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POST EVENT REPORT

THRIVING AMIDST DISRUPTION



1500+ ATTENDEES

38 EMINENT SPEAKERS





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KEY POINTS THAT EMERGED IN THE PANEL DISCUSSIONS

ELECTRIC MOBILITY 2030: MYTH OR REALITY?

1. Panellists felt that EV was a reality and was here to stay
2. Transition to EV will happen on mass scale once battery cost becomes affordable
3. ROI is high
4. Going forward battery swapping station have a huge future
5. Dealerships have to prepare their employees by educating them and upgrading their skills with regard to Electric Vehicle for enabling them to provide a better buying experience for the customers.
6. This will result in a win-win situation for both dealerships and customers.

PASSENGER VEHICLE PANEL DISCUSSION: FUTURE OF DEALERSHIPS

1. Transparency & trust will define OEM & Dealer relation
2. Focus must be on service
3. Right time to optimise processes and systems by professionalising retail model
4. EV advent have confused customer and customer not yet ready
5. Hence, efforts have to be made by both OEMS & Dealers to retain existing customers by helping them in their buying experience
6. Sales teams to be trained to move from discount based selling to brand based selling thereby building trust & confidence in the brand.
7. Dealer profitability important for growth
8. BS VI transition is helping in stock correction

COMMERCIAL VEHICLE PANEL DISCUSSION ON BS-VI AND THE WORLD BEYOND

1. BS VI is a challenge but an opportunity not to be missed.
2. BS VI emission norms are at par with the world
3. Huge change for dealerships and would need capability both financial & operational to brace the disruption
4. ROI important for dealerships viability; OEM to look into EBITA
5. Transparency must between OEM, dealer, financier and customer
6. Higher BS VI vehicle cost would impact demand initially with rebounding happening in 2nd & 3rd quarter
7. Ownership pattern will change as ownership period will be for longer period
8. Service intervals will change and warranty period would be long
9. Hence, dealerships must explore on workshop and body shop service as more vehicles will come for service and this will help in customer retention which will later help in augmenting sales of newer vehicles
10. Government policy on Scrappage will help to boost demand for new vehicle
11. Pre-owned Commercial vehicle business could be yet another revenue source.

2W PANEL DISCUSSION ON CHALLENGES OF DEALERSHIPS

1. Network has expanded to reach out to the customers at their door step
2. To be viable, Dealerships must be slimmer; must focus and strengthen fundamentals; look at the stock and inventory holding; look at sales capability and providing Up-skilling and upgrading opportunity for their employees.
3. New business model – win-win for both OEM & dealer with Customer coming first
4. Current de-growth temporary as mobility will increase
5. Good potential for 150-250cc bikes with growth reflecting in 600 cc bike market
6. Shared mobility in 2W is here to stay providing last mile connectivity
7. Shared mobility not a threat to existing business model as will open new business avenues
8. EV in 2W will advance with large players stepping in; swappable battery option being provided by OLA & electric charging stations coming up across the country.



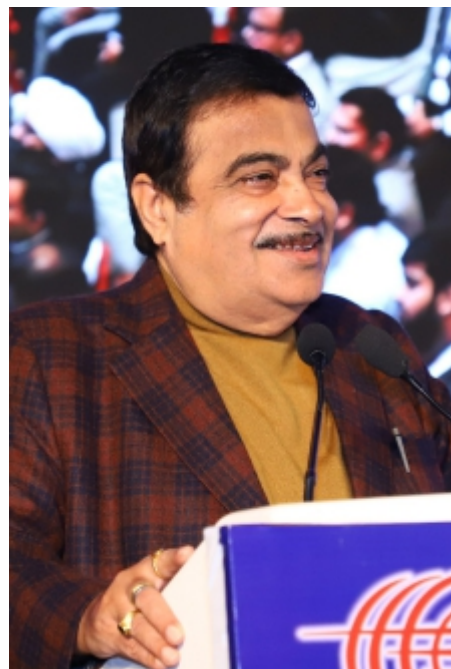
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INAUGURAL SESSION



FADA Office Bearers welcoming the **CHIEF GUEST - MR NITIN GADKARI**, Hon'ble Union Minister for Road Transport, Highways & MSME, Government of India



INAUGURAL SESSION



Award for Exemplary Contribution to The Indian Auto Industry – **MR ANAND MAHINDRA**, Chairman, Mahindra Group (acceptance through special video message)



Award for Exemplary Contribution to Automobile Dealer Fraternity – **MR NIKUNJ SANGHI**, Past President, FADA & Chairman, ASDC



National Campaign for Awareness, Self-Enforcement, Reward & Recognition for Safer Driving Behaviour among Road



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ELECTRIC MOBILITY 2030: MYTH OR REALITY?



L to R: **DR M P SHYAM**, Chairperson, FADA Karnataka - Moderator; **MR ANKIT JAIN**, Co-Founder, Ola Electric Mobility; **MR SOHINDER S GILL**, CEO - Global Business, Hero Eco and Director General, SMEV; **MS SULAJJA FIRODIA MOTWANI**, Founder & CEO, Kinetic Green Energy and Power Solutions; **MR NAGESH BASAVANAHALLI**, Managing Director, Greaves Cotton; **MR MALIND KAPUR**, Senior Vice President - Marketing, CBT, Product Strategy, Piaggio Vehicles; and **MR SANJAY KRISHAN**, Founder, Lithium Urban Technology.

INDIVIDUAL KEYNOTE



MR RAJEEV CHABA
President & Managing Director, M G Motor India

INDIVIDUAL KEYNOTE



MR HARDEEP SINGH BRAR
Director - Marketing & Sales Great Wall Motor



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ELEVENTH
AUTO SUMMIT 2020

07 FEBRUARY

PASSENGER VEHICLE PANEL DISCUSSION - FUTURE OF DEALERSHIPS



L to R: **MR VINKESH GULATI**, Vice President, FADA - Moderator; **MR MANOHAR BHAT**, Head - Marketing & Sales, Kia Motors India; **MR VEEJAY NAKRA**, Chief of Sales & Marketing, Mahindra & Mahindra Auto Division; **MR SANTOSH IYER**, Vice President - Sales & Marketing, Mercedes Benz India; **MR N RAJA**, Managing Director & CEO, Toyota Financial Services India; and **MR RAJESH GOEL**, Senior Vice President & Director - Sales & Marketing, Honda Cars India.

DEMYSTIFYING GST



Adv. (CA) JATIN HARJAI
JHA Legal

MOTIVATIONAL SESSION



SWAMI GYANVATSALDASJI
on Seven Habits of Highly Effective People

CV PANEL DISCUSSION ON BSVI AND THE WORLD BEYOND



L to R: **MR KVS PRAKASH RAO**, Past President, FADA - Moderator; **MR AMIT MOHAN**, Sr EVP & Business Head-CV, Kotak Mahindra Bank; **MR SATYAKAM ARYA**, Managing Director & CEO, Daimler India; **MR ANUJ KATHURIA**, Chief Operating Officer, Ashok Leyland; **MR BHARAT M SANGHVI**, Past President, FADA; and **MR JOHN K PAUL**, Immediate Past President, FADA

2W PANEL DISCUSSION ON CHALLENGES OF DEALERSHIPS



L to R: **MR NIKUNJ SANGHI**, Past President, FADA - Moderator; **MR SAJEEV RAJASEKHARAN**, Managing Director, H-D Motor Company India; **MR YADVINDER SINGH GULERIA**, Senior Vice President - Sales & Marketing, Honda Motorcycle & Scooter India; **MR SANJAY BHAN**, Chief Business Officer, Ola Electric Mobility; and **MR PRANAV SHAH**, Director, Innovative Motors Pvt Ltd.



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SESSION ON DIGITISATION IN AUTO DEALERSHIPS



MR NIKHIL BANSAL
Industry Head - Auto, Google India

SESSION ON FUTURE TRENDS OF PV SALES IN INDIA



MR COLLIN COUCHMAN
Director - Global Automotive Sales Forecasting, IHS Markit

CROSS SECTION OF AUDIENCE



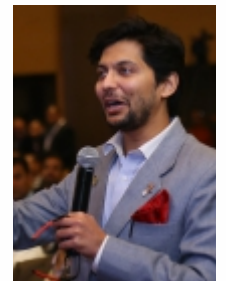


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LETS RELIVE 1983

BY MR KAPIL DEV





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Quality Endurance Passion



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