

FOR IMMEDIATE RELEASE

FADA Unveils Vision for 'BHARAT: Inclusive Mobility, Inspired Growth' at the 8th Auto Retail Conclave 2026

Unveils FADA Digest 2026, Kaleidoscope, FADA Employee ID Programme and DSS'26 Findings; Calls for Stronger Dealer-OEM Partnerships to Drive Bharat's Mobility Growth



1st September 2026, New Delhi, BHARAT: The Federation of Automobile Dealers Associations (FADA) 8th Auto Retail Conclave 2026 brought together policymakers, industry leaders, automobile manufacturers, Dealers and ecosystem partners to deliberate on the future of India's automotive retail sector under the theme "**BHARAT: Inclusive Mobility, Inspired Growth.**" The conclave highlighted the critical role dealers play in expanding mobility access, driving employment, supporting entrepreneurship and enabling India's evolving automotive ecosystem.

The event featured the presence of Shri H. D. Kumaraswamy, Hon'ble Union Minister of Heavy Industries & Steel, Government of India, as Chief Guest, alongside senior leaders from the automotive industry and allied sectors. During the inaugural session, FADA unveiled the FADA Digest 2026, commemorative editions of Kaleidoscope, and launched the FADA Employee ID Programme, a first-of-its-kind initiative aimed at creating a professional identity and structured career pathway for employees across automobile retail.

Addressing the gathering, **Mr. Sai Giridhar, President, FADA**, emphasized that the future of automotive retail will depend on stronger collaboration between Dealers, OEMs and government stakeholders. *"The next decade will profoundly transform automobile retail. Technology, consumer expectations, business models and mobility solutions are all evolving at an unprecedented pace. Yet one thing remains*

unchanged: the dealer continues to be the bridge between the automobile industry and the consumer. As we build the future of mobility in Bharat, dealer sustainability, fair OEM partnerships, employee development and ease of doing business must remain at the center of industry growth. FADA will continue to champion a strong, balanced and future-ready auto retail ecosystem that enables Dealers not just to survive, but to thrive."

Speaking at the conclave, Shri H. D. Kumaraswamy, Hon'ble Union Minister for Heavy Industries & Steel, Government of India, underscored the importance of collaboration in accelerating India's mobility ambitions.

"India's mobility story is no longer confined to a few cities or segments. From two-wheelers to tractors, from conventional fuels to emerging technologies, Bharat is firmly in the driver's seat of growth. Through thousands of dealerships and retail outlets across the country, the automotive ecosystem is generating livelihoods, fostering entrepreneurship and bringing prosperity closer to communities. This is not merely about producing vehicles; it is about creating value in India. As we move towards Viksit Bharat 2047, manufacturing excellence, inclusive growth and a relentless focus on the customer must guide every decision we take." said **Shri H. D. Kumaraswamy, Hon'ble Union Minister for Heavy Industries & Steel, Government of India.**

During the conclave, FADA also presented insights from the 6th Dealer Satisfaction Study (DSS'26) and hosted a high-level industry discussion titled "DSS'26: Beyond Satisfaction - Reimagining the Dealer-OEM Partnership," featuring senior executives from leading automotive manufacturers. The study reinforced the need for transparent communication, sustainable dealership economics, collaborative planning and stronger long-term partnerships between Dealers and OEMs.

The conclave further highlighted opportunities emerging from the rapid growth of used-vehicle retail, electric mobility, digitisation, AI-enabled customer engagement and workforce development. FADA reiterated its commitment to strengthening dealer capabilities through research, industry advocacy, training initiatives and enhanced state-level engagement.

As the apex body representing automobile Dealers across India, FADA reaffirmed its vision of building an automotive retail ecosystem that is economically sustainable, technologically progressive, customer-centric and aligned with India's broader mobility aspirations.

----- End of Press Release -----

About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.