

## The e-Automotive conference

“Strategizing electronic innovations to strengthen Indian automotive industry”

15<sup>th</sup> September 2017, Hall 7  
Pragati Maidan New Delhi

**Conference Day: Thursday 15 September 2017**

09:30 – 10:15 Registration

10:15 – 10:30 Welcome address and remarks from the chairperson

10:30 – 10:45 Opening keynote: The future of mobility in India

Presented by:

**Mr. Guruprasad Mudlapur**, Managing Director, **Bosch Automotive Electronics India**

10:45 – 11:00 Industry address and automotive research report introduction

Presented by:

**Mr. Ashish Kumar**, Partner, **EAC-Euro Asia Consulting**

11:00 – 11:15 Keynote address: Connected cars and recognizing the enterprise value of telematics

Presented by:

**Mr. Amit Jain**, CEO and Executive Director, **UNO MINDA, NK Minda Group**

11:15 -12:00 Panel discussion: Understanding the telematics ecosystem: How it will promote new alliances, roles and underlying principles among diversified competencies

- How traditional suppliers can revamp their capabilities to accommodate the modern demand
- Diversifying from the traditional - Scope of new alliance under connected environment
- Identifying new roles and business opportunities
- Managing technology development and functioning

Panel members:

**Mr. Vijay Raman**, CEO, **Autocentric**.

**Mr. Sirish Batchu**, Head, advanced electronics and digitalization (automotive and farm sectors), **Mahindra and Mahindra Limited**

**Dr. Ravi Damodaran**, President, technology and strategy, **VARROC Engineering Private Limited**

**Mr. Prem Antony**, Head, Information Technology, **Mahindra Reva Electric Vehicles**

**Dr. Madhusudan Joshi**, General Manager, **International Centre for Automotive Technology (iCAT)**

**12:00 – 12:15 Tea break and networking**

12:15 – 12:35 Keynote address: “Migrating from Combustion Engine to xEV”

**Topic brief:** *The migration from ICE to xEV is well underway. Motivations, regulations and market trends to be addressed in detail. Engine and transmissions efficiencies will be described while introduction xEV architectures. These include low voltage architectures up to 48V. Some OEM (end product) examples will also be shown. Finally, domain architectures will be described and the trends analyzed.*

Presented by:

**Mr. Robert Tan**, Senior Principal Engineer, automotive system application engineering, **Infineon Technologies**

**12:35 – 12:55**

**Keynote Address:** Reimagining passenger comfort - "Innovations via Mechatronics"

- New approaches towards flexible interiors - Reinterpreting modern vehicle interior
- Combination of mechanical, electric and electronic systems with sensor technology
- A modular system for all types of drives

Presented by:

**Mr. Ambarish Gupta**, Head, automotive electronics, **Brose India Automotive Systems Engineering Private Limited**

**12:55 – 13:15**

**Technical case study:** 2K system conformal coating for automotive

**Topic brief:** *During the case study, the speaker will present two automotive themed conformal coating case studies. The first case study relates to a customer application of a product historically selectively dipped in solvent-based acrylic with a desired production transfer to Mexico. The customer's new facility would be utilizing selective spray coating with automated optical inspection and the technology transfer was proving very difficult. The presenter will talk through his visit to the customer facility and identification of root cause before moving on to problem resolution. The second case study analyses a scenario for an automotive tier 2 OEM/supplier in which the customer wishes to remove their current solvent-based coating solution. Once again, the presenter will analyse the problem and explain his recommendations.*

Presented by:

**Mr. Phil Kinner**, Global Business/Technical Director, coatings division, **Electrolube**

**13:15 – 14:15 Lunch**

**14:15 – 14:30**

**Innovation spotlight: Disruptive automotive safety and security trends that will transform the Indian auto industry**

- Safety and security in the future for assisted and autonomous driving
- Assisted driver safety and passenger safety
- Managing complexity in ADAS due to active safety

Presented by:

**Mr. Suresh D**, CEO and CTO, **Spark Minda Technical Centre**

**14:30 – 14:45**

**Automotive disruption radar: 'Telematics in India- Trends and Opportunities'**

Presented by:

**Mr. Jeffrey Jacob**, Principal, **Roland Berger**

**14:45 – 15:00**

**Case study:** Expanding AUTOSAR architecture in safety and security applications

- Collision avoidance systems and architecture
- Perspective of active safety feature implementation
- Automotive active-safety and assistance systems via Advance Driver Assistance Systems (ADAS)

Presented by:

**Mr. Vasudeva Upadhyaya**, Country Engineering Manager, **Elektrobit**

**15:00 – 15:20 Case study:** Advance interconnect technologies in automotive electronics

Presented by:

**Mr. Ravi M. Bhatkal**, Managing Director, **Alpha Assembly Solutions, Cookson India Private Limited, a unit of MacDermid Performance Solutions**

**15:20 – 15:40 Case Study:** In-vehicle multimedia - Creating user-centric interface concepts for vehicle and driver interaction

- Managing driver information systems and smart phone integrations
- User interface and display solutions
- Telematics and connectivity
- Geospatial for navigation

Presented by:

**Mr. Arun Devaraj**, Head, **customer regional engineering India, Visteon Corporation**

**15:40 – 16:00 Case study:** Thermal management challenges in electric vehicles

**Topic brief:** *With the rapid adoption of electric vehicles (EV) comes some unique thermal challenges. The EV has different types of heat loads than internal combustion vehicles, particularly in the batteries and on-board electronics for power conversion and management that include the on-board charger, DC to DC converter and inverter. Dissipating these heat loads efficiently requires an innovative approach to thermal management including a smart thermal architecture and adoption of new cooling technologies.*

Co-presented by:

**Mr. Neel Mathews**, General Manager, new technologies, **Mahindra Electric Vehicles Private Limited**

**Mr. Avijit Goswami**, Director, **AAVID Thermalloy India Pvt. Ltd**

**16:00 onwards networking tea and exhibition visit**