

India's Automotive Industry Benefits from ITB Helping to Spread the Knowledge-Base

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Novi, MI ([PRWEB](#)) February 19, 2016 -- This past January, The ITB Group held two of its conferences in Pune, India. The Automotive Interiors and the Fuel and Urea Systems conferences were held with great success according to the conference participants. The events explored the needs of the Indian consumer as it relates to the development in the automotive interiors and fuel and urea systems. The accumulation of technical know-how, tackling local constraints and expanding the current business environment were key areas of focus at both events during which Indian automotive manufacturers and suppliers were able to consider diverse issues challenging the local industry.

The first to begin the conference marathon was Automotive Interiors on January 20th that was modelled after The ITB Group's long running cockpit and interior events in both USA (Detroit) and China (Shanghai). The highlight of the day was a keynote presentation by Mahindra and Mahindra whose presentation on "Smart Surfaces and Finishing" complimented their display, the newly introduced 2016 KUV 100 vehicle, during the conference. Attendees were able to view Mahindra's technology first hand in addition to having the opportunity to discuss the interior features directly with the company's engineers.

Automotive Interiors was divided into four key sessions: creating value at affordable costs, bonding approaches for interiors, components for vehicle interiors in India, and leveraging resources in India for superior interiors. These sessions included presentations from a variety of OEMs and suppliers including one from the conference sponsor, Benecke-Kaliko AG, who discussed the importance of how their technologies are able to provide "High Value Premium Comfort at Affordable Costs" to the Indian automotive market.

Also present at the conference were the Managing Directors of The ITB Group. One of the Managing Directors, Ms. Mitra O'Malley, mentioned that "We are thrilled to be party to this wave in India. The momentum and motivation we are witnessing is very encouraging. The participants are eager to learn and develop their capabilities and we at The ITB Group are proud to play a role in developing and expanding the expertise of the domestic participants."

This successful and anticipated event also had a wide variety of attendees including those from major OEMs (Daimler India Commercial Vehicles, FCA, Mahindra and Mahindra, Mercedes-Benz India, Tata Motors, and Volkswagen India) and suppliers: 3M India, A. Raymond, Adeka India, APPL Industries, Arkema, BASF, Benecke-Kaliko, Branson Ultrasonics, Bright Autoplast, Covestro India, Haartz Automotive, HB Fuller, IAC Group, Spectrus, Tata International, and Yanfeng India). Their participation and interaction at the conference created an atmosphere of naturalizing cooperation and harmony.

The second half of the Pune, India conferences was The ITB Group's Fuel and Urea Systems on January 21st and 22nd. This event was also modelled after The ITB Group's long-running conferences in the US (Detroit) and China (Shanghai). The ITB Group held its first fuel system conference in 2013 in Pune and for the 2015 conference, the scope for the presentations and discussions was expanded to address the latest developments, innovations, and trends shaping fuel systems and components, fuels, and regulations specifically related to cars,

trucks, and two-wheelers exclusively within the Indian automotive market.

Similar to Automotive Interiors, the Fuel and Urea Systems conference was divided into three topic sessions over a two-day period: component developments, SCR systems, and OEM perspectives. The keynote presentation was from the Automotive Research Associate of India (ARAI) regarding the “Perspectives of the Emission Control Strategies Aligning Emission Road Maps in India.” This focused presentation allowed the OEMs and Tier suppliers to view the emissions compliance strategies within India. ARAI also gave some insight into the legal regulations that need to be hurdled by automotive technological innovators as well as showcasing projected fuel and engine emission strategies within India.

The OEM perspectives session was especially informative with presentations by Ashok Leyland (trucks), TVS Motor Company (two-wheelers), Tata Motors, Volkswagen India, and Mahindra and Mahindra about light-duty vehicles. Volkswagen’s presentation provided key inputs about fueling difficulties for the German producer in the Indian market.

Attendees at Fuel and Urea Systems included those from OEMs (Ashok Leyland, Fiat India, FCA, Force Motors, General Motors India, Mahindra and Mahindra, Maruti Suzuki India Ltd, Mercedes-Benz India, Tata Motors CV and PV, TVS Motor Company, and Volkswagen India) and suppliers (A. Raymond, ARAI, Arkema, Avrand Plastics, Bosch, Cabot Norit, Continental, Delphi Automotive Systems, Eaton, Evonik, Flamingo Additives, Helvoet Rubber, Kautex Japan Corporation, Kautex Textron, Legris India (Parker), Kayser-Automotive Systems, Kuraray, Lyondell Basell, MGI Coutier Exotech, Nobel Automotive, Plastic Omnium, Premix OY, Radici Plastics, Raval ACS, Reutter GmbH, TI Automotive, Total India, and Voss Exotech) who were provided a platform to discuss product innovation and share their thoughts on future developments.

According to Raj Chokhawala, Business Development Manager at The ITB Group, “The conferences were appreciated by the participants and they are looking forward to such events taking place in the future in India.”

While the date for the next conference series in India is yet to be released, interested participants can subscribe to The ITB Group’s mailing list, which provides periodic announcements related to the company’s events and publications. To subscribe, visit the website (www.itbgroup.com) or contact The ITB Group directly for further details.

About The ITB Group:

The ITB Group, Ltd. is an international automotive technical/business consulting firm headquartered in Novi, Michigan, USA. It provides technical and business advice to OEMs, component and material suppliers in North America, Europe, and Asia. The company is a leading expert in the use of polymer materials for automotive applications. The firm further provides guidance for various forms of supplier transactions including technology licensing, mergers, and acquisitions.

Further background can be found at <http://www.itbgroup.com>.



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