benchmarking to concept through production support, enabling OEMs and Suppliers to design and develop high quality and performance driven products with lower cost and shorter development cycle.

OBJECTIVE:
1. Provide green solutions for Quebec Automotive and Utilities supply chain
2. Explore Joint Go To Market opportunities for Emerging Markets
Devam Electric Vehicles Private Limited

Harit Gopalbhai Shah
Director

101, First Floor, Giriraj Complex,
Near Sardar Patel Statue, Naranpura,
Ahmedabad-380013
Mobile: +91 7046188888
E-mail: devamev@gmail.com
Website: www.devamev.com

COMPANY PROFILE:
Devam is a leading Manufacturer, Importer and Supplier of new generation Electric Premium Cars, Electric Rickshaws, Cargo Rickshaws, and Battery Operated Pedi Cabs etc. with style & with the Brand Name “Devam King & Devam Samrat”.

We are one of the few manufacturers and suppliers of electric Auto rickshaws which are fabricated using high quality raw materials sourced from reliable sources. This electrical auto rickshaw run on battery power and are widely known for their high strength, reliability and efficiency. It has proved to be a big income earner for drivers and the payback period is a few months.

These eco-friendly, pollution free, noiseless, cost effective, designer and stylish look and appeal make these products widely appreciated around the world. We are also planning to launch products powered by Solar Energy.

OBJECTIVES:
1. Motors
2. Batteries
3. Battery Management Systems
4. Light-weighting
EV Motors India Private Limited

Vinit Bansal
Managing Director

Vikram Gulati
VP Operations

E-5, 1st Floor,
Connaught Place,
New Delhi - 110001
Mobile: +91 9810417970
E-mail: vinit@ev-motors.com; vikram@ev-motors.com
Website: www.ev-motors.com

COMPANY PROFILE:
EV Motors India Pvt. Ltd. ("EVM") is a subsidiary of the US company VB Advisors Ltd. and is in the process of establishing an e-mobility solution for the Indian market. EVM provides a very unique value proposition for the Indian market which is potentially scalable at a global level. Its operations in Quebec will initially support the coordination activity with its supply chain partners for the initiatives in India. In later years the Quebec operations, in addition, will build an application/engineering centre to support the EV initiatives in Canada by leveraging the services and data analytics infrastructure that has been created for the Indian market. Provide end to end e-Mobility solution for smart cities in India including electric bus technology, creation of charging infrastructure, monitoring (Telematics & Data Analytics) of vehicle fleet and charging infrastructure along with ensuring continuous supply of electricity for charging of electric buses.

OBJECTIVES:
EVM’s focus is on providing electric buses for Indian cities along with creation of charging infrastructure and captive supply electricity promoting a cleaner environment.
They are looking to establish the electric mobility eco system within Cities in India through implementation of a unique business model that enables commercial viability of operating Electric Vehicles.
Future Hi Tech Batteries Limited

Dr. Gurinder Pal Singh
Chief Technical Advisor

C- 183, PHASE 8 -B, 
Mohali - 160001,
Punjab, India
Mobile: +1 (408) 679-9302
E-mail: gpsahib@aol.com
Website: www.futurehitechbatteries.com

COMPANY PROFILE:
Future Hi-Tech Batteries Limited is a manufacturing unit in India located at Mohali which promotes the production of Lithium ion batteries (LIB) and other auxiliary products. It was initiated in 2012 and then achieved a rapid growth over the years. It is engaged in manufacturing LIB based products customized for various applications, on commercial level. FHTBL is registered vendor of Govt. agencies such as: DRDO, COD, BEL, C-DAC etc. Our company is associated with top research institutes of India for Raw Material development and the installed machinery supports the production and installation of different Lithium ion cells and allied products. Under Brand name “future”, FHTBL offers various products such as:

Lithium ion Cells, Battery Packs for Specific customers, Power Banks (Model No. PB4400A, PB4400B, PB8800, PB11000, etc.), Hand Held Search Lights (F-35P3, F-55P4).
We assure quality and provide services for Product Testing and Customer Support.

OBJECTIVES:
To explore the possibility of licensing technology in following areas,
1. Lithium ion Battery materials
2. Lithium Ion battery manufacturing
3. Battery management System design (BMS)
HCL Technologies Limited

Baiju Nellamakada
Senior Sales Director - Americas

3250 West Big Beaver Road
Troy, Michigan 48084
Mobile: +1-248-736-7399
E-mail: Baiju.Nellamakada@hcl.com
Website: www.hcltech.com

COMPANY PROFILE:
HCL Technologies is a leading global IT services company working with clients in areas that impact and redefine the core of their businesses. Since its emergence on global landscape after its IPO in 1999 and listing in 2000, HCL Technologies, along with its subsidiaries, today operates out of 32 countries and has consolidated revenues of US$ 6.2 billion, for 12 Months ended 31st March, 2016. For the 21st Century Enterprise, HCL focuses on business model transformation, underlined by innovation and value creation, offering an integrated portfolio of services including BEYONDigital, IoT WoRKS, Engineering Services Outsourcing and Next–Generation IT & Operations (NGIT&O) that focuses on transformation–led integrated infrastructure services, applications services and business services. HCL leverages DryICE, its 3rd generation automation platform, global network of integrated innovation labs, and global delivery capabilities to provide holistic, multi–service delivery in key industry verticals including Financial Services, Manufacturing, Telecommunications, Media, Publishing & Entertainment, Retail & CPG, Life sciences & Healthcare, Oil & Gas, Energy & Utilities, Travel, Transportation & Logistics and Government. With 104,896 professionals from diverse nationalities, HCL Technologies focuses on creating real value for customers by taking ‘Relationships Beyond the Contract’. For more information, please visit www.hcltech.com.

OBJECTIVES:
1. Electric Vehicle Network Infrastructure related projects e.g. Engineering application software development, maintenance.
2. Data Analytics to support charging infrastructure e.g. from Charging post to back end cloud infrastructure for EVs
3. Battery management systems control unit related to BEV
4. Charging post control unit development and related projects related to PHEV (Plug-in Hybrid EV)
5. Supporting Quebec public utilities in their projects
6. Working with auto manufactures based out of Quebec
7. Principal companies that design and manufacture components for Electric Vehicles in Quebec
COMPANY PROFILE:

Mahindra Reva Electric Vehicles Limited based in Bangalore, India was started in 1994 as a Joint Venture between the Maini Group India and AEV LLC California, USA to manufacture environment friendly and cost effective electric vehicles. Mahindra & Mahindra, a US$16 B conglomerate in India, took a majority stake in Reva in May 2010.

Mahindra Electric (ME), as it is known today, is a global pioneer in affordable electric vehicle (EV) technology and was the first company to successfully commercialize electric cars in India. In addition, Mahindra Electric cars have been sold in 24 other countries across the globe. ME aims to mitigate the impact of pollution, climate change and oil dependency through the development and manufacture of affordable EVs and related EV products and services, providing consumers with Emission Free, Sustainable Personal Transportation.

OBJECTIVES:

To explore opportunities both on Technical & Business for collaborating in the area of electric vehicle power train, battery, embedded and charger technologies.
Maruti Suzuki India Ltd.

Mohammed Imran Khan
Manager – Hybrid and Electric Vehicle Department

Palam Gurgaon Road,
Gurgaon 122 015
Mobile: +91 9654997822
E-mail: MohdImran.Khan@maruti.co.in
Website: www.marutisuzuki.com

COMPANY PROFILE:
No. 1 Passenger car manufacturer in India with a market share of  46.7%
1,429,248 vehicles sold in 2015-16

We started out in 1982 in Gurgaon, Haryana. The year marked the birth of the Maruti Suzuki factory. India turned out 40,000 cars every year. The new Maruti Suzuki 800 hit the streets to begin a whole new chapter in the Indian automobile industry.

Today, Maruti Suzuki alone makes 1.5 million Maruti Suzuki family cars every year. That's one car every 12 seconds. It was about revolutionary cars that delivered great performance, efficiency and environment friendliness with low cost of ownership.

A team of over 13200 dedicated and passionate professionals that turned out 15 car models with over 150 variants. The drive is backed up by a nationwide service network spanning over 1500 cities and towns and a sales network that spreads across 1471 cities, 2 state of art factories, which together turn out 15 lakh cars annually. And a commitment to make Indian roads safer through a network of training infrastructure that imparts driving skills.

OBJECTIVES:
1. Electrified powertrain systems
2. Battery: Li-Ion similar battery companies, battery management system providers
3. Motor & Inverter: Electric Motor and inverter manufacturers typically PMSM etc
4. Charger: High voltage charging system manufacturers typically Chademo compliant
5. Other technology companies in the area of electric vehicle development
Sutlej Group India

Mr. K. S. Wilkhu
Director – Global Business & Innovation

5th Km Stone Kapurthala,
Jalandhar, 144 002
Mobile: +91 9855085513
E-mail: wilkhuks@sutlej.com
Website: http://sutlej.com/

COMPANY PROFILE:
Sutlej Group was incorporated in the year 1974 and has proved its competency as a leading Manufacturer and Supplier of Buses. Our product range comprises of Airport Buses, Sleeper Coaches, High Tech Luxury Coaches, Luxury Coaches and School Buses. Our product range also extends to Coach bodies, Seating System for Road and Rail. Our range is designed and developed using the best components from reliable sources. Sutlej, through its Group company Sutlej E-motive LLP has recently entered into Electric Mobility Solutions.

Kulwant S Wilkhu passed Graduation in Engineering in the field of Industry and Production in 1976 from PEC-NIT University, Chandigarh. He joined the family own Business Sutlej Coach Builders, as Works Engineer in 1976. Wilkhu led the team, and Sutlej entered into a Strategic Partnership with Swaraj Mazda Ltd and developed Japanese Technology Mini Buses for the Indian Market. To lead further, Sutlej Team developed India’s first Airport Low-floor-Tarmac, Integral Rear Engine Luxury Coach, Multi-Axle Double Integral Coach in 2000 and it became the first Indian company in the Indian Bus Industry to have a capability to manufacture Chassis less Buses. In 2007 Sutlej formed a Strategic Partnership with Daimler Ag, Germany and developed Mercedes Benz luxury coach for the Indian market with Co-Branding Mercedes Benz –SUTLEJ. Wilkhu also founded the Indian Association of Bus Manufacturers, a national level body to represent Bus Body builders in India. He signed an MOU with European Bus World in the EU to work together in improving Bus Industry in India. While working with ARAI, Wilkhu chaired and convened many committees to make safety standards for the Indian bus Industry. He was in the core committee to draft Safety Rules of Buses at par with Europe.

OBJECTIVES:
Sutlej Group is looking forward to meeting partners to work together in Electric Mobility Solutions for People and Goods, Globally.
Tata Motors Limited

Zoeb Altahussain Karampurwala
Assistant General Manager (Development)

Engineering Research Centre
Pimpri, Pune 411018
Mobile: +91 9028067339
E-mail: zoeb_K@tatamotors.com
Website: www.tatamotors.com

COMPANY PROFILE:
Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer with a portfolio that covers a wide range of cars, sports vehicles, buses, trucks and defence vehicles. Our marque can be found on and off-road in over 175 countries around the globe.

Tata Motors is part of the USD 100 billion Tata group founded by Jamsetji Tata in 1868. Tata Motors is India’s largest automobile company. We bring to the customer a proven legacy of thought leadership with respect to customer-centricity and technology. We are driving the transformation of the Indian commercial vehicle landscape by offering customers leading edge auto technologies, packaged for power performances and lowest life-cycle costs. Our new passenger cars are designed for superior comfort, connectivity and performance. What keeps us at the forefront of the market is our focus on future-readiness and our pipeline of tech-enabled products. Our design and R&D centres located in India, the UK, Italy and Korea strive to innovate new products that achieve performances that will fire the imagination of GenNext customers.

OBJECTIVES:
1. EV Batteries suppliers
2. Battery pack design engineering companies
3. Charging solutions
4. Traction system
TVS Motor Company Limited

Chithambaram Subramoniam  
General Manager R&D

Vutukuri Ramalingeswara Rao  
General Manager Purchase

Dipanjan Mazumdar  
Member R&D

Surajit Das  
Manager : R&D Adv Eng Grp

Jayalakshmi Estates V Floor, 8, Haddows Road, Chennai - 600006  
Mobile: +91 9944452581  
E-mail: cs@tvsmotor.com  
Website: www.tvsmotor.com

COMPANY PROFILE:
Founded in 1979, India’s TVS Motor Company, the USD 1.6 billion flagship company of the 100 year old, USD 7 billion TVS Group, is one of leading two-wheeler manufacturers and among the top seven in the world. The company has the widest range of products in the Indian two and three wheeler industry with exports to more than 60 countries worldwide. TVS Motor Company boasts of a rich talent pool of more than 7000 personnel and state-of-the-art manufacturing facilities at Hosur in Tamilnadu, Mysore in Karnataka, Nalagarh in Himachal Pradesh and Karawang in Indonesia. The company’s products straddle all industry segments with TVS Sport and TVS Star City+ in the economy motorcycle segment, TVS Phoenix 125 in the executive motorcycle segment , TVS Apache series RTR in the performance motorcycle segment. Jupiter, Wego, Scooty Zest 110, Scooty Streak, Scooty Pep + in the Scooter segment and XL 100, XL Super, XL Super Heavy Duty in the Moped segment. TVS King is India’s first 200 cc auto rickshaw with electric start and elegant styling, available in Petrol, LPG, CNG and Diesel versions. The company’s penchant for quality resulted in it becoming the first two-wheeler manufacturer to win the coveted Deming Award in 2002, and was declared as 'India’s most trusted Two Wheeler Brand' by the Brand Equity Most Trusted Brand Survey in 2012.

Srinivasan Services Trust (SST), the social arm of Sundaram-Clayton Limited and TVS Motor Company for charitable purposes was established in 1996. SST has won several awards in recognition of its achievements in the field of rural development and nation building, the most recent being the prestigious Times of India Social Impact Award on Advocacy & Empowerment in Corporate category in 2013.

OBJECTIVES:
1. To interact with EV and Hybrid vehicle manufacturers
2. To interact with EV and Hybrid component manufacturers to check feasibility for future collaborative parts development
3. To discuss with University / Faculties working in EV and Hybrid to check feasibility for future collaborative work
4. To interact with Vehicle Test Labs to identify areas of common interest and future work
5. Interact with Govt organisation and official to get their views on this area
Invest Quebec

Mitali Bandekar
Director India

Consulate General of Canada
IndiaBulls Finance Centre
Tower 2, 21st floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai 400013 India
Mobile: +91 9004082592
E-mail: Mitali.Bandekar@invest-quebec.com
Website: www.invest-quebec.com/mitalibandekar

André Tremblay
Project Manager India

600, de La Gauchetière Ouest, bureau 1500
Montréal (Québec) H3B 4L8
Phone: +1 514 873-7127
Mobile: +1 514 605-0733
E-mail: andre.tremblay@invest-quebec.com

COMPANY PROFILE:
Invest Québec is the go-to partner for international businesses thinking of locating to Québec. The Government of Québec has mandated Invest Québec (IQ), a state-owned corporation that is both a financial institution and an economic development agency, to work with various partners to seek out foreign investment and to follow the progress of multinationals already doing business in Québec. Since 1998, Invest Québec has provided more than 18,9 billion dollars in financing Québec and internationally-based subsidiaries in support of investment projects valued at over 86 billion dollars. For more information, please log onto: www.invest-quebec.com/mitalibandekar

OBJECTIVES:
Seek out foreign Investment in the Province of Quebec, Canada. For this we offer Incentives, Recruitment services, Fast track work permits, site selection, development of local partnerships and user friendly interface with local institutions.
Follow the progress of multinationals already doing business in Quebec and provide support for subsidiaries of foreign companies.
Provide financing to support Investment Projects in Quebec including loans, loan guarantees, equity financing, tax credits and other forms of assistance.
Government of Québec

Louis-Philippe Forget
Director ad interim
Québec Government Office in Mumbai
Consulate General of Canada
IndiaBulls Finance Centre
Tower 2, 21st floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai 400013 India
Tel: 91 22 67494483
Mobile : 91 99676 30353
E-mail: louis-philippe.forget@international.gc.ca
Website: www.international.gouv.qc.ca
www.mri.gouv.qc.ca

Marie-Michèle Brien
International Affairs Advisor, India Desk
Ministry of Economy,
Science and Innovation, Québec
380 Saint-Antoine West Street, 5th floor
Montréal (Québec) H2Y 3X7
Tel: +1 514 499-2199,
extension 3176 - 1 866 680-1884
E-mail: Marie-Michele.Brien@economie.gouv.qc.ca
Website: https://www.economie.gouv.qc.ca/
ministere/english/about-us/

COMPANY PROFILE:
The Ministry of Economy, Science and Innovation’s mission is to support business growth, entrepreneurship, science, innovation, export trade and investment. It also advises the Government with a view to favouring economic development in every region of Québec, with a perspective of job creation, economic prosperity and sustainable development.

The Québec Government Office in Mumbai exercises in India a mandate of promotion of trade, investment and cooperation in the fields of education and research, science and technology.

OBJECTIVES:
Advise and assist Québec companies seeking business opportunities in India.
Support Québec-India cooperation in the fields of higher education as well as science, technology, innovation and research.
Develop relations with Indian government authorities at the federal and state levels, to further India-Québec relations.
COMPANY PROFILE:
The Canadian Trade Commissioner Service (TCS) has 161 offices around the world and across Canada through which we gain market intelligence and insight, and uncover opportunities for Canadian companies. We assist to provide on-the-ground intelligence and practical advice on foreign markets to help Canadian companies ready for the global market to make better, more timely and cost-effective decisions in order to achieve their international business goals. Our Trade Commissioners provide expert advice and problem-solving skills—whether Canadian companies are looking at export, invest or partner. India today is a market in full bloom and the TCS offers excellent opportunities to Canadian clients through our 8 offices in India. For more information, please log onto: www.tradecommissioner.gc.ca/india

OBJECTIVES:
With the sole objective of helping Canadian companies do business in Canada and abroad, TCS services are offered free of charge to client companies and organizations.

If you are part of the Canadian business community, and contribute to Canada’s economic growth, have a demonstrated capacity for internationalization and have good potential to add value to the Canadian economy, you can benefit from our services.

We can help you successfully navigate the complexities of international markets, whether you’re looking to:
- export,
- establish your company abroad,
- tackle a market access issue,
- pursue a joint-venture or strategic alliance,
- participate in global value chain
- seek technology and R&D partnerships.