

## 2<sup>nd</sup> edition of the e-Automotive conference

26<sup>th</sup> - 27<sup>th</sup> september, 2018, BIEC, Bengaluru

### Confirmed Speakers



**Guruprasad Mudlapur**  
Managing Director  
**Bosch Automotive  
Electronics India**



**Mahesh Babu**  
CEO  
**Mahindra Electric**



**Holger Schuh**  
Business Development  
Manager EIMEA Thermal  
Management Materials  
Henkel Adhesive  
**Electronics**



**Soumen De**  
EGM Operational  
Excellence  
**General Motors**



**Boris Golubovic**  
Vice President  
Marketing and Strategy  
Electronics Business  
**Littelfuse Inc**



**Atul Bansal**  
Head-Disruptive  
Innovation Cell  
**Twenty Two Motors Pvt.  
Ltd.**



**Suresh D**  
CTO, Spark Minda Group  
Companies & CEO  
**Spark Minda**



**Damodar Sahu**  
Digital Partner  
**Wipro**



**Prafulla Ghare**  
Deputy General  
Manager, Automotive  
Engine Business  
**Greaves Cotton Limited**



**Balaji Sethuraman**  
Deputy General  
Manager  
**Mercedes-Benz  
Research and  
Development India**



**RaviKiran Avvaru**  
CISO  
**Toyota Kirloskar Motor**



**Puneet Jain**  
Co-Founder & CEO  
**Grinntech Motors &  
Services**



**Maxson Lewis**  
Managing Director  
**Magenta Power**



**Venkateswarlu M**  
AGM, Lithium-ion  
Battery Technology  
Centre  
**Amara Raja Batteries  
Ltd.**



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# FUTURE OF AUTOMOTIVE MOBILITY

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electronica India



productronica India

## 2<sup>nd</sup> edition of the e-Automotive conference

The **e-Automotive conference** brings together top game changers and innovators under the automotive electronics industry for a comprehensive discussion around strategizing the best way forward to place India as the global hub of electronic innovation in automotive segment.

To understand the electronic trends in the Indian Automotive industry and the electric vehicle development the **e-Automotive conference** primarily focus on developing the scope of electronic applications, driving force of the India automotive industry in the coming few years.

The **e-Automotive conference** is the first step towards envisioning the future of the automotive industry in India!

### Key focus of topics

- ⇒ Industry 4.0 game changer in automotive industry
- ⇒ Road map of electric vehicles
- ⇒ Emerging innovations and challenges in integrated combustion engine
- ⇒ Revolutionizing automotive industry mobility: connected cars and IOT enable autonomous vehicles
- ⇒ Indian landscape of connected cars: EV in auto manufacturer perspective VS customer scenario

### Attending industries

- ⇒ Automotive
- ⇒ Electrical and electronic
- ⇒ OEM'S



Gold Partner



**Henkel** Adhesives Technologies is the global leader in adhesives, sealants and surface treatment solutions – across all industry segments worldwide. Headquartered in Navi Mumbai, currently, **Henkel** Adhesives Technologies India Pvt. Ltd. has a footprint comprising 6 manufacturing sites, 3 technical centers and an innovation center in India.

When it comes to developing innovative products to cater to e–mobility solutions, **Henkel** is a trusted partner of choice for customers in electronic and automotive industries – closely collaborating with the customers and involving as early as the design phase to offer added value across the entire value chain. For components like car cameras, we offer up to 10 different applications from lens–bonding adhesives to protective solutions for the processor. Our leading solutions, which include thermal compounds, structural adhesives, and functional coatings, make batteries cheaper and more effective. Our innovative applications protect automotive electronics, enabling better performance and a longer service life. Our material solutions provide maximum adhesion, ensuring durable and reliable assembly of a car’s frame, engine, power unit and interior.

Silver Partner



**Littelfuse** has evolved to be the No. 1 circuit protection brand in the world with well–established and growing platforms in power control and sensing technologies. Today, **Littelfuse** offers the industry’s most diverse and extensive portfolio of products fuses, semiconductors, polymers, ceramics, relays, sensors and more – serving the electronics, automotive and industrial markets. Each is manufactured to exacting standards of quality and backed by an unwavering commitment to technical support and customer service.

**Littelfuse** global vision, global team and global leadership are focused on three categories: Protect, Control and Sense. Collectively, they provide the strategic foundation to deliver innovations that help bolster your business and align with global megatrends.

**Littelfuse** displays its expanded portfolio of power semiconductor device offerings at the electronica India. With its recent acquisition of IXYS Corporation, **Littelfuse** demonstrates a broad technology portfolio that positions it as a Tier 1 supplier in the power semiconductor market.

Business Development Partner



**Fides Electronics Private** is electronic components distributor focussing on automotive sensors and IOT markets. Major products are position sensors, Gas sensors, Indoor air quality sensors, High quality sensor signal conditioners, Motor drivers etc. Apart from wireless products like LTE modules, Wifi modules, Bluetooth modules etc.



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# Conference agenda- 26<sup>th</sup> september, 2018

9:00 Registration and morning refreshments

10:00 Chairperson's opening remarks

10:05 Icebreaker session

Key learning expectations from participants

10:10 India 2030 electric cars – Game changer for digital India

- Future scope of electric cars in India.
- Challenges in adaptation of electric and hybrid cars in Indian landscape.
- Impact of electric cars introduction in Indian automotive industry.

**Damodar Sahu**, Digital Partner, Wipro

10:30 Keynote Session: Roadmap - challenges in the development of electric vehicles in India

- Discussion on challenges in developing e- vehicles ecosystem.
- Path way to develop sustainable and innovative technology in electrical vehicles.
- Ways and strategies for automotive companies to develop infrastructure and partnering strategies.
- Current policies by government in automotive sector.
- Discussion on customer perspective on electrical vehicles.

**Mahesh Babu**, CEO, Mahindra Electric

10:50 E-vehicles : The future of Indian Automotive sector

**Suresh D**, CTO, Spark Minda Group Companies

11.15 Presentation 1: EV product design

- Understand the difference between conventional and electrical vehicle's bill of process.
- Strategy of EV product development with efficient battery choice.
- Ideation of EV product design goal from consumer perspective.
- Know the unknown from proto failures of EV emerging design goals for battery: energy density; ageing in terms of cell capacity dispersion and whole capacity decrease.

**Atul Bansal**, Head-Disruptive Innovation Cell  
Twenty Two Motors Pvt Ltd

11:35 Networking break

12.00 Henkel emobility solutions - Driving towards sustainable future

**Holger Schuh**, Business Development Manager EIMEA - Thermal Management Materials, Henkel Adhesive Electronics

12:20 Scope of battery design and technology in automotive sector

*Need: Battery technology that is necessary to power the expanding EV market in India.*

- Scope of battery design and technology in automotive sector
- Battery resource availability v/s demand
- Trends in EV battery manufacturing and Indian market scope
- Strategies for partnering with Li-ion batteries manufactures for technology improvement and cost reduction

**Puneet Jain**, Co-Founder & CEO, Grintech Motors & Services

12:40 Revolution of automotive industry mobility: connected cars and IoT enable autonomous vehicles

*Need: "The emergence of Internet of Things (IoT) is shifting gears in the automotive industry. Automobile manufacturers aim to provide an effortless driving experience integrated with customers' connected lifestyle."*

- Discover how IoT turns vehicles into connected intelligent platforms for safety, security, infotainment and better vehicle management.
- Strategies for enhancements in these features that bring better customer experience and differentiation
- Thoughts on international technologies and trends in connected cars.

**Soumen De**, EGM Operational Excellence  
General Motors

13:15 Networking lunch



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# Conference agenda- 26<sup>th</sup> september, 2018

## 14:20 Technology maturity: challenging the automotive industry innovators

*"90% of car innovations and new features are driven by electronics, which account for 35%–40% of an average car's production cost".*

- Future OEM and high-tech automotive strategies
- Strategies to stand out from the crowd with adoption of new ADAS technology.
- Identification of arising competition from tech companies
- Strategies to keep pace with changing technology trends.
- Technology maturity of OEM's and decrease in product lifecycle challenges

**RaviKiran Avvaru, CISO, Toyota Kirloskar Motor**

## 14:40 The "Smart mobility": time to re-think on urban mobility

**Need:** *In the future the driving factor for mobility is convenience, even more than cost.*

- Transformation of transport industry with urban mobility services
- Opportunities in automotive vehicle fleet for transport
- Arising business models in urban cities for mobility

## 15:00 Panel Discussion : Is India ready for electrical vehicles?

*Reality check!! Are Indian customers ready to own electrical vehicles instead of hybrid vehicles?*

- Empathize the concern points of customers and automotive companies in developing ecosystem for E-Vehicles
- Hybrid vehicles v/s electrical vehicles
- Critical Aspects in promoting E-vehicles by companies
- Is India ready for full automated electrical vehicles

**Panel Moderator:**

**Balaji Sethuraman, Deputy General Manager  
Mercedes-Benz Research and Development India**

## 15.30 Deep Dive session

## 16.00 Networking break

## 16:30 BSVI Compliance changing the face of OEM's & Automotive Manufacturers"

- Status of air quality in India
- New emission norms(BS-VI), comparison of new norms with current norms.
- Discussion on broad technology road-map and its complexity to achieve the proposed norms
- Impact of BS-VI implementation on various aspects of business

**Prafulla ghare, Deputy General Manager, Automotive Engine Business, Greaves Cotton Limited**

## 17:00 Close of conference



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P.T.O

# Conference agenda- 27<sup>th</sup> september, 2018

9:00 Registration and morning refreshments

10:00 Chairperson's opening remarks

10:10 Icebreaker session

Key learning expectations from participants

10:20 E-vehicles charging ecosystem and development

**Need:** "The automobile manufacturers are moving towards E-vehicles ".Is India ready for E-vehicles mobility with suitable ecosystem.

- Strategies for developing an EV charging setup
- Challenges and opportunities in developing charging ecosystem
- Ways to set up charging grid and operating charge stations for ease of customer experience

**Maxson Lewis**, Managing Director, **Magenta Power**

10:50 E-mobility: safer & more efficient mobility by leveraging systems know-how

Vehicles continue to become safer by implementing a wide range of occupant safety features and advanced engineering techniques. That said, with the advent of E-mobility a new safety dimension needs to be considered. System design practices from other industries ranging from consumer electronics to power control systems are critical to assure reliable and safe deployment of E-mobility. These include protection against a wide range of electrical faults, as well as battery system safety solutions for all ranging from E-bicycles, E-motorcycles, to passenger & commercial EVs

**Boris Golubovic**, Vice President, Marketing and Strategy Electronics Business, **Littelfuse Inc**

11:20 Networking and refreshment break

11.50 Battery Technology and innovation for E-vehicles?

*"Batteries are also transforming expectations of what's possible with electric vehicles (EVs). Their use in the area of electric mobility has arisen as the world looks for lower-carbon transport solutions. Customers want fewer emissions, along with improved fuel efficiency. "*

- Understanding the future trends of Battery technology for E-vehicles
- Capacity versus charging speed
- Scope and challenges in developing faster charging battery technology and innovation
- Strategies for overcoming the shortage of battery making resources
- Alternatives of resources for improving efficiency of power charging

**Venkateswarlu M**, AGM, Lithium-ion Battery Technology Centre  
**Amara Raja Batteries Ltd**

12:20 Working with suppliers helps to foster best practice – How would you characterize supplier-OEM relationships?

- Strategies for developing trust and better supplier relationship
- Think the way forward- innovation through involvement
- Effective ways to identify best OEM manufactures for categorized parts.

**Challenges:**

- Empathizing the challenges on OEM suppliers.
- Way to support the OEM manufacturers and bringing the competitive advantages to foster the changing dynamics

12:40 Panel: Is customer centric manufacturing possible through contract manufacturing?

**Focus session 1:** Is customer centric manufacturing still ahead with changing mobility pattern in urban cities?

**Focus session 2:** Discussion on Indian's automobile demand shifts

**Focus session 3:** Can contract manufacturing make difference in the cost optimization pattern?

13:00 Close of the conference

# 2<sup>nd</sup> edition of the e-Automotive conference 2018



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### LOCATION AND DATE

26<sup>th</sup> - 27<sup>th</sup> september 2018

BIEC, Bengaluru

### CONTACT INFORMATION

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Website: www.e-automotivesummit.in

Mail this form to complete your registration process

**UBS FORUMS:** 201/2<sup>nd</sup> Floor, KSHITIJ Building, Above Raymond Showroom, Mira-Bhayander Road, Bhayander Thane - 401 105.

## REGISTRATION FORM

#### Indian delegates:

Early bird rates	Till 31 <sup>st</sup> July	Till 30 <sup>th</sup> August	Standard rate
Amount in INR	<input type="checkbox"/> 6,000	<input type="checkbox"/> 6,500	<input type="checkbox"/> 7,000
Group discounts available (The group discounts compound on top of the early-bird discounts) *Prices are in INR. Additional tax of 18% GST is applicable.			Your GST no

#### International delegates:

Early bird rates	Till 31 <sup>st</sup> July	Till 30 <sup>th</sup> August	Standard rate
Amount in EUR	<input type="checkbox"/> EUR 100	<input type="checkbox"/> EUR 110	<input type="checkbox"/> EUR 120
Group discounts available (The group discounts compound on top of the early-bird discounts) *Prices are in INR. Additional tax of 18% GST is applicable.			Your GST No

#### All payments must be received prior to the event dates

**Attire:** Formal business attire  
**Date:** 26<sup>th</sup> - 27<sup>th</sup> September, 2018  
**Time:** 10:00 am - 05:30 pm

**General information:** The fees cover participation in the event, lunch, tea breaks and certificate of participation.

**Confirmation details:** Joining details confirming your participation and invoice will be sent, once registration form has been received. Payments to be made within 5 working days of receiving the invoice

**Hotel bookings:** Whether you prefer an affordable or a luxury hotel. Our service travel partner will help you to find perfect overnight accommodation for your visit.

Please contact:- Mr. Sudip Sinha / Apar Yadav  
E-mail: sudipsinha@ith.co.in Tel : +91 97111 55780  
E-mail: conferences@ith.co.in Tel : +91 98119 70698

**Cancellations:** Once registration form is received; participation can't be cancelled. Cancellations carry a 100% liability and course materials will be send via e-mail. However substitutions of delegates are welcome any time before the conference date

#### Company information

Company name : \_\_\_\_\_

Address : \_\_\_\_\_

Main business/activity: \_\_\_\_\_

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#### Delegate details 1

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

#### Delegate details 2

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

#### Delegate details 3

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

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I am paying by demand draft bankers draft / cheque payable to **Messe Muenchen India Pvt. Ltd.**

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