

# ACMA Start-up Initiative

*1<sup>st</sup> Working Committee Meeting*

5<sup>th</sup> July 2021



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Strictly private and confidential

# Agenda

## Topic

## Duration

1 Opening address

10 mins

2 Pilot member introductions

60 mins

3 Key dates, next steps

10 mins

4 Q&A

10 mins

# ACMA Start-up Initiative

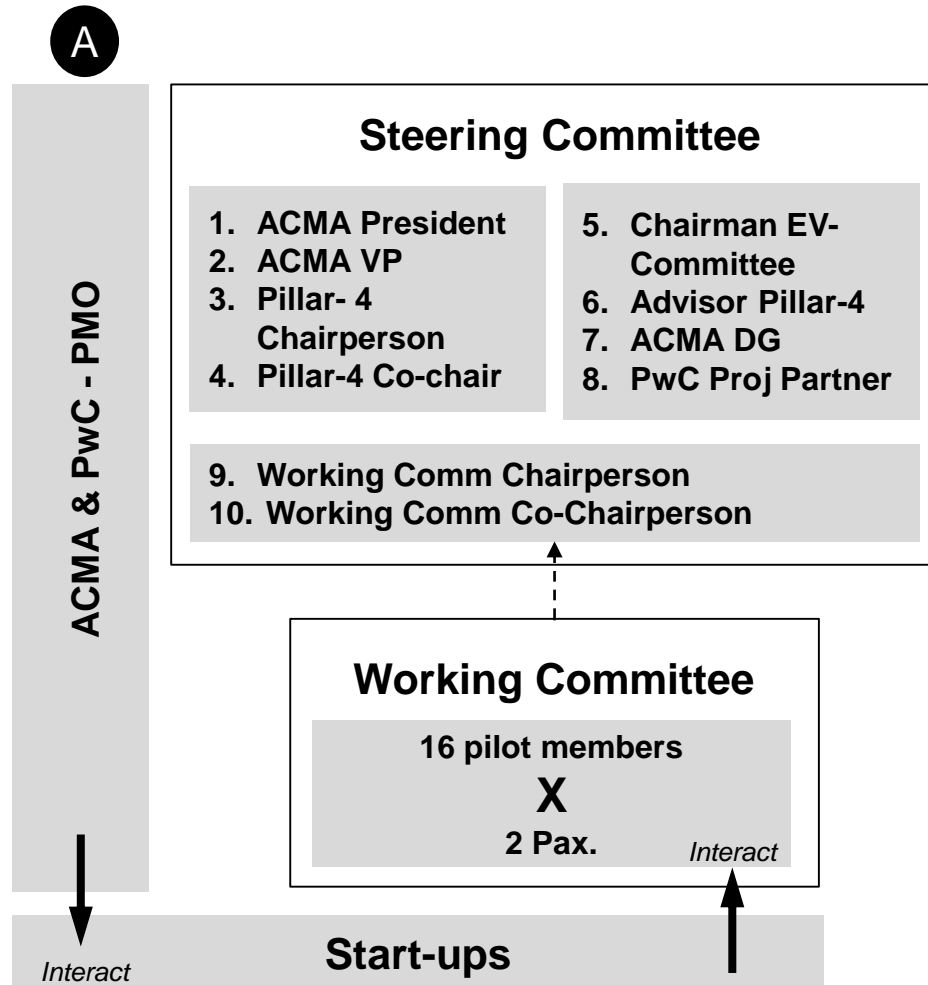
## Mission statement :

Build a **platform to drive innovation** in the automotive component industry by **leveraging automotive/mobility startups** for **efficiency improvement projects** or/and as **investment opportunities**

The **goal of this program** will be as follows:

- Understand, develop information, and assess the **startup ecosystem** relevant to the automotive component companies.
- Build **roadmap for auto component companies** on how to leverage startups.
- Selected ACMA Members (Pilot members) to leverage startups
  - ❑ Solution providers for efficiency and improvement projects
  - ❑ Investment opportunities with the startups on co-investment or individual basis
- **Build a vibrant community** with regular engagements, knowledge sharing sessions, innovation competitions

# Overall project governance



**B**

**Steering Committee**  
Enable decisions

- Review and approve rules of engagement proposed by PwC
- Review program progress, provide guidance
- Resolve escalations brought forth by working committee chairperson

**C**

**Working Comm. Chair & Co-chair**  
Build consensus

- Elected chairperson and co-chairperson to head working committee
- Facilitate consensus building and decision making (problem statements, investment themes)

**D**

**Working Committee**  
Ideate, Collaborate, Evaluate

- Build consensus on business priorities and investment themes (3 problem statements and 3 investment themes per wave)
- Decide on grouping of members against problem areas
- Jointly evaluate start-up pitches/ideas with PwC
- Develop consensus (through voting) on shortlisted start-up partners for efficiency improvement/investment partnerships - 1<sup>st</sup> shortlist and final shortlist
- Comply with rules of engagement

# Criteria for Chairperson and Co-Chairperson

1. Holistic view of the business. Been in P&L leadership position for at least 10 years+.
2. Past engagement and experience of having worked/ invested with startups. Understanding of startup mindset and culture.
3. Realistic expectation and understanding of the objectives of the ACMA Auto & Mobility startup initiative. Committed to make this program successful.
4. Consensus builder. Patient. Good listening skills. Ability to positively influence the group with their knowledge and thought process. Ability to move the group towards a decision
5. Good interpersonal and networking skills ; Articulate and good communicator. (past responsibilities with ACMA)
6. Willing to put group interest over personal or company interest



## Working Comm. Chairperson



**Name:** Satish Machani

**Designation:** Chairman & MD of Stumpp, Schuele & Somappa Springs (SSSS) and all subsidiaries of the group

**Email:** satish@ssssprings.com

**Phone:** 9880002048

**Current Role:** Satish is the grandnephew of Machani Somappa. Satish plays a significant role in ACMA as the Chairman of Karnataka & Hosur Chapter and in the Executive Committee. He has taken up an active part as Vice Chairman of XEv Mobility and therefore is at the frontlines of standardisation in the sector. Under his leadership, the SSS group has grown into a multi-business enterprise with over INR 600 Cr in manufacturing turnover and INR 1200 Cr in consolidated revenues while clocking an annual growth rate of 15%. Satish continues to work with state and central government agencies, auto industry lobbies and international OEMs to promote the stature of Indian R&D and design across multiple elements of the manufacturing supply chain. His efforts have been realized by international partners like Mitsubishi, Murata, Togo, Mutitech, Daewon, etc. As the chief mentor of SSS Defence, Satish has essayed a stellar role in the vision and direction of the firm that opened new vistas. The organisation was inculcated with a start-up mindset that prioritized home grown R&D, compliance to global standards and agility in addressing customer requirements.

**Qualifications:** Satish holds a Masters in Industrial Engineering from Bradley University, Peoria.

## Working Comm. Co-Chairperson



**Name:** Kiran Manohar Deshmukh

**Designation:** Chief Technology Officer, Sona Comstar

**Email:** kiran.deshmukh@sonacomstar.com

**Phone:** 9810016163

**Current Role:** Mr. Deshmukh has over 40 years of experience in automotive components manufacturing. He is responsible for new technology partnerships and building competencies in manufacturing excellence.

He joined Bharat Gears as a Graduate Engineer Trainee and worked in Heat Treatment, Production, Design, and Furnace Design. In 1987, he joined Sona Koyo Steering Systems Ltd. Since then, he has held various positions including Chief Operating Officer, Dy. Managing Director, and Executive Vice Chairman. At Sona Koyo Steering Systems, he spearheaded Company's implementation of Toyota Production System (TPS), Total Quality Management (TQM), and Total Productive Maintenance (TPM). He led the Company to be the recipient of the Deming Prize, TPM Excellence Awards. For 3 years, he headed Sona Skill Development Centre as its MD. He is a member of the core group that drives the Visionary Leaders for Manufacturing Program (VLFM) and is the Module Director and faculty for the Module on breakthrough management. VLFM was jointly launched by IIM (Calcutta), IIT (Kanpur), and IIT(Madras) in association with CII.

**Qualifications:** BTech in Metallurgical Engineering from IIT, Bombay

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# The 16 ACMA pilot members *(in alphabetical order)*

**Abilities India Pistons & Rings Ltd**

**Anand Automotive Ltd.**

**JK Fenner (India) Ltd.**

**JBM Auto Ltd.**

**Lucas TVS Ltd.**

**Lumax Group**

**NRB Bearings Ltd.**

**Pricol Ltd.**

**Rockman Industries Ltd.**

**Sandhar Technologies Ltd.**

**Sansera Engineering Ltd.**

**Sellowrap Industries Pvt. Ltd.**

**Sona Comstar**

**SSS Springs Pvt. Ltd.**

**Suprajit Engineering Ltd.**

**Yazaki India Pvt. Ltd.**



# Abilities India Pistons & Rings



**Name:** Tushar Arora

**Designation:** CEO

**Email:** tushar@aippistons.net

**Phone:** 9810605793

## **Current Role:**

Mr. Tushar joined the company in 2010. Two and a half years of his major work at Abilities was spent in working with the ACMA Engineering Excellence Cluster under the guidance of Mr. C. Narasimhan. This cluster preached lean machines, not just lean production, which included drastic improvements in the coolant system, hydraulic system, electrical systems. This was followed by a ZED cluster, Low-Cost automation cluster & HR cluster in 2019-2020, for significant improvement in employee engagement, digitization, automation, Industry 4.0 implementation.

He is Responsible for strategic planning for short and long term growth of the company.

## **Qualifications:**

He completed his Bachelor's degree in Electrical Engineering from Virginia Tech and did MBA from Pittsburgh. In between, he worked for two leading American MNC for four years.



**Name:** Mahesh Jain

**Designation:** Plant Head

**Email:** mj@aippistons.net

**Phone:** 9810269524

## **Current Role:**

Before joining AIP, Mr. Jain worked for 6 years in two multinational companies. He is Six Sigma black belt holder. His expertise includes Aluminium casting, machining & QMS. He leads all the ACMA Cluster programs in the company like Unido Cluster, Advance Cluster, Engineering Excellence, ZED cluster & LCA Cluster etc.

Under his able leadership & skill AIP has been bestowed with lot of awards & rewards like Rajiv Gandhi National Quality Award & many more. He has played a significant role in increasing productivity, improving rejections and streamlining operations in the plant from procurement to dispatch.

## **Qualifications:**

He is a Mechanical Engineer with rich experience of 31 years and joined company in 1996.

# Anand Automotive



**Name:** Sunil Kaul

**Designation:** Group President and Chief Technology Officer

**Email:** sunil.kaul@anandgroupindia.com

**Phone:** 9850049025

## **Current Role:**

Mr. Kaul is responsible for the Excellence-in-Manufacturing, Innovation, ANAND House of Quality, Sustainability initiatives and for the group's Emerging Automotive Technology, start-ups in Multi Material Composites with FAR-UK; Transmissions with MAZARO, Belgium and JV with Mando Corporation for 2-3W EV components.

He is part of the group's Strategic Growth Council, M&As. He has been an integral member of ANAND for the past 35 years and has held various positions of increasing responsibility.

## **Qualifications:**

Degree in Mechanical Engineering and a Certificate in Management Education Networking from Stuttgart Institute of Management & Technology.



**Name:** Umesh Shah

**Designation:** Sr. V.P. & Head, Group Corporate Strategy & Planning

**Email:** umesh.shah@anandgroupindia.com

**Phone:** 8888826741

## **Current Role:**

Mr. Shah is responsible for driving inorganic growth / M&A activities for ANAND and group companies. He is part of the Strategic Growth Council at ANAND, which focuses on M&A, Technologies, Innovation & Strategy related to Future Mobility. He has been the COO & Business Head of Commercial Vehicles & Railways Business Unit, Gabriel India Ltd. for over 5 years.

In the role of COO, he has been responsible for the driving business growth both, domestic & exports, P&L and managing operations performance. At Gabriel, he is responsible for driving companywide strategic initiatives & growth projects.

## **Qualifications:**

He is a Mechanical Engineer from Pune University. He holds a Masters in Industrial Engineering from Ohio, USA and an MBA from the Michigan State University, USA

# JK Fenner



**Name:** V Sundar

**Designation:** Business Head

**Email:** vs@jkfenner.com

**Phone:** 9840971751

## **Current Role:**

Mr. Sundar is currently in JK Fenner as Business Head, prior to this he worked in Gates Unitta India as Managing Director for 12 years.

He worked with many organizations like Inox Air products Ltd as Chief Executive – South; WIMCO as General Works Manager; Screws and Fasteners division of GKW as General Works Manager, Senior Consultant in Management Consulting Division of ABC Consultants; GKN Group-UK; and Rane power steering limited.

## **Qualifications:**

He is B.E. Mechanical from University of Madras; Master's in Marketing management from Mumbai University; Certified Automotive Quality professional from BSI; Six Sigma Green Belt from Exemplar Global



**Name:** Chandrasekar Ranganathan

**Designation:** Head of Digital Transformation

**Email:** chandrasekar.vr@jkfenner.com

**Phone:** 9790928371

## **Current Role:**

Mr. Ranganathan has over 25 years of experience in Business & IT consulting and execution. He is experienced in delivering and leading Digital Transformation programs across clients in manufacturing, supply chain in India, North America and UK. He is currently leading the Digital Transformation at JK Fenner India Ltd., responsible for bringing in technology into business transformation and making JK Fenner Future ready.

He has written whitepapers on Delivered Thought Leadership and Point of View articles on Future of Retail, Future of Airports and Future of Transportation & Logistics industry.

## **Qualifications:**

He is a Chartered Accountant by profession and brings in a unique value of understanding both Business and IT skills which is a key to deliver Digital Transformations today.

# JBM Auto



**Name:** Sandip Sanyal

**Designation:** President, Strategic Growth Areas, JBM Group, Member of the Board of Directors for JBM Auto Ltd

**Email:** sandip.sanyal@jbmgroup.com

**Phone:** 9873061180

## **Current Role:**

Mr. Sanyal is currently leading the OEM division of JBM Group consisting of premium buses, e-buses, etc. He is also mentoring and supporting development of key strategies and policies as a member of the JBM Group Supervisory Board. He has been closely associated with the operations ranging from supply base, market strategy, product development, launch and distribution.

He has held senior management positions at Ford, Maruti Suzuki, TATA Motors, etc. As Executive Director at Ford India, he has been instrumental in mentoring the company's \$1 billion mega Automobile and Engine project in Gujarat with his role in identification, finalization and Government liaisons for setting up the Ford Sanand manufacturing facility.

## **Qualifications:**

B.Tech from IIT, Kharagpur followed by Post Graduation Diploma in Business Management (PGDBM) from XLRI, Jamshedpur.



**Name:** Rakesh Razdan

**Designation:** Chief General Manager and Head Strategic Growth Areas, JBM Group

**Email:** rakesh.razdan@jbmgroup.com

**Phone:** 9582218997

## **Current Role:**

Mr. Razdan is a key member of the JBM Group engaged in formulating and anchoring the 5-year growth plans through organic & inorganic routes. He is currently leading the Strategy at the group level for new businesses like Conventional buses, Electric Mobility and EV Aggregates. This includes identifying key partners for concerned businesses and driving the collaborative approach for proactive partnership.

Under his stewardship, JBM has successfully entered long term partnership with global industry leaders in the EV ecosystem with the purpose of indigenizing the technology and supplier base for offering global products. He is the member of the Board of Directors for JBM Green Energy Systems Limited, a new venture for manufacturing advanced Lithium-ion battery systems for mobile & stationery applications.

**Qualifications:** Mr. Razdan has rich and varied experience of 26 years in automotive tier-I across different functional roles in Design, Product Development, Marketing, Business Development, Exports, Sourcing and Strategy. He is B.E. (Mech.) from NIT Durgapur.

# Lucas TVS



**Name:** Babu K S V

**Designation:** Business Head : e-Mobility, Automotive Motors, Cooling Solutions and Exports.

**Email:** babu.ksv@lucastvs.co.in

**Phone:** 8130794577

## **Current Role:**

Mr. Babu has 32 years of diverse experience in the Automotive Industry. He is working with Lucas TVS for over 5 years. He worked in Bosch Limited for 26 years.

He has a few Product inventions & patents to his credit and has developed large business in unexplored markets of China, Korea, Turkey and Latin America. He has put in place mid & long term strategies and product road maps for each business vertical. In EV, he has put in place strategies to locally design, develop and manufacture various types of BLDC & PMSM traction motors, hub motors and a range of motor controllers.

**Qualifications:** He is a Mechanical Engineer with distinguished academic excellence and a University Gold medalist. He has an MBA in Financial management and a PGP in General Management from IIM, Bangalore.



**Name:** Ravinder Sharma

**Designation:** President responsible for 2W Business vertical

**Email:** ravinder.s@inel.co.in

**Phone:** 9894006472

## **Current Role:**

Mr. Sharma is working with Lucas TVS Ltd as President responsible for 2W Business vertical and India Nippon Electricals Ltd. They Design, Develop and manufacture the Engine Electricals & Electronics Products for Automotive ,Small Engines ,Whitegoods Products/solutions in different facilities. They Manufacture various Products E.g., AC Generators, Ignition Coils , Regulators and rectifiers, Starter Motors ,Various Sensors ,Display Units ,Controller ,ECU ,EV Motors etc.

Mr. Sharma started his career from Eicher Research Centre in R&D dept in mid 80s and later joined Denso India. He worked in Denso for 23 years. Later he worked for Varroc Engineering as the Business Head responsible for Electrical div & overseas Unit for 5 years. During this association he worked for setting up future growth strategy and successfully preparing organizations for going public.

**Qualifications:** Mechanical Engineer & MBA with industry experience of 37 years.



# Lumax Group



**Name:** Todd C. Morgan

**Designation:** Chief Technology & Innovation Officer

**Email:** todd.morgan@lumaxmail.com

**Phone:** +420 603 888 425

**Current Role:**

After more than 30 years with Ford, Visteon and Varroc, where Mr. Morgan most recently held the role of Senior Vice President of Product Development, He joined Lumax Industries Limited as Chief Technology and Innovation Officer based in the Czech Republic. In this newly established role, he will lead the adaptation of leading-edge lighting technologies for the Indian market, as well as to open new doors for Lumax globally. He will also be focused on enhancing Lumax's technical competence in all key engineering disciplines as the lighting industry transforms to a more complex integrated system into the future.

**Qualifications:**

After graduating with an engineering degree from Purdue University in 1990, Todd Morgan joined Ford Motor Company as a manufacturing engineer in the United States. In 1994, Todd began his experience in the design of exterior lighting systems which took him on international assignments to Japan, France and is now located in the Czech Republic



**Name:** Vikas Marwah

**Designation:** CEO

**Email:** vikas.marwah@lumaxmail.com

**Phone:** 9810302051

**Current Role:**

Mr Marwah is the Chief Executive Officer at Lumax Auto Technologies Ltd. Lumax Group is a 4000-crore automotive conglomerate serving top OEM's. He joined Lumax Group as Chief Strategy Officer in 2018 and was elevated to CEO position in 2020. He is Maverick marketing professional listed amongst India's top 50 CMOs by World Brand Congress. He has a Unique career profile straddling manufacturing, infrastructure and automotive service sector. He has a past Experience of working with Global & Indian Brands in Marketing and operations at: Varroc, Sona Koyo Steering Systems - JTEKT India, Orix Auto, Hertz India, Easy Cabs Radio taxi, Sixt, JK Tyre, Goodyear. He is also current member of Haryana CII Council.

**Qualifications:**

He has post qualification professional experience of around 3 decades, primarily for Indian Automotive industry. He is Skilled in Strategic roadmap making, Change & business transformation, Marketing Management, Negotiation, Product Lifecycle Management, Budgeting, and Business Planning.

# NRB Bearings



**Name:** Saravanan Muthiah

**Designation:** Heads the Engineering function and is responsible for both product and process engineering aspects

**Email:** Saravanan.Muthiah@nrb.co.in

**Phone:** 9840167920

## **Current Role:**

In his current role at NRB Bearings Ltd, Dr. Muthiah heads the Engineering function and is responsible for both product and process engineering aspects.

Mr. Muthiah has over 26 years of experience in the Automotive Industry primarily in the areas of New Technology Evaluation, Powertrain Simulation/Testing, Vehicle Fuel Economy & Performance Development and Homologation. Dr. Muthiah has worked with various automotive OEMs (Maruti, GM & M&M) and academia (Pennsylvania Transportation Institute) in India and abroad. In his last role at M&M as Head of Advanced Technology, he was responsible for new technology evaluation and development for 5 sectors – Auto, Farm, Agri, Powerol and Trucks/Buses. He has extensively worked with both individual inventors and startups for technology evaluation.

## **Qualifications:**

He completed his B.E. in Mechanical Engineering from Delhi College of Engineering in 1995 and MS and PhD from Penn State (USA) in 2001 and 2006 respectively.



**Name:** Ravi Teltia

**Designation:** CFO

**Email:** ravi.teltia@nrb.co.in

**Phone:** 9810229979

## **Current Role:**

As CFO of NRB Bearings, Ravi is aiming to bring high levels of business optimization and success and instill the mentality to strive for consistent improvement. Recently, CEO Insights has shortlisted Ravi for the Top 10 CFO's of 2021

Mr. Teltia has over 22 years of rich professional experience in the positions of CFO, Finance Business Partnering, Financial Controller. He has spent 11 years with Philips and worked in different capacities including Finance Business Partner- Healthcare division, Corporate Finance Controller and Head of Finance Philips Lumileds. Previously he had worked with Tata Chemicals and Surya Roshni. As a pioneer in the stratum, Ravi has played a crucial role in the success of all the organizations he has been part of.

## **Qualifications:**

Specialization in the areas of P&L Management, Strategic Finance, Forecasting, Project Management, Compliance, Internal Controls & Risk Management.

# Pricol



**Name:** Siddharth Manoharan

**Designation:** Head - Strategy & Special Projects

**Email:** siddharth.manoharan@pricol.co.in

**Phone:** 7540041406

## **Current Role:**

Mr. Manoharan currently heads the Strategy and Special Projects for Pricol Group of Companies. He is also a Director in Pricol Engineering Industries Limited.

## **Qualifications:**

He holds an MBA with Honors jointly from MIT Sloan School of Management and Fudan University, specializing in strategy.



**Name:** Shyam Das

**Designation:** Manager - Business Strategy

**Email:** shyam.das@pricol.com

**Phone:** 7397733922

## **Current Role:**

Mr. Das currently works with Pricol Limited as a Business Strategy Manager. He has more than 10 years of experience in investment banking and strategy, with previous experiences in HSBC, Aranca and Cognizant.

# Rockman Industries



**Name:** Amit Vijay

**Designation:** Head- Strategy

**Email:** avijay@rockman.in

**Phone:** 9560590092

**Current Role:**

Mr. Amit Vijay is currently leading Strategy function at a leading auto components manufacturer Rockman Industries (part of \$ 6 Bn Hero Group). At Rockman, he is driving diverse initiatives from Long Term Strategic planning to Diversification Exercises for the group. He has been instrumental in Rockman group's diversification into Electronics, Passenger Car Alloy Wheels and Carbon Composites. He has led several JVs, TTAs and M&As end to end at Rockman/ Hero Electronix during his tenure of 7+ years here. He is also a Director on the board of Rockman Advanced Composites (earstwhile Moldex Composites) and holds P&L responsibility to grow this business vertical of Rockman Industries.

**Qualifications:**

He is a Mechanical Engineer from IIT-BHU, Varanasi and an MBA (Finance) from AIM, Philippines. He brings 18+ years of versatile experience across Business Strategy, Business Development/Diversification, Joint Ventures, Partnerships, Mergers & Acquisitions, Marketing and PR, Corporate Performance Management, Business Process Improvement and Management Consulting etc.



**Name:** Tej Bambra

**Designation:** Cluster Head- North Region

**Email:** tbambra@rockman.in

**Phone:** 8141603099

**Current Role:**

Mr. Tej Bambra is currently heading the North Cluster as the Cluster Head at Rockman Industries. He is heading the Operations for the three plants in the capacity of a Business head, responsible for profitability of a turnover of approx. 1000Cr. per annum. He is responsible for the QCDD of all three plants catering to prestigious Domestic and Export customers across the Globe.

**Qualifications:**

He is a Tool Engineer from the prestigious Indo German Tool Room Lucknow followed by Post Graduation in Quality Management from ICFAI. He brings 32+ years of versatile experience across specialization in the business of Aluminium Die Casting, covering all areas such as High Pressure, Gravity and Low Pressure Die casting. He has been a 2<sup>nd</sup> generation Entrepreneur for 25 years as a supplier of precision Die Cast components to all major Automotive and non-Automotive Tier 1 Casting Industries around the NCR.



# Sandhar Technologies



**Name:** Mukesh Malhotra

**Designation:** Advisor at Sandhar Technologies Ltd, Gurugram, Haryana and leading one of their Korean JV company Sandhar Daewha Automotive Systems, Manesar, Haryana

**Email:** mukesh.malhotra@sandhardaewha.com

**Phone:** 9810409887

## **Current Role:**

Mr. Malhotra has over 4 and half decades of experience in managing automotive supply chain. His career started with Escorts Ltd., Tractor Division, from there he moved to Hero Honda Motors Ltd., for longest time and then to Mahindra & Mahindra for a short stint and then moved to Honda Motorcycles and Scooters India Pvt. Ltd., from here, he joined Samvardhana Motherson Global, Dubai. He has been responsible for developing new alliances with local and global suppliers to enhance organization's strategic sourcing proposition. He has also led the implementation of the SAP MM Module as a project leader in Hero Honda Motors Ltd.

## **Qualifications:**

He is a Mechanical Engineer and has enhanced his professional skills while training at AOTS, Japan in the program titled as PCCM - Problem Configuration and Clearance Methodology, course in Supply Chain Management at IIM, Ahmedabad and Leadership Management course from IIM, Calcutta.



**Name:** Dillip Kumar Naik

**Designation:** Head – SCID and Corporate R&D

**Email:** dillip.naik@sandhar.in

**Phone:** 9818084605

## **Current Role:**

Mr. Naik has dealt with products like Automotive Steering/Handle Locks, Door Locks, Rear View Mirrors, Evaporative Emission Control Systems, Mechanical Control Cables, Gear Shift-Select levers, Window Regulators & Electro Mechanical automotive switches. Apart from R&D activities, he also drives the PLM project (Centralized Data Control & Management) & IP related activities (Patent Filing & maintaining) across Sandhar Group, the present company where he has been for more than 12 years now.

## **Qualifications:**

He is a graduate Mechanical Engineer with MBA (Master of Business Administration) and having more than 28 years rich industrial experience mostly in Auto Components manufacturing Companies in India. His areas of expertise are in Product Design & Engineering, R&D, New Product Development, Rapid Prototyping, testing & product validation.



# Sansera Engineering



**Name:** Vidyadhar J

**Designation:** Head- Engineering

**Email:** vidyadhar@sansera.in

**Phone:** 9901277244

**Current Role:**

From April 2007 to 2019, Vidyadhar worked in Sansera Engineering Pvt Ltd as BD Head. During this tenure, he included many new customers (Domestic & Overseas) in portfolio.

From 2001-2007 at Bosch Ltd, He was Head-Spark Plug Design & Development. The team was Center of Competence (COC) for Small Spark plugs for Bosch Worldwide business. He was instrumental in getting the entry in to HONDA for Bosch, Spark Plug 2Wh, Business.

From 1994-2000 at Bajaj Auto Ltd. Overseeing the compliance of vehicles to Emission norms, Engine performance enhancement by designing the improved drive line systems, were the key accomplishments.

From 1990-1994 He was at Bharat Earth Movers Ltd and worked in R&D for the development of an 8 Ton lifting capacity Wheel loader, a first of its kind project in BEML.

**Qualifications:** BE Mechanical, from Basaveshawara Engineering College , Bagalkot, affiliated to Karnataka University



**Name:** Satish Kumar

**Designation:** Head – Business Development

**Email:** satishkumar@sansera.in

**Phone:** 9860090190

**Current Role:**

Mr. Kumar has been associated with Sansera from 1988. In the first stint, he worked with Sansera during the inception stage from 1988 to 1994. Joined back Sansera in 2004 to set up a green field project in Chakan Pune. After setting up the plant, was responsible for operations of Sansera Plant from 2005 to 2018. During this period, He also handled Business Development activity for West Zone.

From 2019, moved to Corporate functions in Bangalore as head of Business Development. Presently responsible for the Business Development and Marketing activities of Automotive Business of Sansera in Domestic as well as Overseas markets.

Earlier, from 1994 to 2004, had the opportunity of being associated with the Auto Component Business Unit of Kirloskar Oil Engines, Khadki Pune. Initial 5 years, as a part of Manufacturing team, later on from 1999 to 2004, was responsible for Export Marketing of auto components.

# Sellowrap Industries



**Name:** Saurabh Poddar

**Designation:** Managing Director of Sellowrap Industries Pvt Ltd, Director – Sellowrap EPP India Pvt Ltd

**Email:** saurabh@sellowrap.com

**Phone:** 9820184139

## **Current Role:**

Mr. Poddar Joined the family business in 1993 and since then has played a key role in enhancing the company's growth.

Sellowrap® today is highly competitive supplier, manufacturing cellular foam products, blow films and moulded plastic components. Its expertise lies in creating premium die-cut processed components with and without self-adhesives. Sellowrap is equipped with great engineering talent, the state-of-the-art manufacturing facility, complimented with Design and R&D Centre well equipped with latest technology and softwares. Products Manufactured: SIPL: - Door Water Deflectors, NVH Solutions, Foam Insulations, Vacuum Formed, Thermoformed, Plastic Injection moulded, PU moulded parts. SEIPL:- Bumper Core, Sunvisor Core, Tool Kit, Seat Core, Floor pads and foot rest.

**Qualifications:** A Commerce Graduate from Delhi University



**Name:** Jay Ghosh

**Designation:** President Sellowrap Industries Pvt Ltd

**Email:** jay.ghosh@sellowrap.com

**Phone:** 9820021352

## **Current Role:**

Mr. Ghosh has more than three decades of experience predominantly in Business Development and Sales & Marketing of Auto component (Bearings, Wheel Rims, Tires, BIW parts, Hot forming parts and Trim), Worked with companies like FAG Bearings, Fenner India, Steel Strips Wheels, Bridgestone Tyre. He is Currently associated with Sellowrap Industries taking care of Business Development.

**Qualifications:** He is a Mechanical Engineer and has graduated from Indian Institute of Engineering Science and Technology (formerly known as B.E.College, Sibpur).

# Sona Comstar



**Name:** Kiran Manohar Deshmukh

**Designation:** Chief Technology Officer

**Email:** kiran.deshmukh@sonacomstar.com

**Phone:** 9810016163

**Current Role:** Mr. Deshmukh has over 40 years of experience in automotive components manufacturing. He is responsible for new technology partnerships and building competencies in manufacturing excellence.

He joined Bharat Gears as a Graduate Engineer Trainee and worked in Heat Treatment, Production, Design, and Furnace Design. In 1987, he joined Sona Koyo Steering Systems Ltd. Since then, he has held various positions including Chief Operating Officer, Dy. Managing Director, and Executive Vice Chairman. At Sona Koyo Steering Systems, he spearheaded Company's implementation of Toyota Production System (TPS), Total Quality Management (TQM), and Total Productive Maintenance (TPM). He led the Company to be the recipient of the Deming Prize, TPM Excellence Awards. For 3 years, he headed Sona Skill Development Centre as its MD. He is a member of the core group that drives the Visionary Leaders for Manufacturing Program (VLFM) and is the Module Director and faculty for the Module on breakthrough management. VLFM was jointly launched by IIM (Calcutta), IIT (Kanpur), and IIT (Madras) in association with CII.

**Qualifications:** BTech in Metallurgical Engineering from IIT, Bombay



**Name:** Praveen Chakrapani Rao

**Designation:** Vice President - R&D

**Email:** cpraveen@sonacomstar.com

**Phone:** 9791032141

**Current Role:** Mr. Rao is responsible for design and development of Electrification products including 48V Belt Starter Generator, Traction Motors and Controllers for two, three and four wheelers.

He has over 28 years of experience in Automotive domain in the fields of Machine Building, Advanced Manufacturing, Product Development, Program Management and Sales & Marketing. He has been closely involved in the setting up of overseas assembly operations in the US, China, and Mexico.

In the last few years, he has been busy building a team of over 120 Engineers in multi-domain areas such as Machine Design, Software, Hardware, Functional Safety, Application and Systems Engineering. He is passionate about in-house development of world-class platform-based products for the growing electrification market in India.

**Qualifications:** Mr. Rao is a graduate in Mechanical Engineering from BMS College of Engineering, Bangalore and MS in Management Systems from BITS Pilani. He has undergone extensive stints at Visteon USA in product engineering.

# SSS Springs



**Name:** Satish Machani

**Designation:** Chairman & MD of Stumpp, Schuele & Somappa Springs (SSSS) and all subsidiaries of the group

**Email:** satish@ssssprings.com

**Phone:** 9880002048

**Current Role:** Satish is the grandnephew of Machani Somappa. Satish plays a significant role in ACMA as the Chairman of Karnataka & Hosur Chapter and in the Executive Committee. He has taken up an active part as Vice Chairman of XEv Mobility and therefore is at the frontlines of standardisation in the sector. Under his leadership, the SSS group has grown into a multi-business enterprise with over INR 600 Cr in manufacturing turnover and INR 1200 Cr in consolidated revenues while clocking an annual growth rate of 15%. Satish continues to work with state and central government agencies, auto industry lobbies and international OEMs to promote the stature of Indian R&D and design across multiple elements of the manufacturing supply chain. His efforts have been realized by international partners like Mitsubishi, Murata, Togo, Mutitech, Daewon, etc. As the chief mentor of SSS Defence, Satish has essayed a stellar role in the vision and direction of the firm that opened new vistas. The organisation was inculcated with a start-up mindset that prioritized home grown R&D, compliance to global standards and agility in addressing customer requirements.

**Qualifications:** Satish holds a Masters in Industrial Engineering from Bradley University, Peoria.



**Name:** Gnana Kumara Swamy

**Designation:** Senior Mobility Consultant

**Email:** gnanakumar.s@ssssprings.com

**Phone:** 9845332025

**Current Role:**

Working on high-technology projects with over 21+ years in Automotive Electronics and Industrial Electronics Domain. Currently working as a Mobility Consultant with Stumpp Schedule & Somappa Pvt Ltd, also Co-founder of ARMIS Research & Development Pvt Limited working with various Japanese Universities in bringing innovations on various technologies like Power Electronics, Motors, Inverters, Chargers, Wireless Chargers, Converters(DC-DC) , Image Processing, ADAS, FPGA, Robotics , Advanced Control Systems & more.

Previously, was associated with Bosch for over ten years. At BOSCH he was responsible as DGM/Senior Product Manager/Senior Manager for IOT Asset Management in Predictive Maintenance of Assets and Security solutions using camera for assets tracking.

**Qualifications:** A Dual Bachelor's Degree in Mechanical Engineering by choice and interest from BIET Davangere, AMIE in Electronics Engineering and an Executive MBA in Product Management from PES University in association with Institute of Product Leadership



# Suprajit Engineering



**Name:** Akhilesh Rai

**Designation:** CSO

**Email:** akhilesh@suprajit.com

**Phone:** 9741224650

## **Current Role:**

Director, Chief Strategy Officer of Suprajit Group. Leads functions of Strategy, M&A, Digitisation, Systems & Controls, Special Projects and IT. Also manages start-up Investments for the company and Suprajit Family Trust.

## **Qualifications:**

Electrical Engineer with an MBA from London Business School. 5 years of IT experience in US and India, followed by 10 years in Suprajit.



**Name:** Praveen S Rao

**Designation:** VP-Sales & Marketing

**Email:** praveenrao@suprajit.com

**Phone:** 9611138639

## **Current Role:**

Mr. Rao has more than 3 decades of experience across industries engineering and automotive spanning Sales & Marketing , Manufacturing Operations and Strategy.

Key Organizations include Larsen & Toubro Limited, Deutsche Babcock, Amararaja Batteries (JCI-JV) , Flowserve & Caparo.

For the last 3 years in Suprajit he has held the position as VP-Sales & Marketing.

## **Qualifications:**

Mr. Praveen Rao is a Mechanical Engineer with a Postgraduation in Finance (IFMR) and Manufacturing Management(BITS).



# Yazaki India



**Name:** Prashanth Nayak

**Designation:** Managing Director

**Email:** prashanth.nayak@in.yazaki.com

**Phone:** 9822036738

## **Current Role:**

Mr. Nayak is responsible for Yazaki's India business. Yazaki India produces wiring harness, wiring harness components, clusters, mobility services and has plants in 8 locations with around 10k employees.

## **Qualifications:**

He graduated with an MBA from IIM Calcutta and his Bachelor's engineering degree from NIT Karnataka. He is currently based at Pune.



**Name:** Balaji Mohan

**Designation:** Business Unit Head (Mobility, EI, HV)

**Email:** balaji.mohan@in.yazaki.com

**Phone:** 9444069141

## **Current Role:**

Mr. Mohan has an experience of 22 years in the Automotive industry. His Job profile in Yazaki includes being Responsible for EI (Electronics and Instrumentation), Wiring harness & component business for Electric vehicle and Mobility business in Yazaki India.

## **Qualifications:**

BE Mechanical

# Agenda

## Topic

## Duration

1 Opening address

10 mins

2 Pilot member introductions

60 mins


3 Key dates, next steps








10 mins

4 Q&A

10 mins

# 60-Day Project Work Plan

 Key meetings

SL	Activity/Deliverable	Owner	Start Date	End Date	Wk-0	Wk-1	Wk-3	Wk-4	Wk-5	Wk-6	Wk-8	Wk-9	Wk-10
					Mon 31-May	Mon 7-Jun	Mon 14-Jun	Mon 21-Jun	Mon 28-Jun	Mon 5-Jul	Mon 12-Jul	Mon 19-Jul	Mon 26-Jul
1	<b>Project Setup</b>		<b>12-May</b>	<b>31-May</b>									
1.1	Project kickoff call with ACMA Pillar 4 Chairperson	PwC		20-May									
1.2	Contracting	PwC/ACMA	12-May	31-May									
1.3	30-day Work Plan, Online Survey questionnaire, Starter Pack	PwC	12-May	24-May									
2	<b>One-on-one meetings with pilot members</b>		<b>1-Jun</b>	<b>23-Jun</b>									
2.1	Get final list of pilot members from ACMA Secretariat	ACMA		20-May									
2.2	Schedule calls with pilot members	ACMA		26-May									
2.3	Conduct 1:1 Calls with pilot members	PwC	<b>1-Jun</b>	<b>10-Jun</b>									
2.4	Share survey questionnaire with pilot members	PwC	16-Jun	23-Jun									
2.5	Collate and analyze expectations questionnaire from all pilot members	PwC	21-Jun	23-Jun									
3	<b>Formalization of Working Committee and Formal Kick-off</b>	ACMA		<b>22-Jun</b>									
4	<b>Workshop and Wave-wise roadmap and startup evaluation framework</b>		<b>25-May</b>	<b>22-Jul</b>									
4.1	Define structure and agenda of the workshop	PwC	25-May	5-Jun									
4.2	Content creation for workshop	PwC	5-Jun	29-Jun									
	Identify and finalize PwC experts as workshop speakers	PwC	5-Jun	18-Jun									
	Review and Finalize workshop details (PwC Internal)	PwC		29-Jun									
4.5	Pre-workshop meeting with Working Committee	PwC/ACMA		<b>5-Jul</b>									
4.6	Conduct Workshop 1	PwC/ACMA		<b>12-Jul</b>									
4.7	Conduct Workshop 2	PwC/ACMA		<b>28-Jul</b>									
5	<b>Startup Outreach and Initial Repository</b>		<b>24-May</b>	<b>13-Aug</b>									
5.1	Research and creation of database	PwC	24-May	13-Aug									
5.2	Outreach and solicit information from startups for profiling	PwC	24-May	13-Aug									
5.3	Connect with Israel and Germany team to get information on relevant startups (VDA and other agencies)	PwC/ACMA	1-Jun	9-Jul									
5.4	Create startup evaluation framework	PwC	1-Jun	9-Jul									
5.5	Ongoing review of startups (Internal PwC) - Every Friday	PwC	21-May	13-Aug									
6	<b>Portal Creation</b>	ACMA		<b>13-Aug</b>									
7	<b>Rollout of Wave 1 Challenge Rounds</b>	PwC		<b>18-Oct</b>									

We are here

# Key dates proposed – next 1 month

Activity	Tentative Period/Date	Agenda outline
1:1 meetings with pilot members	<b>1 June 2021 - 10 June 2021</b>	<ul style="list-style-type: none"> <li>&gt; PwC presents trends in how global and Indian automotive component players are engaging with startups</li> <li>&gt; PwC provides a refresher on the program overview, timelines, and governance setup</li> <li>&gt; ACMA members share their expectations from the program and prior experience engaging with startups on efficiency/investment opportunities</li> </ul>
Rollout of survey questionnaire with pilot members	<b>16-June- 23 June 21</b>	<ul style="list-style-type: none"> <li>&gt; ACMA Pilot Members will be request to submit the filled questionnaire within 1 week of rollout</li> </ul>
<b>Working Committee Meeting #1:</b> pre-workshop	<b>05-July-21 (2 – 3:30 PM)</b>  <b>1.5 hours</b>	<ul style="list-style-type: none"> <li>&gt; All 32 working committee members (16 x 2 pax) meet - Working Comm Chairperson and Co-chairperson address</li> <li>&gt; Team Introductions</li> <li>&gt; PwC shares the workshop agenda, next steps</li> </ul>
Workshop 1	<b>12-July-21 (1 - 5 PM)</b>  <b>4 hours</b>	<ul style="list-style-type: none"> <li>&gt; 2 Training sessions: How to engage with startups, capabilities required to leverage startups</li> <li>&gt; PwC presents findings from 1:1 meetings and survey questionnaire</li> <li>&gt; Pilot members finalize problem statements – PwC facilitates</li> </ul>
Workshop 2	<b>28-July-21 (1 – 5 PM)</b>  <b>4 hours</b>	<ul style="list-style-type: none"> <li>&gt; PwC to present: Finalization of how challenge rounds will be conducted, evaluation framework, initial startup assessment</li> <li>&gt; 1-2 Pilot Member to share experience of working with startup</li> <li>&gt; 2 Training sessions: Evaluation and screening of startups, due diligence etc.</li> </ul>
<b>Working Committee Meeting #2 - Post Workshop Update and 1st list of initial startups</b>	<b>06-Aug-21 -2 hours</b>	<ul style="list-style-type: none"> <li>&gt; PwC provides update on workshop outcome, startup evaluation status – presents 1st list of initial startups that are being considered for investment outreach/ challenge rounds</li> <li>&gt; Demonstration of portal status by vendor for challenge roll-out</li> </ul>

# Workshops 1 & 2

## Workshop 1 Agenda : 12<sup>th</sup> July (1PM – 5 PM)

## Duration (Mins)

Introduction	15
Knowledge series 1 – Trends in automotive & mobility and the role of start-ups	75
<i>Break</i>	15
Knowledge series 2 – Engaging with start-ups; capabilities required to win	60
PwC to present – Priority areas/ investment themes highlighted as most important by pilot members	30
<i>Break</i>	15
Brainstorming and voting for problem statements	30

**4 hours**

## Workshop 2 Agenda : 28<sup>th</sup> July (1PM – 5 PM)

Recap of Workshop-1 , Q&A	15
PwC to present - Finalization of how challenge rounds will be conducted, evaluation framework, initial start-up assessment	60
1 or 2 Pilot Member to share experience of working with start-up	30
<i>Break</i>	15
Knowledge series 3 - Evaluation and screening of start-ups	60
Knowledge series 4 - Modes of Start-up engagement, Due Diligence etc	60
	<b>4 hours</b>



# 1<sup>st</sup> Workshop

Agenda : 12<sup>th</sup> July 2021 (1-5 PM)

Sl	Session	Details	Speaker	Duration
1	<b>Opening session</b>	<ul style="list-style-type: none"><li>Working committee chairperson and co-chairperson welcome members</li><li>PwC details the agenda and structure of the workshop</li></ul>	Mr. Satish Machani Mr. Kiran Deshmukh Mr. Kavan Mukhtyar	15 mins
2	<b>Trends in automotive &amp; mobility and the role of start-ups</b>	<ul style="list-style-type: none"><li>PwC team: trends in automotive &amp; mobility industry; how players globally are trying to traverse trends</li><li>Use cases where start-ups are functioning globally</li><li>Overall start-up ecosystem, challenges that start-ups face, how to meaningfully engage with start-ups</li></ul>	Mr. Kiran Deshmukh PwC Team & Pilot Member	75 mins
		<b>Break</b>		15 mins
3	<b>Engaging with start-ups; capabilities required to win</b>	<ul style="list-style-type: none"><li>PwC team: how have automotive players engaged with start-ups</li><li>Learnings &amp; challenges while engaging with start-ups</li><li>PwC team: Capabilities required to effectively engage with start-ups</li></ul>	Mr. Satish Machani PwC Team	60 mins
4	<b>Priority areas that program should cover</b>	<ul style="list-style-type: none"><li>PwC team: results from the ACMA Start-up Initiative: Survey for pilot members</li><li>Experience engaging with Indian and foreign start-ups; what are the differences</li></ul>	PwC Team & Pilot Member	30 mins
		<b>Break</b>		15 mins
5	<b>Brainstorming and theme finalization; next steps</b>	<p>PwC will facilitate finalization of themes: Outcome –</p> <p>(1) <i>Investment Themes (wave 1 and wave 2)- 3 themes per wave</i></p> <p>(2) <i>Areas for efficiency track (wave 1 and wave 2) – 3 areas per wave</i></p> <p>PwC intimates next steps. Vote of thanks by Mr. Kiran Deshmukh</p>	Mr. Kiran Deshmukh  Working committee members, PwC Team	30 mins

## *A few other points*

- **Invites for Workshop 1 scheduled on 12<sup>th</sup> July 2021 will be sent out shortly by ACMA**
- **While the presence of all working committee members is mandatory, pilot member companies can invite max. 1 or 2 additional people (*who will join on listening mode*)**
- **A WhatsApp group will be created by ACMA. Its primary purpose would be to facilitate group logistics. Members are requested to refrain from sharing confidential information within the WhatsApp group**

# Agenda

## Topic

## Duration

1 Opening address

10 mins

2 Pilot member introductions

60 mins

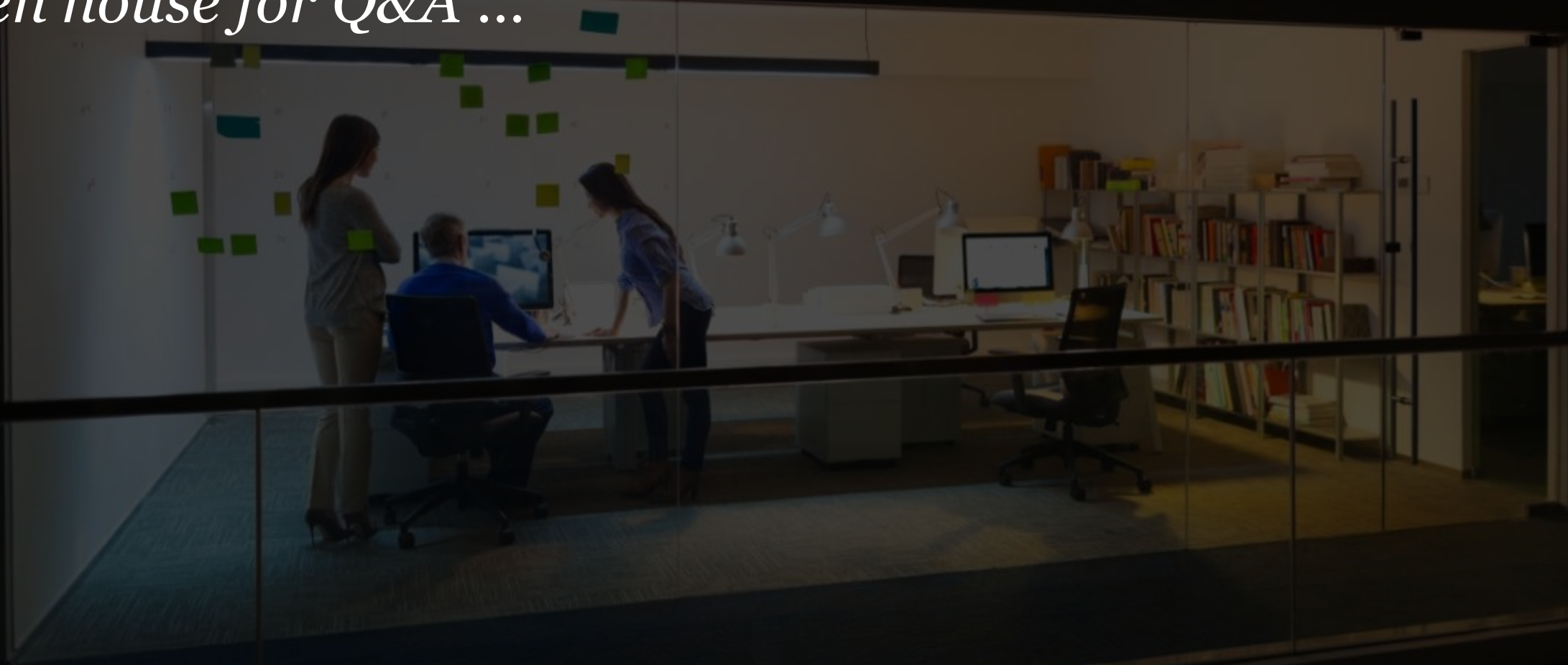
3 Key dates, next steps

10 mins

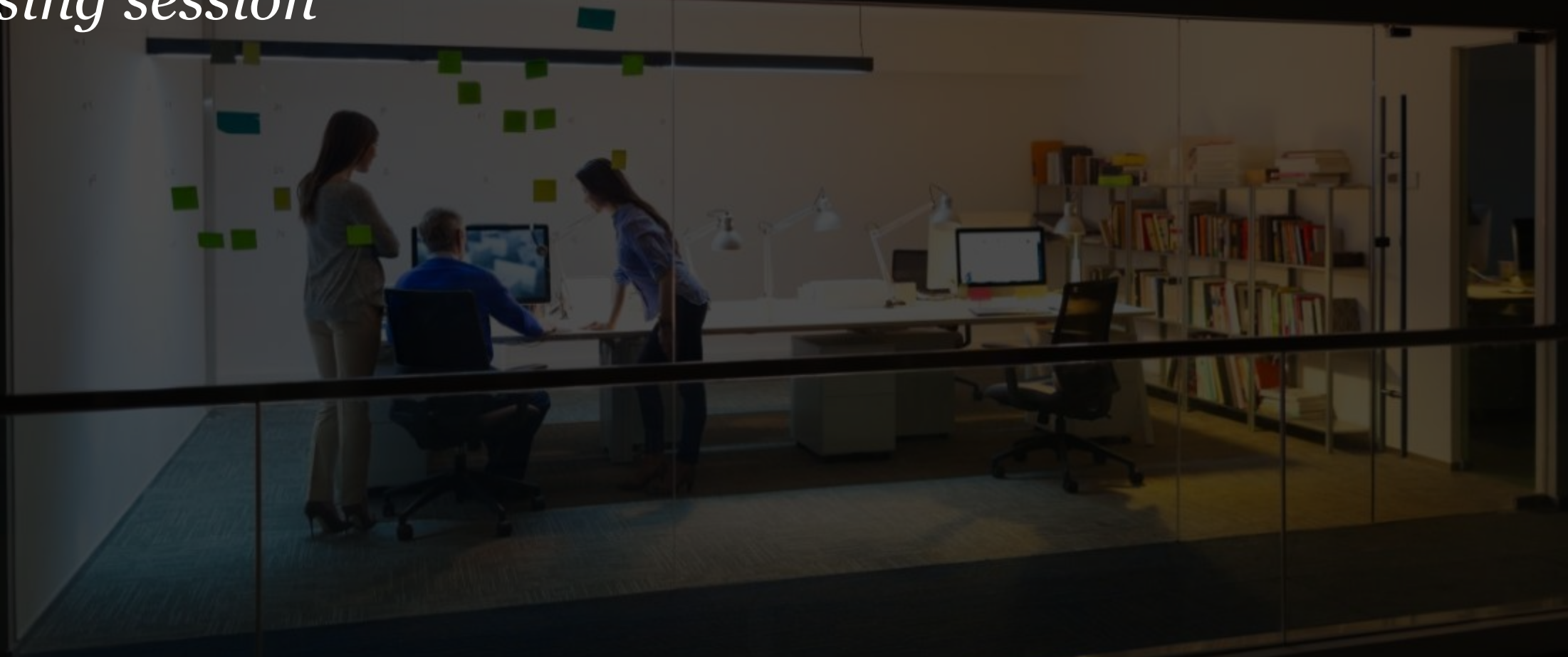
4 Q&A

10 mins

*Open house for Q&A ...*



*Closing session*





A woman with curly hair is sitting in the driver's seat of a car, looking at a laptop. The image is dark and has a blue tint. The text "Thank you" is overlaid in the top left corner.

# Thank you

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