

ACMA Start-up Initiative Year-4

Group Workshop

19th Nov 2024



Strictly private and confidential

Workshop – Year 4 of the Start-up Initiative

Agenda : 19th November 2024 (2:00pm – 4:30pm)

Sl	Session	Details	Speakers	Timings
1	Opening session, Welcome note and Member Introduction	- Event participants welcomed by ACMA - Working committee chairperson welcome members - PwC details the agenda and structure of the workshop	Mr. Vinnie Mehta Mr. M S Shankar Mr. Kavan Mukhtyar	2:00 PM – 2:15 PM
2	Engaging with start-ups; capabilities required to win	Panel Discussion moderated by PwC: - ACMA Company-1: JK Fenner - ACMA Company-2: NRB Bearings - Start-up-1: CynLr - Start-up-2: Minus Zero - Start-up-3: Volektra	Mr. Kavan Mukhtyar/Mr. Debojit Hore Mr. Mohan S Dr. Saravanan Muthiah Mr. Nikhil Ramaswamy Mr. Gursimran Kalra Mr. Manish Seth	2:15 PM – 3:00 PM
3	Themes for Year-4; Portal Walkthrough; QnA	- PwC team: start-up evaluation criteria, start-up outreach, how in-person events will be conducted (15 mins) - ACMA: web-portal walkthrough (15 mins; presentation + Q&A)	PwC Team ACMA Team	3:00 PM – 3:30 PM
4	Next steps	PwC and ACMA intimates next steps	ACMA + PwC Team	3:30 PM – 3:45 PM
5	Gen-AI Walkthrough	- PwC team explaining Gen-AI use cases specific to auto industry - Brainstorming session and feedback on Gen-AI use cases for auto component players	PwC Auto Team + Gen-AI Team	3:45 PM – 4:30 PM

Agenda

Topic

Duration

Time

1 Member introductions and Welcome note

15 mins

2:00 PM – 2:15 PM

2 Engaging with start-ups; capabilities required (Panel Discussion)

45 mins

2:15 PM – 3:00 PM

3 Themes for Year-4, Portal Walkthrough, QnA

30 mins

3:00 PM – 3:30 PM

4 Next Steps

15 mins

3:30 PM – 3:45 PM

5 Gen-AI Walkthrough and Feedback

45 mins

3:45 PM – 4:30 PM

Opening address ...

Working Committee Chairperson



Mr. M S Shankar
Working Committee Chairperson

PwC team today...



Kavan Mukhtyar
Partner, Automotive Sector
Leader, PwC India



Debojit Hore
Director, Automotive, PwC India



Rishi Dhawan
Associate Director, Automotive,
PwC India



Faisal Khan
Manager, Automotive, PwC
India



Abhishek Goyal
Consultant, Automotive, PwC
India

A few ground rules during the workshop

- Kindly keep yourself on mute when not engaging during the sessions
- If you have any questions during the middle of a session, please raise your hands
- After breaks, please re-join the sessions on time
- Let's have an interactive session and learn together!

The 16 companies participating in Year 4

Option 1 (#9 companies)	Anand Automotive	Devilog Systems	NRB Bearings
	Padmini VNA Mechatronics	Ring Plus Aqua	Rockman Industries
	Spack Automotives	Subros Limited	ZF Group in India
Option 2 (#5 companies)	Best Group	Ghaziabad Precision Products	Paracoat Products
	Sandhar Technologies	Shriram Pistons and Rings	
Option 3 (#2 companies)	JK Fenner	Sona Comstar	

Option 1 companies

Anand Automotive



Name: Manish Kothari

Designation: Sr. VP - Corporate Strategy and Planning

Email: manish.kothari@anandgroupindia.com

Phone: N/A

Current Role:

N/A

Qualifications:

N/A



Name: MS Shankar

Designation: President – Future Mobility (Innovation & Technology)

Email: ms.shankar@anandgroupindia.com

Phone: 9822370901

Current Role:

Mr. Shankar plays the critical role of identifying, engaging deeply and nurturing relationship with New Partners with New Technologies, in the domain of Future Mobility. The technologies brought into the group as of date are in Electric Powertrain (2 & 3 Wheelers), Light Weighting, Innovative Transmission.

His focus now is on Technologies and Partners in **Autonomous, Connected, Electric** (Battery, Fuel Cell), besides focus on Advanced Electronics that enables the ACES. He played the role of the Project Head in setting up of the project - ANAND MANDO eMOBILITY PVT LTD.

He started his career at Tata Motors in 1981. Joining ANAND in 1988, he was deputed to Victor Reinz DANA USA, as part of ANAND Leadership Development Program during 1999 – 2001.

Qualifications:

- Mechanical Engineering from the College of Engineering, Pune
- Fellow of ICWAI
- Visionary Leaders for Manufacturing – CII-JICA program for leaders

Devilog Group



Name: Raj Thukral

Designation: CEO

Email:
raj@devilog-group.com

Phone: 9845102439

Current Role:

CEO of the company

Qualifications:

- BE (Mechanical, Sub Major business-Australia)



Name: Shashidhara Murthy. K

Designation: GM-NBD, NPD & PM

Email: shashidhara.m@adidevagroup.com

Phone: 8861325555

Current Role:

Responsible for New Business development, New Product development and Project Management

Qualifications:

- B.E (Mechanical)

NRB Bearings



Name: Dr. Saravanan Muthiah

Designation: Chief Technology Officer

Email: saravanan.muthiah@nrb.co.in

Phone: 9840167920

Current Role:

Head of NRB Engineering Centre

Qualifications:

- PhD (Mechanical)



Name: Prakash Banait

Designation: General Manager

Email: p.banait@nrb.co.in

Phone: 9664080003

Current Role:

Product Development

Qualifications:

- MTech (Design)

Padmini VNA



Name: Viveka Bhandari

Designation: Chief Operating Officer

Email: viveka.bhandari@padminivna.com

Phone: 9643202219

Current Role:

An ambitious and self-driven Chief Operating Officer with a proven knowledge and understanding of Automotive industry. She acquires strong analytical, managerial, leadership, and communication skills.

She has been instrumental in driving business growth of the organization while maintaining record of operational improvements to drive productivity and reducing costs. She also turned around the organization's focus to drive sustainable practices with a focus on emissions reduction and moving towards a greener and cleaner world. Her focus over the last few years has been to create healthy, growth driven organization that are rooted in accountability and an execution culture.

She has practically played various roles in the organization from being a Head of Corporate Communications, Strategy, Sustainability, Chief of staff to CEO and COO.

Qualifications:

- Graduate degree from Wellesley College, US
- Post Graduate degree from SOAS University of London



Name: Sameer Chauhan

Designation: AGM – Product Management

Email: sameer.chauhan@padminivna.com

Phone: N/A

Current Role:

Department Leader with a demonstrated history of working in the automotive industry. Skilled in varied product portfolio. Enablers: Product Selections, Hybrid and Electric vehicles technology, Program Management, Product Management, New Product Development, Business Strategy and Planning.

Qualifications:

- Bachelor of Technology, Mechanical Engg. From Kurukshetra University

Ring Plus Aqua



Name: Sachin Kotwal

Designation: Chief Sales & Marketing officer

Email: sachin.kotwal@raymond.in

Phone: 7506002785

Current Role:

- Heading Sales, Marketing, Business Development function for Domestic as well as Export Businesses since 2015 with Ring Plus Aqua Ltd.
- Responsible for Business Strategy

Qualifications:

- Bachelor's degree in Mechanical Engineering from Pune University and the Master's degree in Marketing Management from Narsee Monjee Institute of Management Studies, Mumbai.



Name: Amit Ugale

Designation: Lead – Engineering NPD

Email: amit.ugale@ringplusaqua.co.in

Phone: +91 9595192804

Current Role:

- Leading Engineering, Design & New product development at Ring Plus Aqua Ltd.
- Providing Techno-commercial support to the team during New Business development process
- Handling Customer Communications, RFQ and New product design & development activities

Qualifications:

- Bachelor's degree in Mechanical Engineering from Pune University

Rockman Industries



Name: Kaushik Manna

Designation: CEO

Email: kmanna@rockman.in

Phone: +91 99100 76976

Current Role:

- **Strategic Growth Leadership:** Develop and execute long-term strategies for domestic and global expansion, ensuring alignment with corporate goals and exploring new market opportunities.
- **Inorganic Growth & Partnerships:** Lead mergers, acquisitions, and strategic alliances to drive growth, including joint ventures and investment in emerging technologies.
- **Operational & Sustainability Excellence:** Implement strategies for operational efficiency and creating value for stakeholders, focusing on ESG goals and integrating advanced manufacturing technologies.

Qualifications:

- BE – (Metallurgy)
- MDBA – Marketing



Name: Shouvik Sil

Designation: Chief General Manager –
Chairman's Office

Email: shouvik.sil@rockman.in

Phone: +91 9051730400

Current Role:

- **Strategic Planning & Execution:** Formulate and oversee the implementation of corporate strategies to drive long-term growth, aligning business objectives with market opportunities and industry trends.
- **Mergers, Acquisitions & Partnerships:** Identify and evaluate strategic opportunities for mergers, acquisitions, and alliances, supporting Rockman's expansion and diversification efforts.
- **Innovation & Sustainability Initiatives:** Lead initiatives to integrate innovation and sustainability into the business model, ensuring the adoption of advanced technologies and alignment with ESG goals for long-term competitive advantage.

Qualifications:

- BE – Mechanical
- MBA – Finance + Strategy
- FRM

Subros



Name: Pramod Kumar Duggal

Designation: Chief Executive Officer

Phone: 9818172900

Current Role:

- Mr. P. K. Duggal is a full time Director and Chief Executive Officer of Subros Limited.
- He has been associated with the company for the past 18 years and has been instrumental in its growth by bringing in new business opportunities and diversification strategies. He is also playing his role as Strategic Executive Committee (SEC) member for formulation of long-term strategy for the company. Apart from this, he is also a member of CII - Manufacturing council 2020-21 and ACMA northern region.
- He has a wide exposure of more than 28 years in variety of Industries ranging from Textile, Heavy Engineering Industry to Auto Component industries.

Qualifications:

- Mr. Duggal is a commerce graduate with professional qualifications of CA, CS and CMA.



Name: Vijay Agrawal

Designation: DGM

Email: vijay.agarwal@subros.com

Phone: N/A

Current Role:

N/A

Qualifications:

N/A

ZF Group in India



Name: Mandar Vaidya

Designation: Head Materials Management – Region India

Email: mandar.vaidya@zf.com

Phone: 8669661002

Current Role:

- Build the ZF Refresh India Strategy for sourcing from India by 2030 for local and global needs.
- Develop strategic roadmaps with key suppliers, form clear execution plans to contribute positively to business requirements
- Anticipate current / future challenges to plan ahead
- Understand customer / product requirements to improve product competitiveness for ZF
- Lead & manage diverse teams.

Qualifications:

- Holds bachelor's degree in Mechanical Engineering and has completed his ICWA



Name: Tanmoy Ganguli

Designation: Assistant General Manager

Email: tanmoy.ganguli@zf.com

Phone: 7709424780

Current Role:

- Support strategy related projects: define the problem, develop a proposition, structure the analysis, collect the necessary data and communicate findings succinctly and thoughtfully
- Business analysis activities for all product lines
- Generate and analyze data and provide analytical insight into business cases
- Working with the Management team to achieve to strengthen the “One ZF Vision”

Qualifications:

- Holds bachelor's degree in Electronics Engineering and MBA degree with Marketing

Option 2 companies

Best Group

Name: Puneet Sharma

Designation: CSO

Email: puneet.sharma@bestgroup.co.in

Phone: N/A

Current Role:

N/A.

Qualifications:

N/A



Name: Vishal Mohal

Designation: GM

Email: vishal.mohal@bestgroup.co.in

Phone: N/A

Current Role:

N/A

Qualifications:

N/A

Ghaziabad Precision Products



Name: Yaduvar Goel

Designation: AGM : Strategic Business and EV

Email: yaduvar.goel@gpp-india.com

Phone: 8909312772

Current Role:

Lead the Depart of Strategic business and perform the following roles:

1. Assess Partnerships model (JV /TCA /MoU /License agreement/ Cooperation agreement etc.).
2. Feasibility study
3. Finalisation of Term sheet.
4. Drafting of agreement.
5. Negotiations with the potential partner.
6. Scouting of new partner.

Qualifications:

- BTech Automotive Design Engineering



Name: CA. Anagh Gupta

Designation: Manager :- Strategic Business

Email: Anagh.gupta@gpp-india.com

Phone: 9810702664

Current Role:

Part of the Strategic business and perform the following roles:

1. Assess Partnerships model (JV /TCA /MoU /License agreement/ Cooperation agreement etc.).
2. Feasibility study
3. Finalisation of Term sheet.
4. Drafting of agreement.
5. Negotiations with the potential partner.
6. Scouting of new partner.

Qualifications:

- Chartered Accountant, BCom

Paracoat Products



Name: Rajesh Poddar

Designation: Director - Business Development at Paracoat Products Ltd

Email: rajesh@paracoat.com

Phone: N/A

Current Role:

- Rajesh Poddar is currently a Director - Business Development at Paracoat Products Ltd.
- He brings experience from previous roles at R & M Innovation.



Name: Manish Saraf

Designation: Vice President of Sales Marketing and Business Development

Email: manish@paracoat.com

Phone: N/A

Current Role:

Vice President of Sales Marketing and Business Development at Paracoat Products Ltd

Qualification :

- Executive Education, IIM Ahmadabad
- BCom Delhi University

Sandhar Technologies



Name: Vikas Puri

Designation: Deputy Chief Operating Officer

Email: vikas.puri@sandhar.in

Phone: 7722036529

Current Role:

Second in command for Operations of Automotives Business Group.

Qualifications:

- B.E (Elec. & Telecommunication)
- Post graduation in TQM
- Post graduation in Finance
- 6 Sigma Black Belt



Name: Ajay Pratap Singh

Designation: Head – Legacy Products

Email: ajay.pratap@sandhar.in

Phone: 9810911331

Current Role:

Heading overall R&D operations.

Qualifications:

- M. Tech. in Automotive Electronics from BITS Pilani

Shriram Pistons and Rings

Name: Sankar Brahma

Designation: Sr. General Manager

Email: shankar.brahma@shrirampistons.com

Phone: 9810060722

Current Role:

N/A.

Qualifications:

N/A



Name: Hariom Upadhyay

Designation: M&A Head

Email: hariom.upadhyay@shrirampistons.com

Phone: 7665441892

Current Role:

Mr. Upadhyay looks after M&A and Business development activities of Shriram Pistons and Rings. He is an experienced project manager with a demonstrated history of working in the automotive industry. Skilled in Black Belt, Lean Manufacturing, Mergers & Acquisitions (M&A), Business Strategy, Project Management, and Joint Ventures.

He comes with strong business development professional with a Master of Technology - MTech focused on Manufacturing Management from BITS Pilani Work Integrated Learning Programs.

Qualifications:

- Master of Technology – MTech in Manufacturing Management from BITS Pilani Work Integrated Learning Programs

Option 3 companies

JK Fenner



Name: Mohan S

Designation: Director – Exports Industrial & Auto OE

Email: mohans@jkfenner.com

Phone: 9840994310

Current Role:

Looks after Sales, Marketing, Manufacturing, Product Development & Technology of products under Exports Industrial & Auto OE

Qualifications: B.E (ME), MBA



Name: Gokula Bala P

Designation: Sr. Strategy Manager

Email: Gokula.bala@jkfenner.com

Phone: 9677067020

Current Role:

Looks after Strategy & New business support

Qualifications: BCom., PDGM

Sona Comstar



Name: Praveen Chakrapani Rao

Designation: Group Chief Technology Officer

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.



Name: Vipnesh Kumar Sharma

Designation: DGM - Research & Development

Email: vipnesh.sharma@sonacomstar.com

Phone: N/A

Current Role:

E-mobility:

- Design & Development of Auto component (Trans-Axle, Bevel gear, Transmission component)
- FEA / CAE (2D and 3D Meshing, Linear, non-linear Stress & contact Analysis , Metal forming -Forging simulation, Programming and customization for standardization of Analysis process using APDL of ANSYS , Coupled field analysis Structural-thermal.
- Testing of Auto component & development of test-rigs
- .

Qualifications:

- Masters of Technology (MTech), CAD/CAM – Nirma University
- BE, Mechanical Engg.

Agenda

Topic

Duration

Time

1 Member introductions and Welcome note

15 mins

2:00 PM – 2:15 PM

2 Engaging with start-ups; capabilities required (Panel Discussion)

45 mins

2:15 PM – 3:00 PM

3 Themes for Year-4, Portal Walkthrough, QnA

30 mins

3:00 PM – 3:30 PM

4 Next Steps

15 mins

3:30 PM – 3:45 PM

5 Gen-AI Walkthrough and Feedback

45 mins

3:45 PM – 4:30 PM

Panel Discussion: Engaging with start-ups; capabilities required to win (~45 mins)



**Dr. Saravanan
Muthiah**
*Chief Technology Officer, NRB
Bearings*



Mohan S
*Director – Exports Industrial
& Auto OE, JK Fenner*



Nikhil Ramaswamy
*Co-founder and CEO
CynLr*



Manish Seth
*Founder and CEO
Volektra*



Gursimran Kalra
*Co-founder and COO
Minus Zero*

Agenda

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45 mins

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3 Themes for Year-4, Portal Walkthrough, QnA

30 mins

3:00 PM – 3:30 PM

4 Next Steps

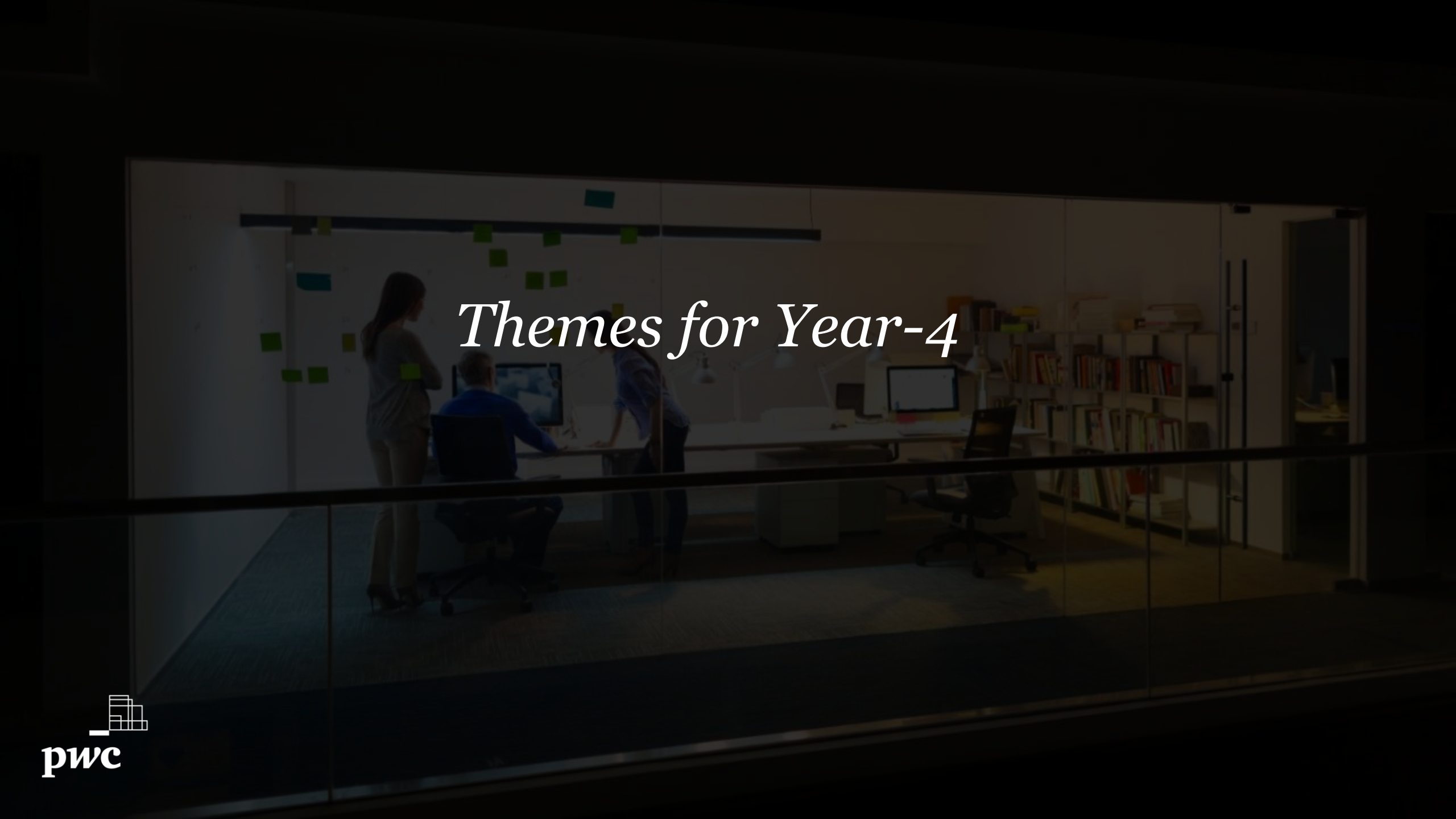
15 mins

3:30 PM – 3:45 PM

5 Gen-AI Walkthrough and Feedback

45 mins

3:45 PM – 4:30 PM

The background image shows a modern office environment. In the foreground, a glass railing is visible. Behind it, several people are working. A woman stands on the left, looking at a large whiteboard covered with green and blue sticky notes. A man sits at a desk in the center, working on a computer. Another person stands further back, also near a desk. The office has a clean, professional look with bookshelves filled with books in the background.

Themes for Year-4

How do we define a start-up in this program's context

As per the Ministry of Commerce & Industry, GoI:

- Entity working towards **innovation**, development or **improvement of products or processes or services**
- Not formed by splitting up or reconstruction of an existing business
- **Period of existence** and operation should **not be exceeding 10 years**
- **Turnover has not exceeded INR 100 Cr** for any of the financial year since incorporation

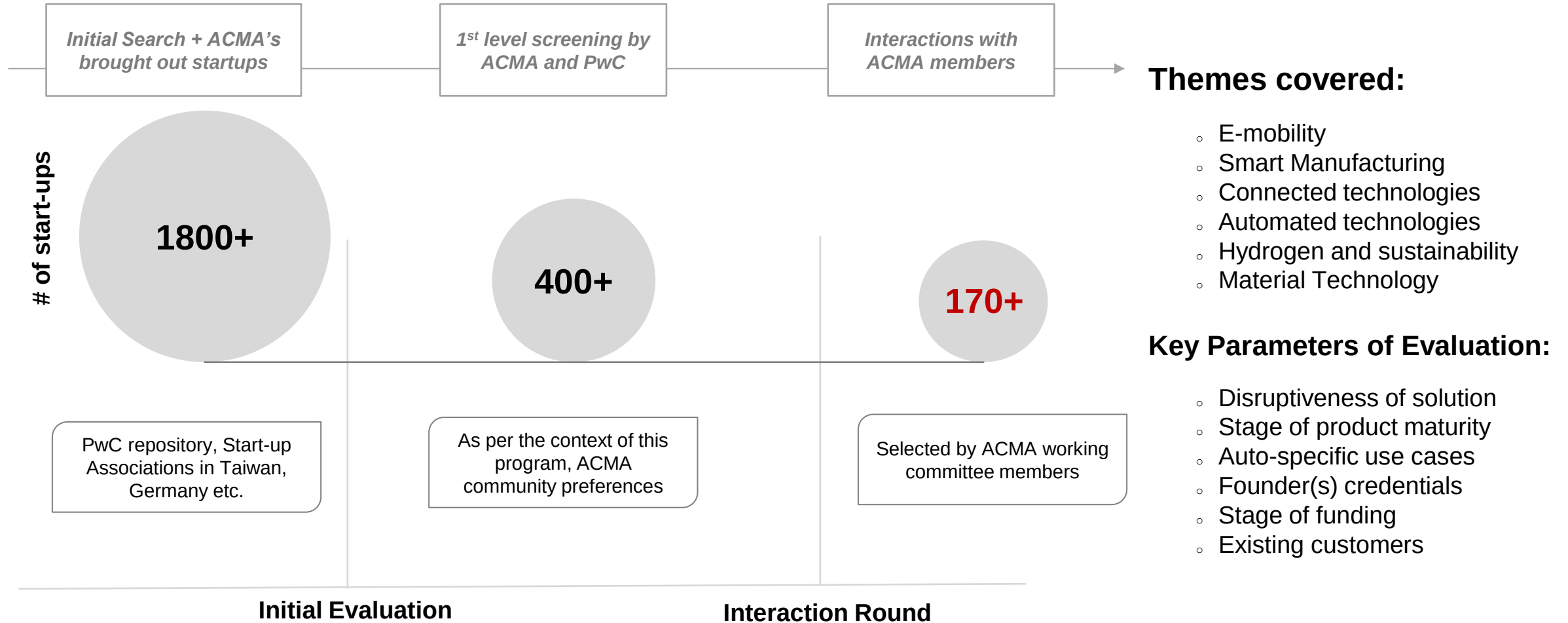
We take the government's definition as base and contextualize for the ACMA Start-up Initiative

- Entity has a **unique and disruptive solution** (For e.g., new type of EV motor design rather than a slightly modified electronic power control (EPC) unit)
- Has achieved at least minimum marketable product (**MMP**)/ minimum viable product (**MVP**) **level maturity**
- **Period of existence** not exceeding **10 years**, some exceptions will be made if great fit for program

Other considerations

- Has auto-specific use cases and clients (+ve)
- Is a subsidiary/partner/tightly-coupled to established companies (-ve)

For outreach, we are identifying high potential start-ups through a rigorous screening process



For detail discussions | Start-up evaluation guidelines

Parameters	Things to Consider
Stage of Evolution of Start-up	• Stage of product maturity (MVP/MMP etc) • Stage of funding maturity (early stage/mid-stage/advanced) • What has been the average revenue growth over the past 2-3 years?
Uniqueness and Impact of Idea	• How innovative is the solution? (truly pathbreaking in line with transformations?) • How differentiated is the solution? (easily imitable or truly differentiated) • How intense is the competition? (blue ocean or red-ocean) • How scalable is the idea? (can it cater to differing customers, use cases)
Solution-Market Fit	• Does the solution address transformations in automotive & mobility? • Do customers and partners trust them? (number of paying clients, number of PoCs/pilots done) • What do customers think about their work? (strong customer references)
Founder & Team	• Founder's credentials, previous experience in automotive & mobility • Avg. years of experience of the team • Vision & Values • Awards & recognitions received
Organizational Readiness	• Ability to pivot (is the business model restrictive or are multiple use cases possible?) • What are the future hiring expectations of the founders? • Start-up tightly coupled with other companies/PE/VCs?

How will start-up interactions take place going forward

1

Option 1 companies

- 2 **online** start-up connects in group setting
- 1 **in-person** startup connects in group setting

2

Option 2 companies

- All start-up connects in group setting
- 2 **online** start-up connects (Individual)
- 2 **in-person** start-up connect (Individual)

3

Option 3 companies

- All start-up connects in group setting
- 3 **online** start-up/matured tech partners connects (Individual)
- 3 **in-person** start-up/matured tech partners connect (Individual)

Next Events

- **10th/ 11th Dec 2024 (Online)**
- March 2025 (In-person) - TBC
- June 2025 (Online) - TBC

- 21st/22nd Nov 2024 (Online for Paracoat)
- 17th Dec 2024 (In-person for Best Group)

- 28th/29th Nov 2024 (Online for Sona Comstar)
- 23rd/24th Dec 2024 (Online for JK Fenner)

In-person Interactions

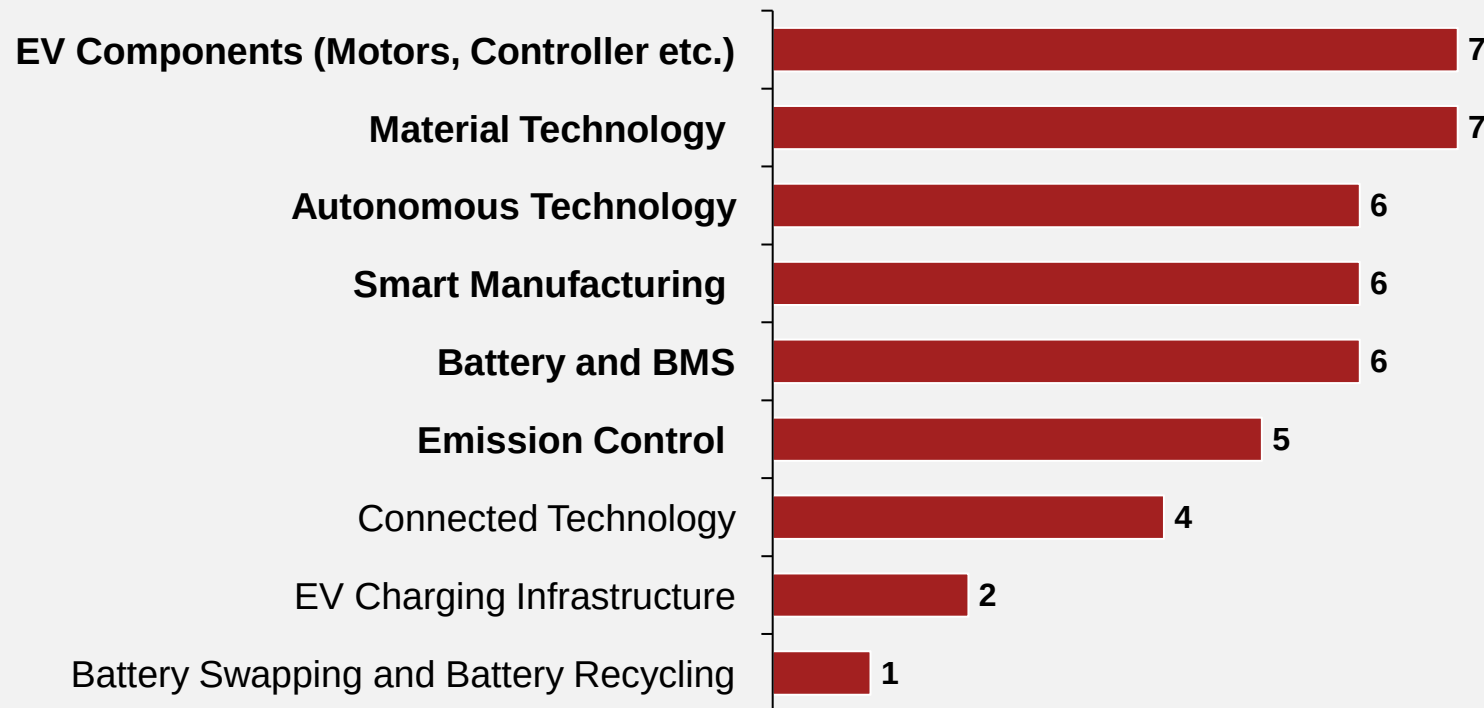
- Participating start-ups provided designated space to showcase products/solutions
- ACMA member companies walk the floor and interact with the start-ups

Online Interactions

- For start-ups (primarily foreign) that are not able to attend in-person event
- 45-60 mins discussion with each start-up (20-25 mins presentation + 25-30 mins Q&A)

EV Components, Material Technology and sustainability, Autonomous, Smart Manufacturing is the top theme of interest for ACMA companies

Key Focus Areas of the Option-1 companies

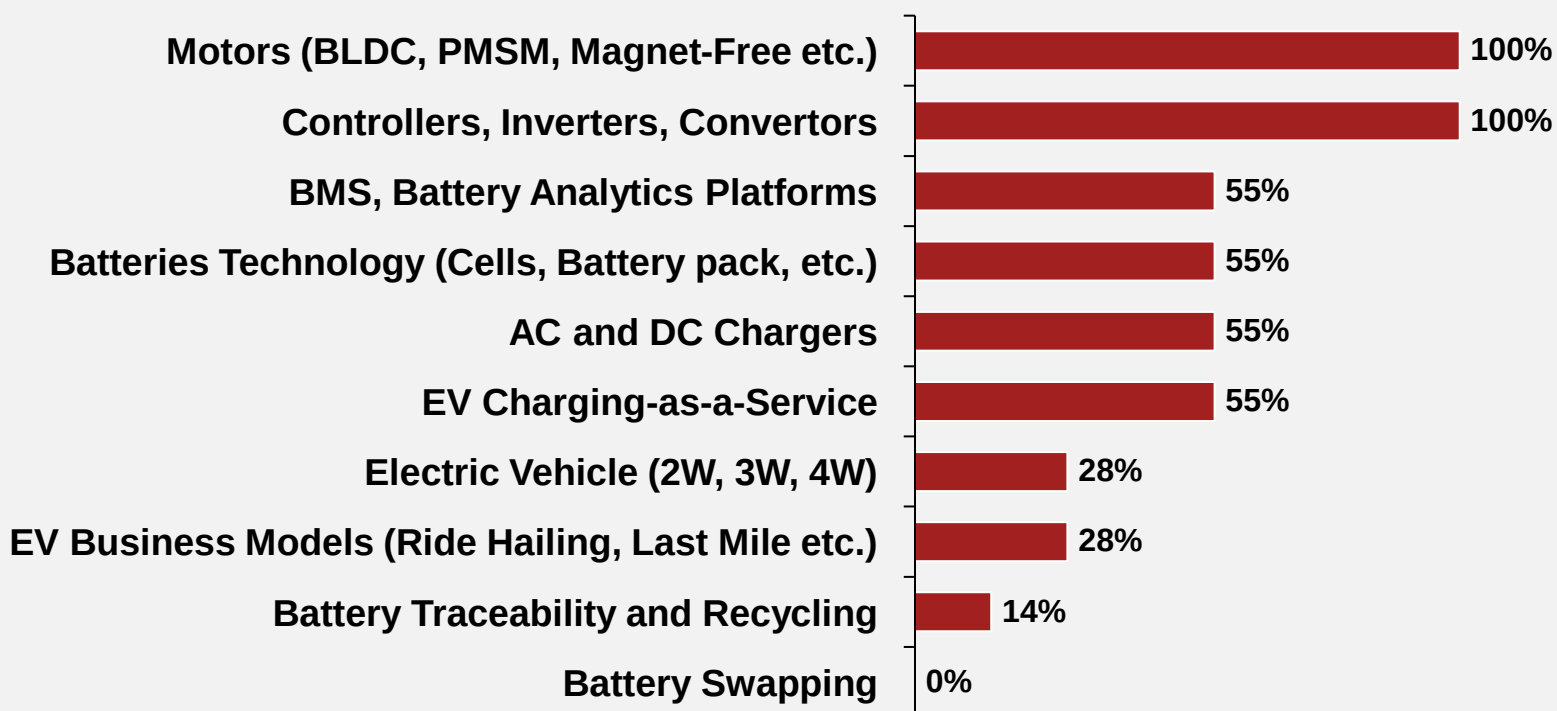


Top Priority Areas

- Developing capability in e-mobility particularly EV components (motors and controllers) and material technology remains the top priority for 7 option-1 companies
- Companies also showed significant interest in autonomous technology, smart manufacturing, Battery Tech & BMS and emission control solutions.

E-Mobility – Motors, Controllers, Battery Technology, BMS and EV Charging

Priorities in Material Technology and Sustainability

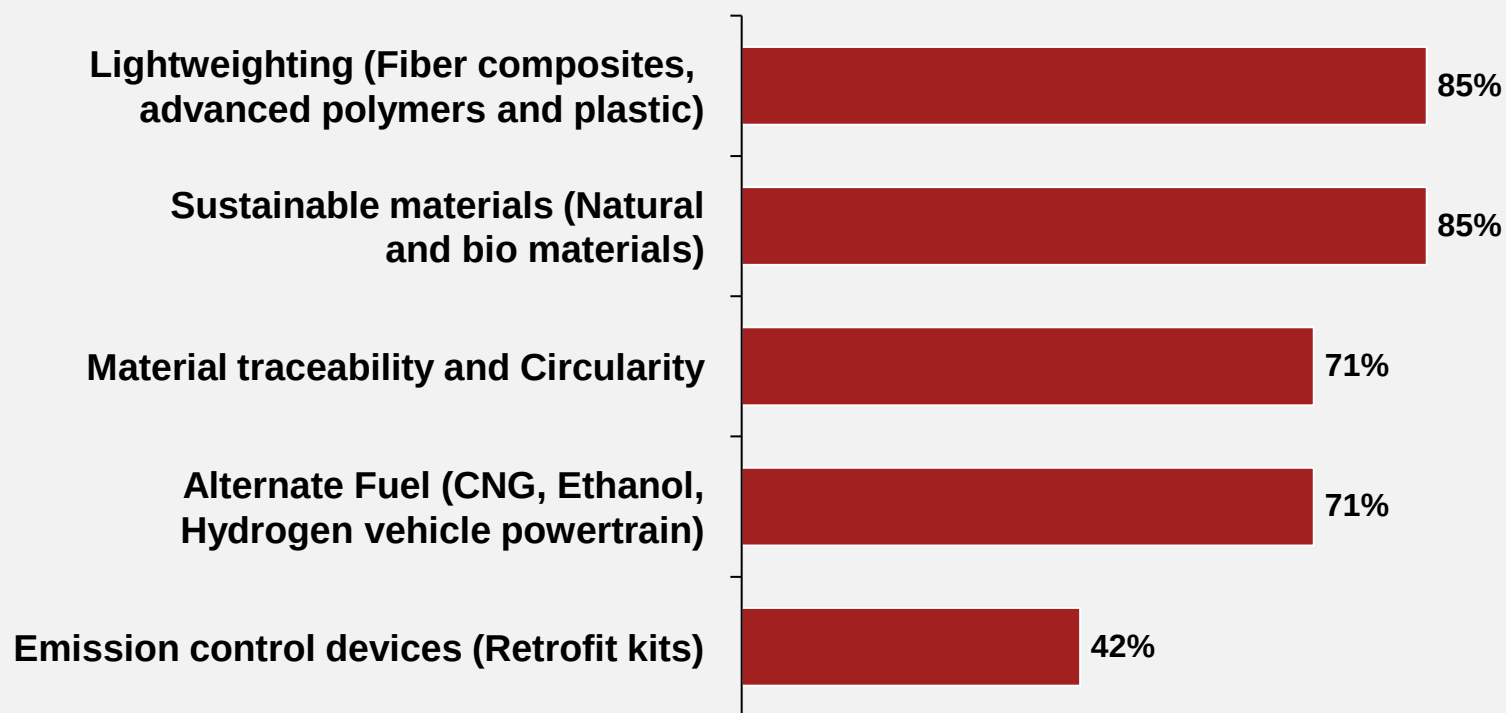


Top Priority Areas

- **Motors and controllers** remain the top priority with all the companies who are interested in e-mobility showing a high to very high interest in these areas
- **Battery technology, BMS & Battery analytics and EV charging solutions** is the next area of interest for around ~55% of the companies interested in e-mobility

Material Technology and Sustainability – Lightweighting and Alternate Fuels

Priorities in Material Technology and Sustainability

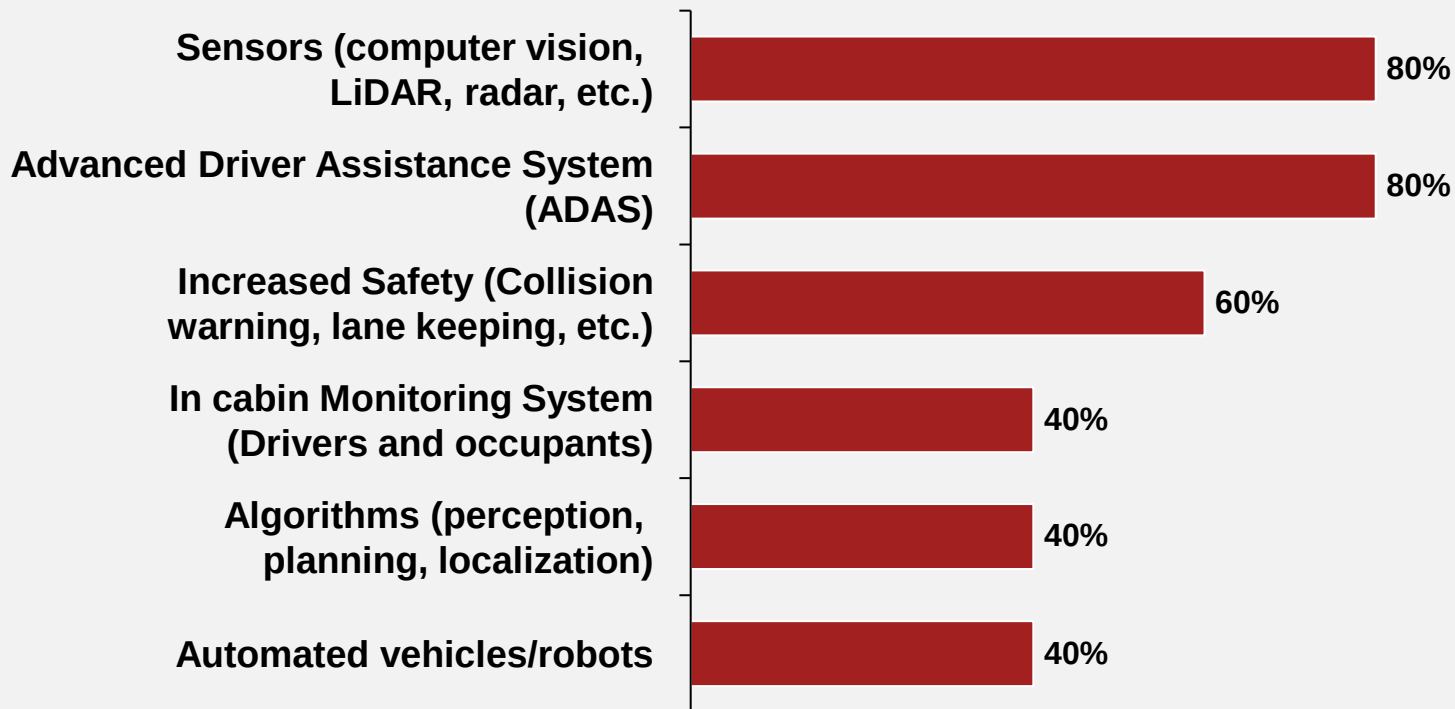


Top Priority Areas

- **Lightweighting materials and sustainable material technology** is the most sought out area under this theme for ~85% of the companies who were interested in this theme
- **Alternate Fuels (CNG, Ethanol and Hydrogen) and material traceability** is also an area of interest

Autonomous technology preference – ADAS and Sensors for autonomous driving

Priorities in Autonomous Technology

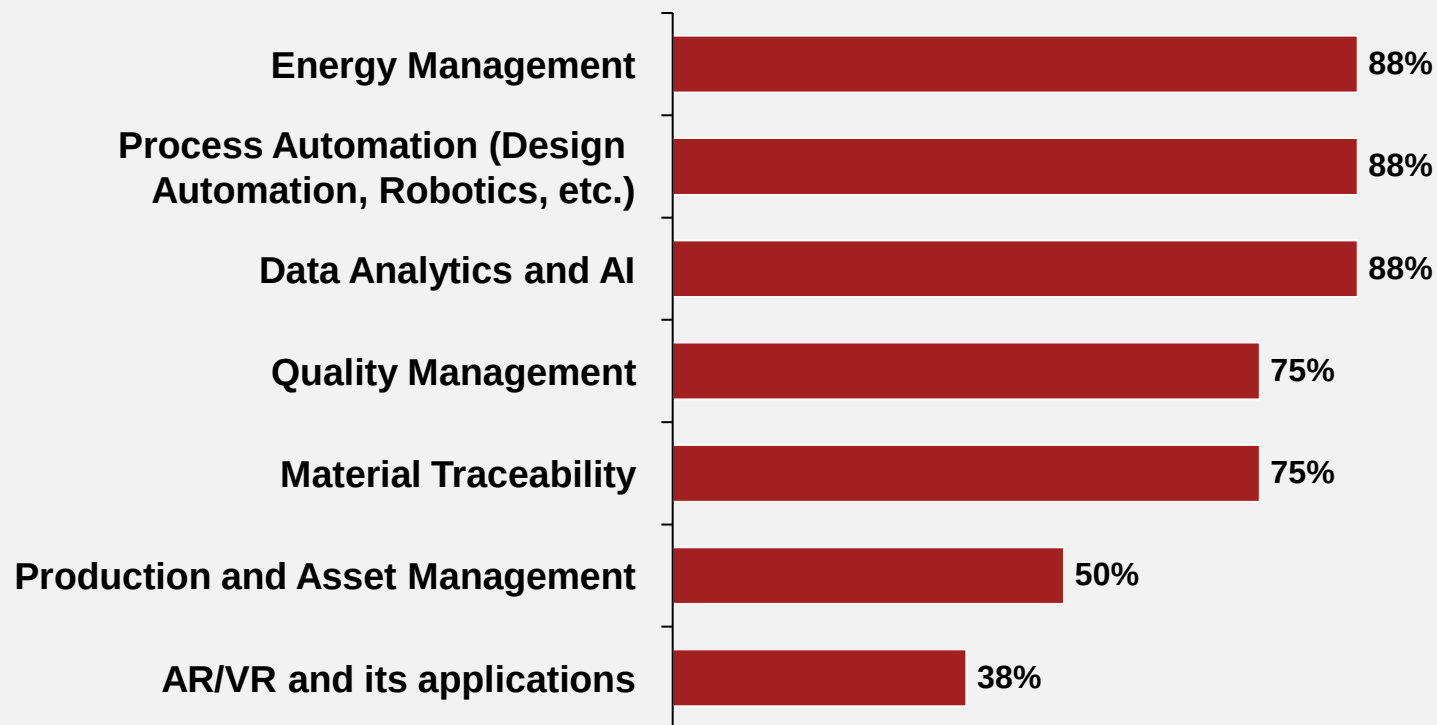


Top Priority Areas

- **Sensors and Advanced driver assistance systems (ADAS)** is the most sought out area under this theme for 80% of the companies who showed interest in autonomous technology
- **Increased safety, algorithms and autonomous vehicles/robots** is the second priority

Smart Manufacturing space preference – Energy Management , Process Automation and Data Analytics

Priorities in Smart Manufacturing



Top Priority Areas

- ~88% companies interested in Smart Manufacturing solutions showed high to very high interest in **Energy management, Process automation and Data analytics & AI**
- **Quality management and Material traceability** is also an area of interest for the companies

Finalization of priority areas/ themes

Initial going in view

1st Priority

*Focus of Year 4
(Majority of start-ups
from these areas)*

E-Mobility

- Motors
- Controllers
- Battery tech and BMS
- EV Charger and Charging as a service

Smart Manufacturing

- Energy Management
- Process Automation
- Data Analytics and AI
- Quality Management
- Material Traceability

Connected and Autonomous

- Sensors
- ADAS Solutions
- Increased Safety
- Fleet Management
- Vehicle Diagnostics

Material Technology

- Light-weighting material
- Sustainable/Bio-Materials

Emission Control

- Alternate Fuels

2nd Priority

Relatively fewer start-ups introduced from these areas

E-Mobility

- Battery traceability and recycling
- Battery swapping
- EV Business models

Smart Manufacturing

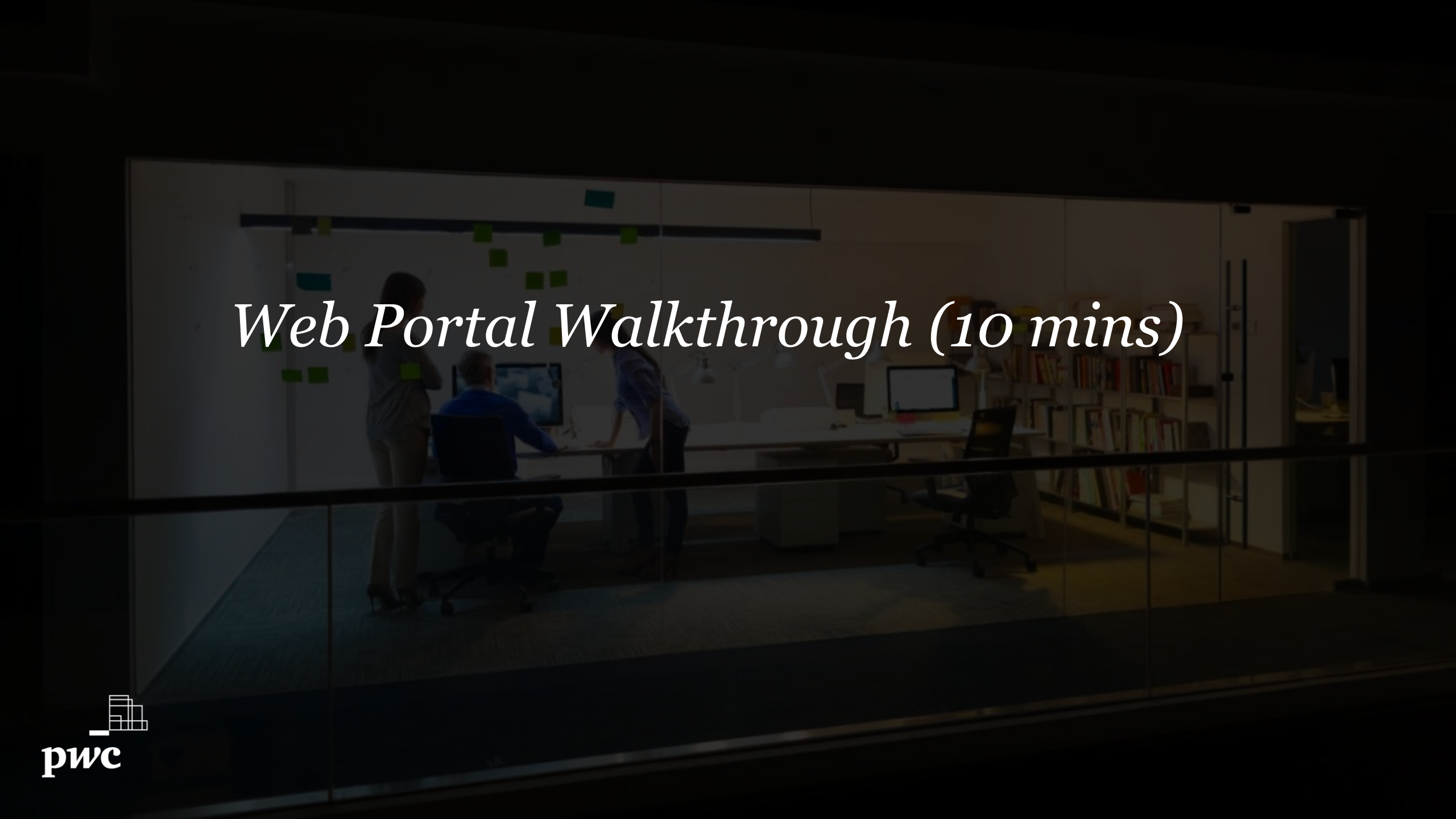
- Production and Asset management
- AR/VR and its applications

Connected and Autonomous

- Algorithms and In-Cabin Monitoring
- Cybersecurity
- Personalization and Advanced Interiors

Emission Control

- Retrofit Devices
- Material Circularity

A dimly lit office interior with people working at computers and a whiteboard with sticky notes.

Web Portal Walkthrough (10 mins)

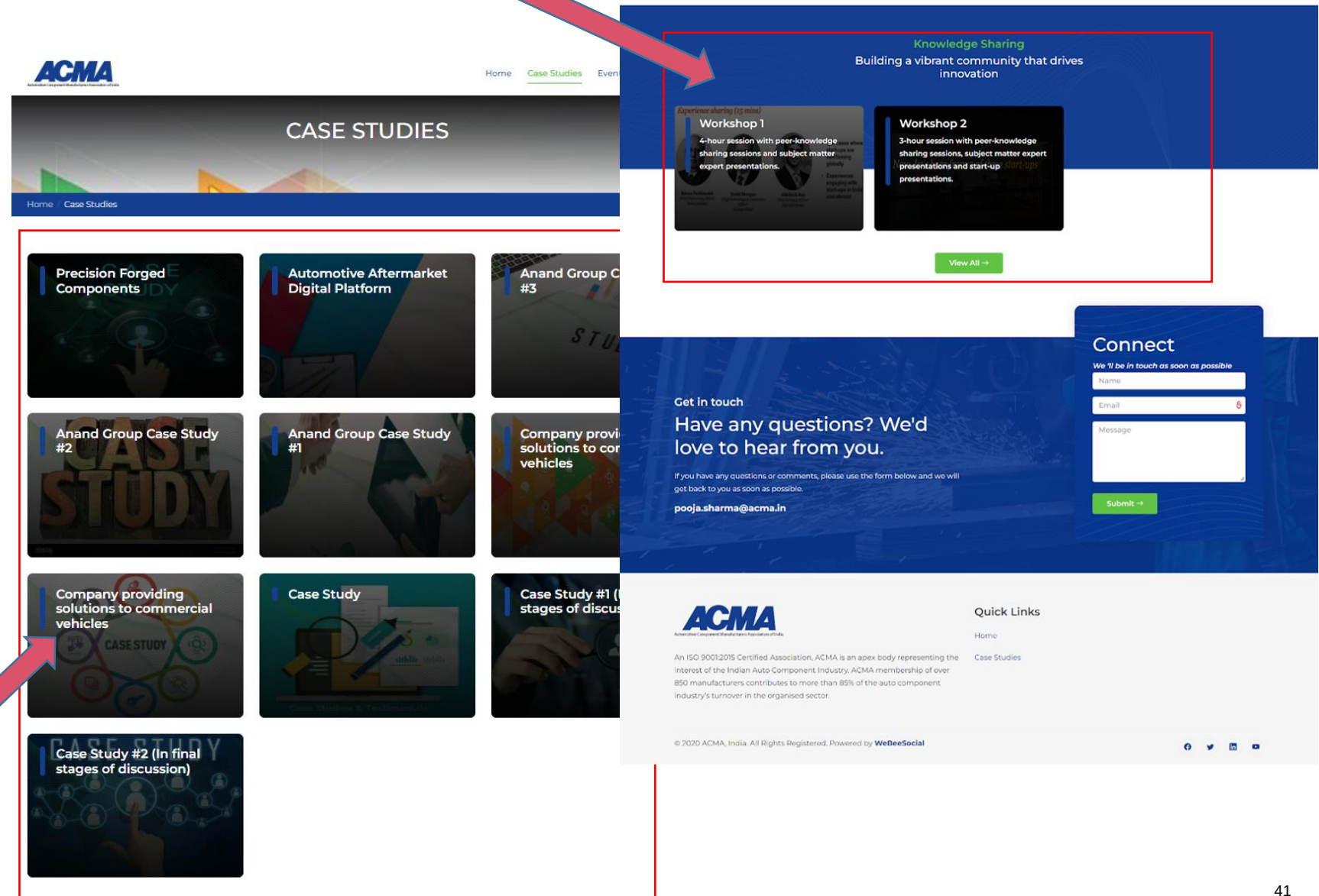
ACMA *Web Portal* – A one-stop shop for the ACMA Start-up Initiative

2.

ACMA Start-up Portal Homepage –

1. **Case Studies** from Year 1, 2 and 3, which highlight the collaborations finalized or in process of being finalized.
2. **Knowledge Sharing:** Decks from Workshops conducted in Year 1, 2 & 3.

1.



ACMA *Web Portal* – Logging in to your accounts

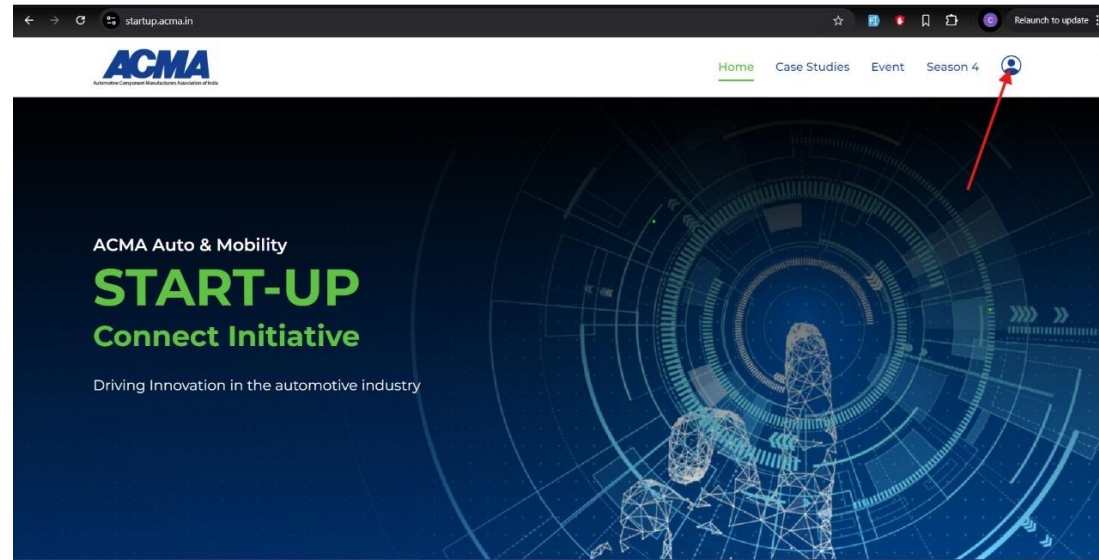
Login to

<https://startup.acma.in/>

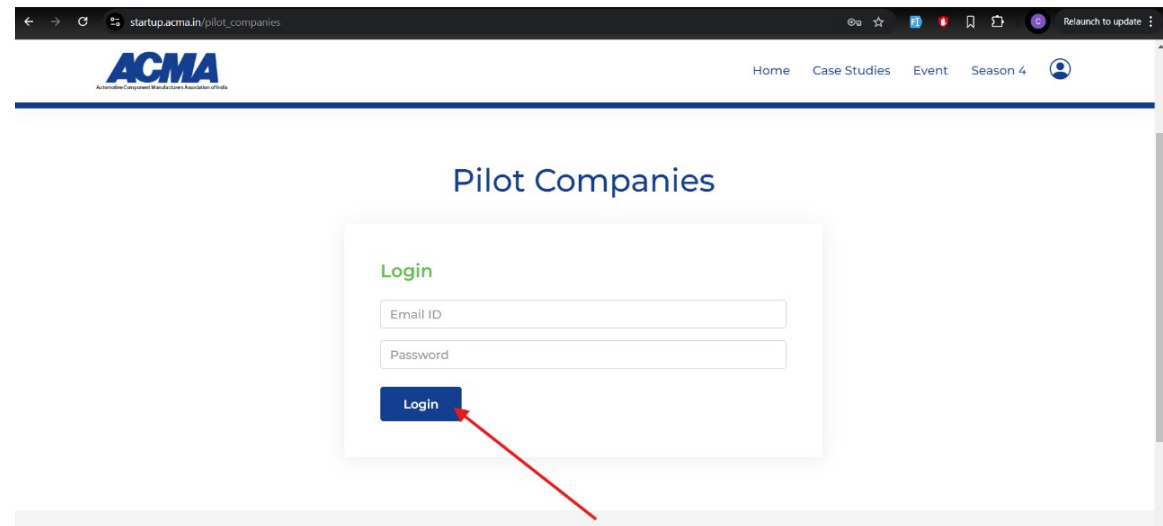
On top-right when in
homepage –

1. Click on the “icon” -> Click on “Login as Pilot Companies”
2. Fill in the log-in credentials shared by ACMA

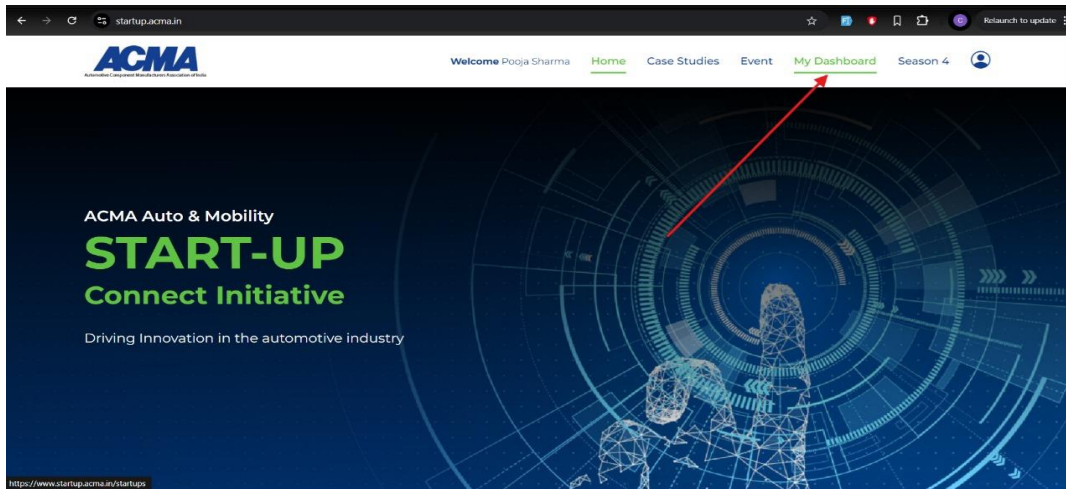
1.



2.



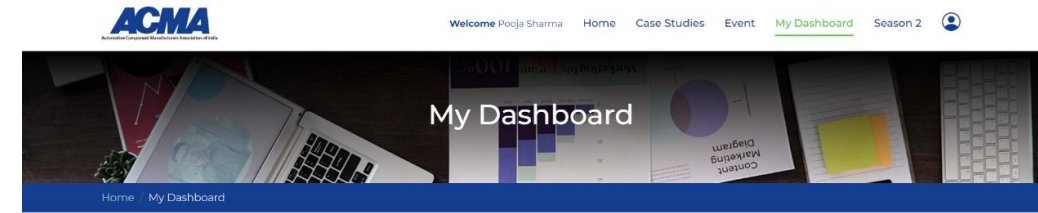
ACMA *Web Portal* – Dashboard and expressing interest



After clicking “My Dashboard”, you will be transported to the page on the right.

Here 3 stages are defined:

1. **Screening** – Start-ups once registered on the portal will show in this stage.
2. **Interest after 1st meeting**: If interested, then will be connected with start-up on 1:1 basis
3. **Final Result** – If collaboration is finalized after 1:1 discussions



From To

Stage 1: Screening Result	Stage 2: Interested after 1st physical meeting
Pending evaluation 0	Pending evaluation 0
Interested for 1st meeting 0	Interested for 2nd meeting 1
Not Interested for 1st meeting 1	Not Interested for 2nd meeting 0

Stage 3: Final Result
Pending evaluation 0
Interested 0
Not Interested 0

Zone

Country

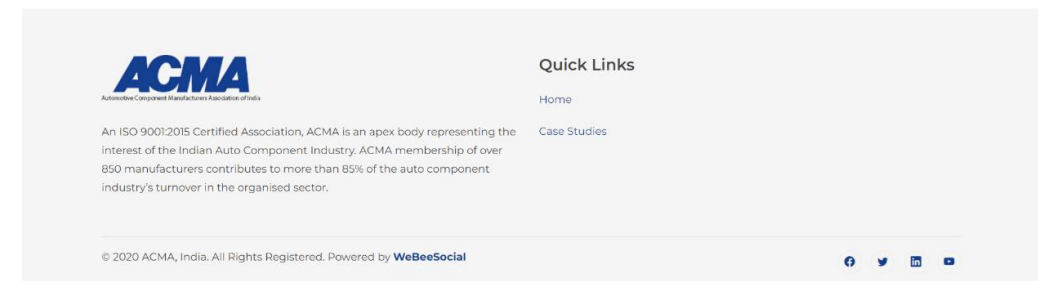
State

City

CASE STUDY insta artice! Stage 3:

Location: Indore gandhi nagar
Industry: Capital Markets

Confirm interest in each start-up by either clicking on the green or red button



ACMA *Web Portal* – Dashboard and expressing interest

Enter a date range to see the data available.

The screenshot shows the ACMA Web Portal dashboard. At the top, there is a navigation bar with the ACMA logo, a welcome message for Pooja Sharma, and links for Home, Case Studies, Event, My Dashboard, and Season 4. Below the navigation bar, there is a date range filter section with 'From' and 'To' date pickers, a 'Submit' button, and a 'Reset' button. A red arrow points to the 'From' date picker. Below the date filter, there are three data stage sections: 'Stage 1: Screening Result', 'Stage 2: Interested after 1st physical meeting', and 'Stage 3: Final Result'. Each stage section contains three horizontal bars representing different statuses: 'Pending evaluation 0' (blue), 'Interested for 1st meeting 0' (green), and 'Not Interested for 1st meeting 0' (red). Below these sections, there is a 'Download Excel' button and a 'Comprehensive List of Start-ups approached for this project' link. A red arrow points to the 'Download Excel' button.

From 19/03/2022 To 19/03/2023 Submit Reset

Stage 1: Screening Result

- Pending evaluation 0
- Interested for 1st meeting 0
- Not Interested for 1st meeting 0

Stage 2: Interested after 1st physical meeting

- Pending evaluation 0
- Interested for 2nd meeting 0
- Not Interested for 2nd meeting 0

Stage 3: Final Result

- Pending evaluation 0
- Interested 0
- Not Interested 0

Download Excel

Comprehensive List of Start-ups approached for this project

Zone

Click on “Download Excel” to download all available data.

Any Questions??

Agenda

Topic

Duration

Time

1 Member introductions and Welcome note

15 mins

2:00 PM – 2:15 PM

2 Engaging with start-ups; capabilities required (Panel Discussion)

45 mins

2:15 PM – 3:00 PM

3 Themes for Year-4, Portal Walkthrough, QnA

30 mins

3:00 PM – 3:30 PM

4 Next Steps

15 mins

3:30 PM – 3:45 PM

5 Gen-AI Walkthrough and Feedback

45 mins

3:45 PM – 4:30 PM

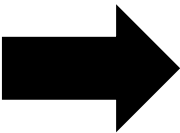
Program Calendar

	Option-1 (#9 Companies)	Option-2 Companies					Option-3	
Month	Option 1 Companies	Sandhar Goup	Shriram Pistons & Rings	Best Group	Paracoat Products	Ghaziabad Precision Products	Sona Comstar	JK Fenner
Oct'24	Project Kick-Off, Gathering key requirements from each company through Survey Questionnaire							
Nov'24	Workshop with all ACMA member companies (19th Nov)	1:1 Half-day Workshop (20th Nov)	1:1 Half-day Workshop (8th Nov)	1:1 Half-day Workshop (22nd Nov - 2nd Half)	1:1 Half-day Workshop (5th Nov)		1:1 Half-day Workshop (14th Nov)	1:1 Half-day Workshop (25th Nov- 2nd Half)
					Online Interaction #1 (21st & 22nd Nov)		Online Interaction #1 (28th & 29th Nov)	
Dec'24	Online Interaction #1 (10th & 11th Dec)			In-person Interaction #1 (17th Dec.)				Online Interaction #1 (23rd & 24th Dec.)
Jan'25		Online Interaction #1 (29th & 30th Jan)				1:1 Half-day Workshop (8th Jan)		In-person Interaction #1 (9th Jan)
Feb'25			Online Interaction #1 (6th & 7th Feb)	In-person Interaction #2 (13th Feb)		Online Interaction #1 (20th & 21th feb)	In-person Interaction #1 (28th Feb)	
Mar'25	In-person Interaction #1 (24th Mar)				In-person Interaction #1 (7th Mar)			Online Interaction #2 (10th & 11th Mar)
Apr'25		Online Interaction #2 (10th & 11th Apr)	Online Interaction #2 (24th & 25th Apr)			In-person Interaction #1 (4th Apr)	In-person Interaction #2 (18th Apr)	
May'25			In-person Interaction #1 (6th May)	Online Interaction #1 (15th & 16th May)	Online Interaction #2 (27th & 28th May)			In-person Interaction #2 (23rd May)
Jun'25	Online Interaction-2 (5th & 6th June)	In-person Interaction #1 (10th Jun)				Online Interaction #2 (26th & 27th Jun)	Online Interaction #2 (16th & 17th Jun)	
Jul'25			In-person Interaction #2 (8th Jul)		In-person Interaction #2 (25th Jul)			Online Interaction #3 (17th & 18th Jul)
Aug'25				Online Interaction #2 (18th & 19th Aug)		In-person Interaction #2 (5th Aug)	In-person Interaction #3 (29th Aug)	
Sept'25		In-person Interaction #2 (9th Sep)					Online Interaction #3 (25th & 26th Sep)	In-person Interaction #3 (16th Sep)

Program Timeline for Group

Event	Tentative Date*	Event Details
Group Workshop	19 th Nov 2024	- Knowledge sharing sessions on topics like effective collaboration with startups, Gen-AI use-cases etc. - OEMs, start-ups and PwC SMEs invited as guest speakers
Online interaction (Group)	10 th & 11 th Dec 2024	5-7 start-ups introduced virtually 45 min-1 hour session per start-up (for presentation and Q&A)
In-person interaction (Group)	24 th Mar 2025	10-12 start-ups introduced 45 min-1 hour session per start-up (for presentation and Q&A)
Online interaction (Group)	5 th & 6 th Jun 2025	5-7 start-ups introduced virtually 45 min-1 hour session per start-up (for presentation and Q&A)
Plenary event	Sep-25 (Date yet to be decided)	Official closure of the event in the presence of all ACMA member companies

Immediate next steps

1st online group interaction meeting  **10th & 11th Dec**

- Calendar invite for the meeting will be shared shortly by ACMA
- Confirmed list of start-ups for the 1st online group interaction to be shared soon
- Start-up profiles of the start-ups participating in the event will be shared shortly

Agenda

Topic

Duration

Time

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2:00 PM – 2:15 PM

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45 mins

2:15 PM – 3:00 PM

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30 mins

3:00 PM – 3:30 PM

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15 mins

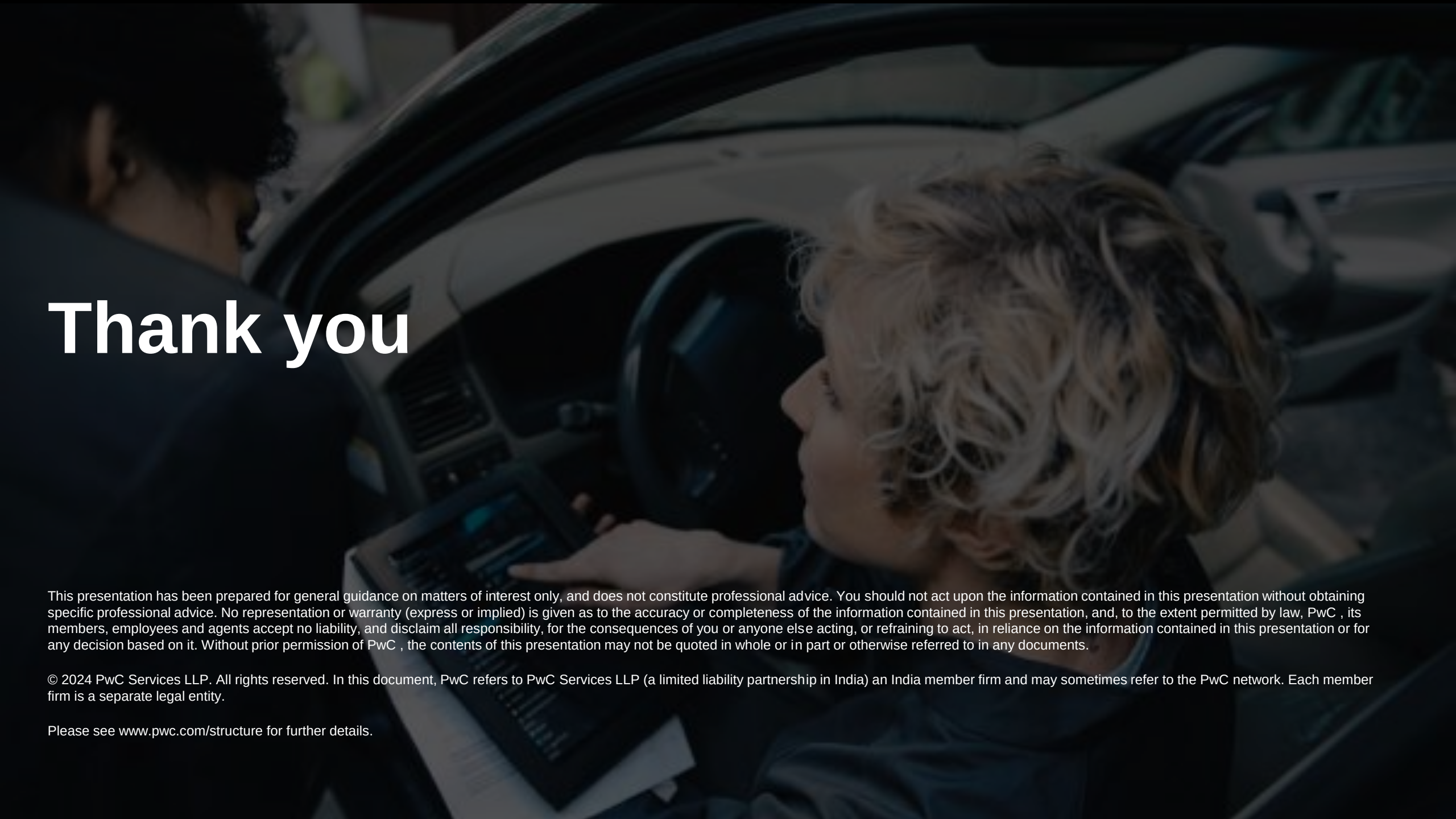
3:30 PM – 3:45 PM

5 Gen-AI Walkthrough and Feedback

45 mins

3:45 PM – 4:30 PM

GenAI use-cases and feedback?

A woman with curly blonde hair is sitting in the driver's seat of a car. She is looking down at a tablet device that she is holding in her hands. The car's interior, including the steering wheel and dashboard, is visible. The image is dimly lit, with a dark blue or grey tint.

Thank you

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