



- ⊗ Incorporated in October 2004.
- ⊗ Established with a view to offer the finest publication in the field of special interest publications.
- ⊗ Backed by
  - Shapoorji Pallonji Group – One of India's leading builders.
  - HDFC Ltd. (India's leading Financial Institution)
- ⊗ Launched the first magazine Smart Photography in March'05.
- ⊗ ACI magazine's launched in March'14.
- ⊗ Only publishing house having distinct titles in the automotive segment namely: Car India, Bike India, Commercial Vehicles, Auto Components India.
- ⊗ Currently 10 magazines exist in NGPL's portfolio.
- ⊗ First publishing house in India to have e-magazines.



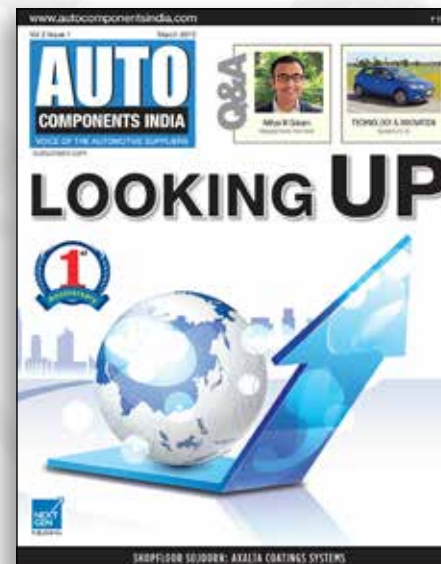
## Panel Discussion





Within just one year . . .

**AUTO**  
COMPONENTS INDIA





# Why ACI Magazine?



- After attaining success by differentiating (focused magazines: Car India, Bike India & CV) from other auto magazines, we launched Auto Components India in March 2014, with distinct focus, to tap one of the fastest growing auto component markets in the world.
- The Indian Automotive Industry, has been on a growing trend with a large number of Local & Global OEM's being introduced in the market. In 2014, there were over 3 ml passenger cars & 8 L CV's sold and, thus conversely creating more opportunities for the auto component industry.
- Some of the top Indian auto component manufacturers have enjoyed success and have expanded their business overseas. Top players like Manatec, Exide Batteries, Motherson Sumi, etc. have been in the forefront of such success stories.
- Auto Components India was launched with a focus of being the voice of the auto component industry.

- **Reader Requirements:**

- Looking for latest happenings in the auto industry from within & outside the country.
- Insights on the Indian Automotive market for multinationals looking at understanding & making in-roads in the Indian market.

- CEO's & Decision makers, Managers, Govt. officials, financial analysts targeting auto sector and key eminent personalities of the ACI industry.

- 93% of ACI readers are between the age of 25-65 years

- 87% of ACI readers are males

- 85% of all surveyed are income earners (Either professionals, self-employed or in service)

- 15% of all online ACI subscribers are from International market

- **Target Audience:**

- Original Equipment Manufacturers
- Component Makers
- Machine Tool Operators
- Related auto sector ancillaries eg Tyre Manufacturers, Paint Makers, Vehicle Body Builders, etc.

- The magazine reaches out to the top level management eg: CEOs, VPs, GMs, Entrepreneurs, Analysts, Shop Floor Managers, etc.



**COVER STORY**

## Growing Japanese Business in India

**Text: T. Mahesh**

Trade between countries can happen on several counts and the simplest of things is the export/import of goods and commodities. The next important aspect is one country investing in the other based on certain parameters that will be primarily win-win for both. However, there are certain initiatives made by a few countries that go beyond these regular expectations. India's relationship with Japan is one such thing.

State-wise Japanese Business Establishments in India

With a network of nearly 40 offices in Japan and more than 70 abroad, JETRO is positioned to help both overseas and Japanese companies develop their business. In addition to their trade and investment consultation services for businesses, trade associations, and individuals.

## Cover Story

## Technology & Innovation

**CORPORATE**

## Auto Ignition to enter Commercial Vehicle Segment

**Text: T. Mahesh**

Auto Ignition, one of the well-known names in the Indian automotive industry, is now expanding its business into the commercial vehicle segment. The move comes as a part of the company's strategy to diversify its product portfolio and cater to a wider customer base.

The company has recently launched its commercial vehicle division, which will focus on providing reliable and efficient power solutions for trucks and buses. This move is expected to strengthen the company's position in the Indian automotive market.

**TECHNOLOGY & INNOVATION**

## Mahindra launches 'Gusto'

**Text & Photos: Prakash TS**

Mahindra has launched its latest scooter, the 'Gusto', which is designed to offer a perfect blend of style and performance. The scooter features a sleek design and advanced engine technology, making it a popular choice among urban commuters.

The 'Gusto' is equipped with a 125cc engine and offers a mileage of up to 45 km per litre. It also features a disc brake and a 10-speed gearbox, ensuring a smooth and comfortable ride.

## Corporate

**SHOPFLOOR SOJOURN**

## Humongous Machines – hauling for mankind

**Text and Photos: Prakash TS**

Indian Railways that carry around 12 million passengers every day has grown by leaps and bounds over the last 160 years. Indian Railways, which had a modest beginning in 1853, has since then been an integral part of the nation, making the country proud of manufacturing all the engines and coaches locally. To understand the activities taking place in Central Railway's Locomotive Workshop at Pune in Mumbai, Auto Components India visited the work spot recently. It took nearly 4 hours to cover the workshop and understand the activities taking place there.

The workshop is a hub of activity, with various stages of locomotive manufacturing visible. Skilled technicians are seen working on the intricate components of the machines, ensuring they meet the highest standards of quality and performance.

## Shopfloor Sojourn

## Allied Industries

**ALLIED INDUSTRIES**

## NSR banks on Divinycell to lower weight and TCO

**Text: Prakash TS**

NSR has chosen Divinycell as its preferred material for manufacturing its new range of commercial vehicles. This decision is aimed at reducing the weight of the vehicles, which will lead to lower fuel consumption and overall total cost of ownership (TCO) for the customers.

Divinycell's lightweight and durable properties make it an ideal choice for commercial applications. By using this material, NSR is able to optimize the performance and efficiency of its fleet, providing a more sustainable and cost-effective solution for its customers.

## Interview

## Short Takes

## Special Report

## Focus

## Value Engineering

**Ramesh Suri**, the newly elected President of Automotive Component Manufacturers Association of India (ACMA), has taken over the reins at a time when the industry has probably bottomed out. Tasked with the responsibility of restarting the industry on the path to growth, the ACMA President tells *J Siskant* about his top priorities, the pain points of the industry that need to be addressed, and how ACMA is hoping to help industry get back on its feet.



### Wabco India renews commitment to Tata Motors' T1 Prima Truck Racing Championship



### Daimler Financial Services India appoints Fred Weick as new MD

## SPECIAL REPORT

### Varsha Forgings gears up to become a one-stop solution provider





Auto Components India is available for online reading on **Magzter**. Magzter is more than a mobile reading application. It is a platform for creating the digital edition of the magazines you love, delivering the exact same material you get in print – plus exclusive features like video, audio and live links – on your iPad, iPhone, desktop and laptop.

Alternatively, all Next Gen Publishing's titles are also available on **Readwhere**.

We are the first publication house to have our four automotive magazines – Car India, Bike India and CV (Commercial Vehicle) & ACI (Auto Components India) in a digital format. Thus you can read **Auto Components India** anytime on your iPad, Mac and PC.





Over the last decade, the Indian Automotive Industry has witnessed a paradigm shift, the resultant of which has made the industry one of the most profitable in the country.

- ❁ Largest Tractor Market in the World.
- ❁ Largest Two Wheeler market in the World.
- ❁ Largest Three Wheeler market in the World.
- ❁ Fourth largest exporter of passenger cars in Asia.
- ❁ Sixth largest Passenger Vehicle market in the World.
- ❁ Eighth largest Commercial Vehicle Market in the World.



***\*Data as per 2014***



- ✔ Ever-growing GDP Growth.
- ✔ India's huge geographic spread- ®Mass Transport System.
- ✔ Increasing road development.
- ✔ Increasing disposable Income with the service sector.
- ✔ Cheaper & easier finance schemes.
- ✔ Replacement of ageing vehicles.
- ✔ Increment in the no. of two wheelers & four wheelers.
- ✔ Increasing disposable income of rural agricultural sector.
- ✔ Growing concept of second vehicle in urban areas.
- ✔ India already becoming a R&D & export hub for auto majors.



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Auto Components India has a very able man at the helm- Mr.Bhargav TS. As one of the most respected automotive journalist in industry, his 7 years of experience provides the necessary impetus for a magazine like Auto Components India, still in its nascent stage.

*Mr.Bhargav TS. (Executive Editor)*

# Our Presence

**AUTO**  
COMPONENTS INDIA



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