

# Indo-German Newsletter

## Karnataka Region

Edition 3, July - December 2021

### Consulate's Corner



Dear Readers,

Season's Greetings from the German Consulate Bangalore!

It gives me immense pleasure to mention the positive trend as the pandemic is in recess and we are gradually entering into the post-pandemic phase – even while witnessing a wave of Covid in Germany. Getting vaccinated is the most important task for each and everybody.

When compared to the first half of this year, the second half has been fruitful. India has allowed foreign tourists as Covid cases decline and have also given permission to the quarantine-free entry of foreign travelers. The good news is also, that my Consulate has started to work in

full swing by the beginning of September and we are issuing a significant number of visas to ease the situation of the applicants who are eagerly waiting for the opportunity to travel.

Now with respect to our core business: economy! India's economy, which contracted by 7.3 percent due to the COVID-19 pandemic, is expected to grow by 9.5 percent in 2021 and 8.5 percent in 2022, according to the latest projections released by the International Monetary Fund. India's gross domestic product (GDP) is forecast to grow 10% in fiscal year (FY) 2021, driven by a surge in domestic demand and exports. The Indian economy is showing encouraging signs of recovery as the effects of the second wave dissipate. Bilateral imports and exports have increased by about 20% each this year.

India and Germany have a tradition of trade and business. 2021 marks 70 Years of Indo-German Diplomatic Relations and 2022 marks the 75th anniversary of an independent India – congratulations! During the last several years, India has become one of the most important trading partners for Germany. Germany is India's biggest trading partner in Europe and among the top ten worldwide. Trade relations will only grow in importance in the future. There is also increased interest on both sides for more investment opportunities and closer ties between the companies of both countries. To put it shortly: the sky is the limit.

The BTS 2021 with its central theme "Driving the Next" witnessed the coming together of global tech leaders, Indian corporate and startups from IT, Deep tech, and Biotech deciphering the future, displaying disruptive technologies, forging partnerships, and alliances. Further, with the increasing interests from mid-market companies on both sides, cross-border M&A, strategic collaborations, and technology tie-ups will be crucial to driving business growth and expansion in the Indo-German corridor.

VDMA, the biggest German Manufacturers Association, has been working actively for a long time to build Economic and Trade relationships between both our countries. Even during the pandemic VDMA was present in or organizing various events like webinars, symposiums, and meetings. VDMA is an important cornerstone of Indo-German business relations bridging the gap between the German and Indian Industry and serving the Indo-German economic relations in different engineering sectors.

Wishing you all a very bright and fruitful year ahead! Stay safe!

Warm regards,

Mr. Achim Burkart  
Consul General of the Federal Republic of Germany in Bengaluru

## German Engineering Federation (VDMA)

### An interview with Mr. Venkataramana Gorti, Managing Director & Country Head, HOMAG India Pvt Ltd.



Kindly tell us about the HOMAG activities in India.

HOMAG, India a subsidiary of HOMAG, Group is present in India since 2002. It started as a Sales and Service support organization and then another legal entity of HOMAG started its manufacturing in 2011. Both these legal entities of HOMAG, India got merged in 2018 and I have been fortunate to lead the new organization from mid of 2019. I can say with pride that currently HOMAG India has close to 3500 installed base of machines spread across India with a very strong and competent team working closely with all our customers. We have

our manufacturing facility where we not only cater to the domestic market needs but also export machines.

At HOMAG India we also have teams supporting Software testing, Global Sourcing activities, APAC Software Hotline support.

HOMAG iX - a complete Business solution suite to improve the quality, productivity, real-time monitoring, Cost-management as well as Tapio-our IoT-based subscription solutions to connect the entire Eco-system are key enablers for our customers to improve their profitability and accelerate their growth.

HOMAG India is also working on increasing our footprint in SAARC countries like Bangladesh, Nepal, Srilanka where the panel processing business is on the rise.

To enable our growth plans we have invested in a completely new "State of the Art, Build to Suit" facility which will be ready by the end of this year 2021, also we are Building our competencies, bringing in already proven technologies from Germany to India. HOMAG India would also start becoming the epicenter of APAC and Global support for LCS (life cycle support), Testing and development of Softwares, Global sourcing, Engineering in the coming years.

**How do you foresee the business improvement/scenario for HOMAG in 2022? What are your expansion plans at HOMAG?**

HOMAG India has had pretty good years despite the Pandemic. Last year (2020) we had the highest ever Order booking in our history despite losing almost 6 months due to Pandemic and this year (2021) also we would be ending with a growth of 30% on the year 2021.

We could achieve this growth with a very focused approach to address the customer needs, build on our tried and tested approach on customer problem-solving abilities and most importantly the technical expertise our teams carry which separates us from the rest of the competition. In the past 2 years, we had a record new customer acquisition while serving the existing customers new requirements which we believe will continue to be our growth enabler. We expect 2022 to be even better than 2021 as we have a very healthy Order backlog

**How was HOMAG engaged in production activities taking precautions for the safety of the people in the currently prevailing circumstances due to Covid-19?**

At HOMAG, employee safety is paramount and we as an organization have worked relentlessly to ensure that all our employees and their families are taken care of. We as an organization have enforced and followed all the Protocols periodically communicated by the authorities, opened up the Work-from-home options to our employees, and put other enablers in place. We have arranged for All our employees and their families as well as service providers Free vaccinations and any other supports, as and when required.

**What are the challenges the Mechanical Engineering Industry is facing today? How could this be overcome?**

Challenges, in general, faced by typical mechanical engineering industries (I am covering more of MSME's) are to name a few Inadequate banking finances, limited capital, challenged w.r.t. accessibility to technology, low production capacities, outdated marketing tools, constraints on modernization, and expansions, the challenge of retaining skilled labor force and in some cases availability

Many of these can be overcome through some of the measures like Policy initiatives to be Fast-tracked, Enhancement of Rural MSME credits, Shift from the traditional working of awarding business to L1 (lowest in price) to Overall Quality, Technological advancement and Global reach, Creating more World-class testing facilities for ease of Tests and approvals, Enhancing Emergency Credit line guaranteed schemes, Institute more DFI's, Create Multiple SIDBI's, Production linked incentives, Facilitate Exports (Overseas ) market access. Above all the Mindset shift towards Newer Technologies, Global quality standards, Scalability, and Sustainability would be the key.

### What new technology trends are shaping the growth of the Furniture Manufacturing Industry or Wood Working Machinery in India?

One of the major shifts which can be experienced in the recent past is that many of the players in the industry have started exploring exports as an option (which was not so much in the past). This primary shift has started enabling newer technologies like automation, Business enablers like IoT, AR, and VR are being explored as game-changers, also the willingness to plan for a longer horizon and have the business plans aligned for a roadmap or 3-5 years growth, etc. The customers are investing more in Industrial machines capable of higher Productivities, Higher levels of automation, and Business integrations, also there is a clear focus on Marketing, faster TAT (turn-around time), customer acquisitions, global quality, and Cost-competitiveness.

### Skill Development or orientation is an important requirement in current developments in emerging trends like Industrie 4.0, how is HOMAG India addressing it on a continuous basis both to employees and customers?

HOMAG India has always been focused on the skill-development and enhancement for the industry. We always go the extra mile to train our customer teams both on-site and through the various training, we conduct in-house to enhance the skills levels. We are also working closely with FFSC for skill development across the country. Our team members undergo rigorous training in both classroom and on-hand training continuously which has been the strength of HOMAG India for the past few decades and which is well-appreciated in the industry.

### What would you like to suggest to German companies who are looking to enter the Indian market?

I would just say that if you are not in India as yet, you are missing a great business opportunity for your organization's growth and profitability. India is the only country across the world which has the highest number of Young talent, the competencies and skill-levels across the industries are the best in the world, it's a country which has most of the literate population speaking English, also in the past 10 years the Government is fully committed to ensure the "ease of business" and to make India the global hub of all the global organizations.

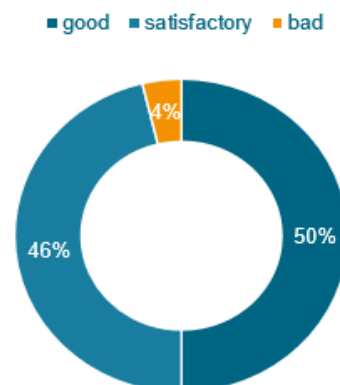
## VDMA India Business Climate Survey

VDMA India conducts the VDMA Business Climate Survey (BCS) twice every year, in Spring and again in Autumn. This survey is an integral part of our association's activities here in India. We regard this joint initiative between the association and our members as an additional compass playing a major role in understanding the market circumstances today and tomorrow for better decision-making.

The 10th edition of the VDMA Business Climate Survey was conducted between October and November 2021. More than 100 participants across all sectors of the mechanical engineering industry shared their evaluations regarding their company's business and the situation of their most important customer industries.

### Current Business Situation

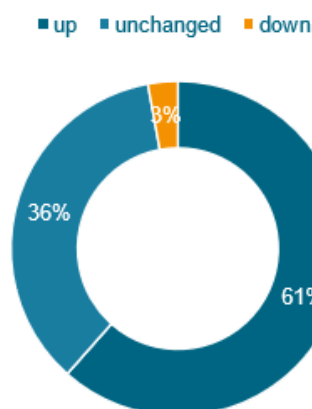
- » 50% of the participants report a good business situation, while 4% still assess the current situation as bad. The majority of the companies state that their situation is satisfactory (46%).
- » Nevertheless, the current sentiment has been improving compared to the sentiment in spring 2021.
- » In our last survey, 9% of the participants reported a bad business situation while the majority of 54% stated that their business situation was satisfactory.



N = 108  
Source: VDMA

### Number of Employees

- » Despite the unprecedented circumstances due to Covid-19, 61% of the industry plans to hire new employees over the next 6 months.
- » Another 36% plan to hold on to their current workforce.
- » Only 3% plan to reduce employment, which shows a significant improvement on the Human Resources scale compared to Spring 2021.



N = 108  
Source: VDMA

### Implications and outlook

Over the months, after the Covid-19 second lockdown in India, the business activities have rebounded well, and it looks likely for a business to go back to normalcy to the pre-Covid times soon. The road to recovery has encountered roadblocks in the past few months, due to the supply chain disruption, many industries are facing difficulties in receiving and executing orders due to the unavailability of regular raw material supply.

In Spring 2021, 19% of the member companies felt that their current stock of orders was below normal. In Autumn 2021, only 3% feel the same way. We can see the decrease in negative sentiments mainly because of the pent-up demand and the festive season in India.

The economic outlook is optimistic where 82% of the respondents expect their situation to be better during the next six months while 18% expect the business situation to be unchanged.

The companies expect – on average – an increase in sales revenue of 19% this year, 4 percentage points more than expected in spring 2021. Hence, participants expect their sales revenue to recover to the pre-crisis level. By 2022, sales revenue is expected to increase by 13%.

## Events and Activities in the Last Quarter:

### VDMA | Web seminar on “Sustainability Engineering – Driven by Renewable Energy” |14th July 2021

The German Engineering Federation - VDMA India along with our esteemed VDMA Members, ARGO-HYTOS, HARTING India, and SAP had organized a web seminar, which helped to understand the benefits of responsible engineering or engineering with a conscience.



**ARGO-HYTOS** **HARTING** **THE BEST RUN SAP** **VDMA**

**“Sustainability Engineering: Driven by Renewable Energy”**

Wednesday, 14<sup>th</sup> July 2021 at 3:00 PM (IST)

				
<b>Pradeep Kheruka</b>	<b>Hans-Martin Waiblinger</b>	<b>Arvind Tekur</b>	<b>Nikhil Chaturvedi</b>	<b>Rajesh Nath</b>
<i>Executive Chairman Borosil Renewables Ltd.</i>	<i>Manager Renewable Industries ARGO-HYTOS</i>	<i>Director Marketing &amp; Product Management Harting India</i>	<i>VP and APAC Leader Energy and Natural Resources SAP</i>	<i>Managing Director VDMA India</i>

VDMA | India

We were privileged to have the following esteemed speakers for this interactive and informative session:

- » Pradeep Kheruka, Executive Chairman, Borosil Renewables Ltd
- » Hans-Martin Waiblinger, Manager Renewable Industries, ARGO-HYTOS
- » Arvind Tekur, Director Marketing, and Product Management, Harting India
- » Nikhil Chaturvedi, VP, and APAC Leader-Energy and Natural Resources, SAP
- » Rajesh Nath, Managing Director, VDMA India

The moderation of the session was conducted by Mr. Sandip Roy, Regional Head -East, VDMA India. The opening remarks were given by Mr. Rajesh Nath, Managing Director VDMA India. He spoke about the demand for renewable energy in India and stated the Government plans to increase energy sources by undertaking large-scale power projects.

The Chief Guest of the session, Mr. Pradeep Kheruka, Executive Chairman – Borosil Renewables Ltd who gave an address on the importance of Sustainable Engineering – Solar Engineering/Systems. He then mentioned about “Solar Glass” which is the largest non-Chinese-owned solar glass producer in the world. After which he talked about lithium-ion batteries which are completely recyclable and lithium can be extracted without any wastage. In his concluding remarks, he pointed out the cost of wind and solar energy generation being reduced and that the price of solar power generation in India has considerably dropped below power generated by non-renewables.

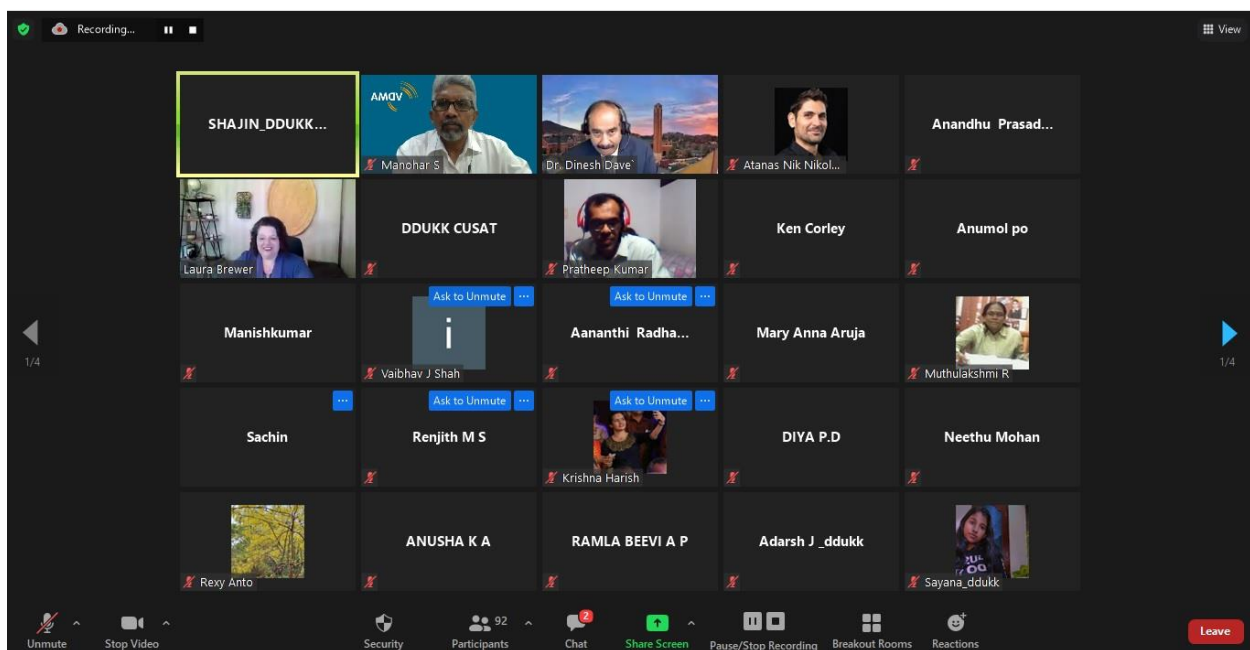
The first speaker of the web seminar was **Mr. Hans-Martin Waiblinger, Manager Renewable Industries, ARGO-HYTOS**. He gave an introduction about the **ARGO-HYTOS** group and described in detail their worldwide production facilities by mentioning the standard product portfolio such as System Filters, Tank Solutions, Valves, and Power Packs. The second speaker was **Mr. Arvind Tekur, Director Marketing & Product Management, Harting India**. **Mr. Tekur** mainly emphasized the significant contributions of Harting in the Renewable energy sector. He believes that sustainable engineering should provide lifetime solutions for energy worldwide.

The final speaker was **Mr. Nikhil Chaturvedi, VP and APAC Leader -Energy and Natural Resources – SAP**. **Mr. Chaturvedi** spoke on the topic -Digital Transformation in Renewable Energy. He stressed the role of Intellectual Technology (IT) in improving sustainability situations and promoting renewable energy. In his concluding remarks, he mentioned boosting investments in renewable energies with **SAP** and highlighted the Southern California Edison: Safety and compliance with **SAP EHS** management.

Finally, we had the Q&A session moderated and concluded by **Mr. Rajesh Nath, Managing Director VDMA India Services Pvt Ltd**. where he took up several interesting and pertinent questions posed by the attendees. We had an overwhelming participation of 187 attendees from the industry joining us for the web seminar.

## VDMA | International Colloquium on “Analytics Driven Models & Innovations in Supply Chain and Marketing” |15th July 2021

The **Cochin University of Applied Science and Technology** in association with **Appalachian State University, Boone, North Carolina, USA** hosted this International Colloquium on “Analytics Driven Models & Innovations in Supply Chain and Marketing”.



The session was inaugurated by Prof.(Dr.).K.N.Madhusoodanan Honorouable Vice-Chancellor Cochin University of Science and Technology. VDMA was represented by Mr.S.Manohar, Regional Head South, VDMA India who gave a presentation on “Transformation of Manufacturing by using Analytics”.

The speakers for the event were:

- » Dr. Dinesh Dave, Professor and Director of Supply Chain Management, John A. Walker College of Business.
- » Mr. S.Manohar, Regional Head – South, VDMA India
- » Ms. Laura L. Bewer, Lecturer of Supply Chain Management, John A. Walker College of Business.
- » Dr. Ken Corley, Associate Professor of Computer Information Systems, John A. Walker College of Business.
- » Dr. Atanas Nik Nikolov, Assistant Professor of Marketing and Supply Chain Management, John A. Walker College of Business

### VDMA |Seminar on “Emerging Technology Trends in Manufacturing Processes” |3rd September 2021

Manufacturers must invest in the up-gradation of processes and technology. Keeping this in mind, VDMA India organized its fourth physical event over the past few weeks on creating a comprehensive awareness on “Emerging Technology Trends in Manufacturing Processes” in Pune on Wednesday,1st September 2021 at the Hyatt Regency and Bengaluru on Friday, 3rd September 2021 at the Lalit Ashok Hotel. The symposium was attended by the leadership of top German Industry members and the Indian engineering industry.



Mr. Rajesh Nath and Mr. S.Manohar with the speakers of the partner companies in Bangalore.



The event was organized by VDMA India in association with its partners – TRUMPF, Fronius, Messer Cutting Systems, Contrinex, and Tox Pressotechnik and its knowledge partner – EAC International Consulting. The event started with the traditional lighting of the lamp by VDMA India's Managing Director, Mr. Rajesh Nath, Mr. Friedrich Birgelen, Deputy Consul General, Consulate of the Federal Republic of Germany, Bangalore, and the speakers of the technical sessions.

Shortly after the ceremonious Lighting of Lamp, Mr. Nath warmly welcomed the participants, sponsor companies, and chief guests during his address. After his insightful speech, the Guest of Honour, Mr. Birgelen spoke about Germany's continued relations with India and the impact of Covid-19.

The first technical session was chaired by Mr. B R Indushekar, Vice-President & General Manager, Volvo India. The first presentation was on "Emerging Market Opportunities in Indian Metal Fabrication Industry" by Mr. Unmesh Lohite, Principal, EAC Consulting. He shed light upon the "Make In India Mittelstand (MIIM)" Schemes and their implications on the metal fabrication industry. The next speaker was Mr. Sachin Gambhire, Associate Director – Business Development & Marketing, TRUMPF India. His presentation on "Technology Solutions for Manufacturing World in Transition" was very insightful. Mr. Rahul Raje, Regional Head – South, Fronius India spoke about the "Intelligent Revolution in Welding Technology – Implementation of Knowledge Transfer", as the last speaker of Technical Session I. This was followed by a short Question and Answer session.

The second technical session and was chaired by Mr. A N Chandramouli, Board Member, Starrag India. Mr. Uday Mukherjee, Director Sales & Marketing, Messer Cutting Systems spoke about the "A to Z of Thermal Cutting Solutions under one roof". He traced the evolution of the manufacturing technologies in the cutting industry and the role it played in the growth of the Industries.



Mr. S.Manohar with the speakers of the partner companies in Pune.

Subsequently, **Mr. Abhijeet Ghodke**, Regional Manager, Contrinex Automation spoke about “High-Performance Rugged Sensors and Smart Safety” gave his presentation which enlightened us about Artificial Intelligence, Industry 4.0, and IoT Sensors that are prevalent in a few trending technologies in Cutting, Welding, and Joining Industries. Thereafter, we had a virtual speech on “Clicking, Riveting and Setting of Functional Elements for today’s world of mobility” by **Dr. -Ing. Wolfgang Pfeiffer**, Managing Director, Tox Pressotechnik. Although he couldn’t travel to India, **Dr. Pfeiffer** was a part of the session virtually and even answered some questions from the audience.

As this concluded the second and last technical session for the day, **Mr. Manohar S**, Regional Head – South, VDMA India proceeded to give his concluding remarks. He thanked all the companies for their astute and relevant presentations, and the attendees for their active participation. The event came to an end with a networking lunch. It is safe to say that VDMA India has always been a forerunner in hosting industrial events and it was a pleasure to see such events being held after several months.

## VDMA |Webseminar on “The Global Production Language - Next Level of Indian Production” |22nd September 2021

VDMA India in association with the Global Project on Quality Infrastructure of the German Federal Ministry of Economic Affairs and Energy (BMWi), hosted this introductory web event on the relevant topic of Global Production Language in the context of Industry 4.0.



The screenshot shows a Zoom meeting with five participants in a grid view. Below the grid is a presentation slide for the webinar. The slide features the logos of the Federal Ministry for Economic Affairs and Energy, GLOBAL PROJECT Quality Infrastructure, and VDMA. The title of the session is "The Global Production Language – Next Level of Indian Production" on Wednesday, 22nd September 2021 at 03:00 PM (IST) or 11:30 AM (CET). The slide lists four speakers with their photos and titles:

- Mr. Rajesh Nath**, Managing Director, VDMA India
- Mr. Heiko Herden**, Consultant OPC UA, Forum Industrie 4.0, VDMA Frankfurt
- Mr. Ernst Stoekl-Pukall**, Division Digitisation, Industrie 4.0, BMWi
- Dr. Nagahumaiah**, Director, Central Manufacturing Technology Institute (CMTI)

The web session started with examining the status quo of **Industry 4.0** in India, which lays out the foundation before heading into the area of **Global Production Language**. As part of the transformation to **Industry 4.0** and with the target image of **Plug & Produce** in mind, the **German mechanical and plant engineering industry** is making great efforts to develop a common language for **industrial communication**. While the **OPC Foundation** provides the grammar with the **OPC UA**

communication architecture, the vocabulary is being standardized by the VDMA together with its members. This is how the global language of production is being created.

The event later delved into learning why the mechanical and plant engineering industry has selected OPC UA as the preferred standard for implementing Industry 4.0 communication in production. In the process, various insights were gained about why OPC UA technology and its various application options and benefits.

In conclusion, OPC UA enables interfaces to be standardized in the course of Industry 4.0 by meeting the requirements of mechanical engineering and offers transport mechanisms and data modeling. The process also gives an overview of the standardization activities of the VDMA in the field of OPC UA.

## VDMA |Webseminar on “Advancements in Industrial and Bulk Material Packaging in Woven Sacks” |24th September 2021

Woven Sacks are made from a single polymer family and are easily recyclable. About 26 years ago, Windmüller & Hölscher (W&H) invented and patented the technology to create hot air sealed block bottom sacks made of PP woven. The recent advancements have changed the face of woven packaging taking the industry to newer heights. These solutions are redefining the future of bulk material and cement packaging. We are witnessing a shift in the Indian market as a large portion of cement in India is already being packed in Block bottom bags.



In this context, VDMA India in association with Windmüller & Hölscher, B&B Verpackungstechnik GmbH, and Indian Plastics Institute organized a Web Seminar which would help you understand the benefits of “Advancements in Industrial Bulk Material Packaging in Woven Sacks” & explain



the market scenario, advantages of moving into woven packaging, and their key issues of packaging sector in increasing the efficiencies and synergies of the entire value chain.

We were privileged to have esteemed speakers joining us for this interactive and informative session:

Mr. Pankaj Shah, Chairman, Indian Plastics Institute

Mr. Rakesh Shah, Chairman, Delhi Chapter, Indian Plastics Institute

Mr. Walter Häder, Managing Director Woven Machinery at Windmüller & Hölscher

Mr. Jörn-Peter Bäumer, Managing Partner at B&B Verpackungstechnik GmbH.

Mr. Anuj Sahni, General Manager – Sales & Marketing, Windmüller & Hölscher India

The moderation of the session and opening remarks were given by Mr. Manohar, Regional Head – South, VDMA India, and Mr. Rajesh Nath, Managing Director, VDMA India. Mr. Nath extended a warm welcome to the five panelists and gave a brief intro about the packaging sector, and its importance.

The speakers from Windmüller & Hölscher explain the Applications and high sides of considering the woven bags and the Growth Story – Block Bottom Bags, the product life cycle of Block bottom bags, and the annual production of cement packing in Block Bottom. Alternative for sewn WPP bags, WPP bag making technology - hot air vs. hot melt and WPP bag/sack making technology – future development outlook was also explained by the speakers

At the end we had Mr. Pankaj Shah, Chairman, Indian Plastics Institute, helping the participants to understand the industrial plastics, and packaging in India, and also have explained in brief about Indian Plastics Institute and the association with the packaging industry.

Finally, we had the Q&A session moderated and concluded by Mr. Manohar where he took up several interesting and pertinent questions posed by the attendees. We also had poll questions to be answered. From the partners, we had all the speakers answering all the questions with grit. The web seminar was duly attended by 200+ attendees from the German industry.

## VDMA |Seminar on “10<sup>th</sup> VDMA Mechanical Engineering Summit” |8th October 2021

The 10<sup>th</sup> VDMA Mechanical Engineering Summit – the annual flagship event of VDMA India was held on 8th October 2021 at Hotel Sheraton Grand Bangalore. Over 250 participants from 17 cities of India attended this Prestigious event.

The summit commenced with the welcome address by Mr. Rajesh Nath, Managing Director, VDMA India. He explained the impacts on the economy and the business situations during the lockdown and during the second wave of the Covid 19 pandemic.

The address of Mr. Rajesh Nath was followed by the Guest of Honour Address by Mr. Achim Burkart, Consul General, Consulate General of the Federal Republic of Germany, Bangalore on “Indo-German Relations: Prospective Business Synergies & Government Support”. He also mentioned that post the German election period with the new government in place is going to be an “Important shift in the political landscape of Germany”. In the special address by the Guest of Honour, Mr. Kamal Bali, President & Managing Director, Volvo Group, India on “Transformation

of Manufacturing in India".He highlighted the responsibility of MSME and the Manufacturing sector in creating employment.



Mr. Rajesh Nath with Mr. Achim Burkart and Mr. Kamal Bali

The video message of Mr. Ulrich Ackermann, Managing Director, Foreign Trade Division, VDMA Frankfurt spoke about the changes in the global economy and how VDMA supports trade without barriers. Mr. Ackermann's address was followed by the Video Message on "Investment opportunities and the new initiatives by the State for enhancing the Development of Manufacturing Industry in Karnataka" by the Chief Guest, Mr. Murugesh Nirani, Minister for Large and Medium Industries, Government of Karnataka.

The inaugural address was followed by the technical session -1 with the Presentation of Roedel & Partner India, on "Government Incentives and Subsidies- Unwrap the gifts on your desks". The next presentation was from the state partner: Guidance, from Tamil Nadu, by Mr. Aditya Nagarajan, Vice-president, Investment Promotion, Guidance Tamil Nadu, Industries Department, Government of Tamil Nadu and he presented on "Ease of doing business in Tamil Nadu State". The final presentation in Technical session 1 was by E-Plan on "Digitalized future of the Industrial Ecosystem- It's in your Hands" presented by Mr. Umesh Pai, Managing Director, EPLAN Software & Services Pvt. Ltd

This refreshing session was the preview for the Technical Session II focusing on the "Future Trends in Smart Manufacturing". The first presentation on "Seize the I4.0 Opportunity – Onboard the Digital Transformation Journey!" was made by Mr. Sreekanta Aradhya, Global head – Connected Industries Business Area, Robert Bosch Engineering & Business Solutions. This was followed by SIEMENS Technology & Services Pvt. Ltd. spoke about "Autonomous Factories – Reality or Myth". As the last speaker of the session, Mr. Sumantha Chakraborty, Senior Project

Manager, SAP India, touched upon various use cases and real-life examples of “Digital Transformation on the Shop Floor”.

The last session began with the panel discussion. Mr. Rajesh Nath kicked off the Panel Discussion on “Economic Reforms in the last three Decades – Make in India 2.0”.

The esteemed panelists were –

Mr. Rohit Bhagade, Chief Financial Officer, SAP India Subcontinent

Mr. VG Sakthikumar, Managing Director, Schwing Stetter India Pvt. Ltd.

Mr. Prashanth Doreswamy, Country Head & Managing Director, Continental Automotive Components India Pvt. Ltd.

Mr. Ravi Agarwal, Managing Director, Pepperl & Fuchs Factory Automation Pvt. Ltd.

Mr. Ulrich Greiner Pachter, CEO & Managing Director, SMS India Pvt. Ltd.

Mr. Wilson Thomas, Managing Director, CARL ZEISS India

The panel discussion came to a grand end with a customary ‘Rapid Fire Round’ followed by two Start-up pitches by – Mean Metal Motors and Vegam.IO Solutions.



Mr. Rajesh Nath with the panellists

VDMA’s 4th Manufacturing Excellence Awards in partnership with Rödl & Partner followed the panel discussion. The awards were for two categories – Work Condition & Work Safety and Energy Efficiency & Conservation with a maximum of two companies against each category were awarded out of the total of 40 nominations received for both the categories. The co-winners in the Energy Efficiency and Conservation Award for the Medium Category were Vulkan Technologies Private Limited and Micro Precision Products Private Limited - A WIKA Co. The runner-up in the same category was Zahoransky Moulds & Machines Private Limited. The winners in the large category was Continental Automotive Components Private Limited and the runner-up was Truetzschler India Private Limited.

In the Work Condition and Work Safety Award. the winner in the Medium category was R. Stahl Private Limited and the runner-up was Kern-Liebers India Private Limited, Under the large

category the winner was Daimler India Commercial Vehicles India Private Limited and the runner-up was Robert Bosch Limited.

After a day filled with presentations, speeches, awards, and discussions, Mr. Rajesh Nath gave his concluding remarks and a vote of thanks to all participating companies and delegates who made this event a grand success with more than 260 people participating.

VDMA |Seminar on “Electric Mobility - Disrupting Technological Trends in the Transportation Industry ” |19th November 2021

VDMA India together with our esteemed partners, BENDER, CADFEM, FESTO, HARTING, INFINEON, SCHAEFFLER, WEISS, and ZWICK ROELL conducted the “Electric Mobility - Disrupting Technology trends in the Transportation Industry” at Radisson Blu Plaza Delhi, on 17-Nov 2021 and Le Royal Meridien Chennai, on 19-Nov 2021 respectively.

At Delhi on 17<sup>th</sup> Nov 2021, the event organized by VDMA India, started by the traditional Lamp lighting by the chief guest Dr.Steffen Koch, Minister, Head of Department for Economics & Global Affairs EMBASSY OF THE FEDERAL REPUBLIC OF GERMANY and Guest of Honour was Mr. B. B. Gupta President Strategy & Business Planning JBM GROUP in Delhi.

In Chennai on 19<sup>th</sup> Nov 2021, the event commenced by the lighting of the lamp by Chief Guest Ms. Karin Stoll, Consul General, German Consulate, Chennai, and Mr.Kaniappan P, Managing Director, WABCO India Guest of Honour at the Chennai.



Mr. Rajesh Nath and Mr. S. Manohar with the speakers from the partner companies in Delhi



The welcome address at both the locations of Delhi and Chennai was given by [Mr. Rajesh Nath, Managing Director, VDMA India](#) presenting the importance of the EV industry in the coming future and giving an update on PLI and other Schemes by the various government for the betterment of the EV Industry.

After that, in Delhi, we had the update on Indo-German Trade by [Dr. Steffen Koch, Head of Department for Economics & Global Affairs, EMBASSY OF THE FEDERAL REPUBLIC OF GERMANY, NEW DELHI](#). The speech by Guest of Honour was given by [Mr. B.B Gupta, President - Strategy & Business Planning, JBM GROUP](#) was regarding the [Accelerated Growth of the Electric Mobility Technological Ecosystem](#) in India.

In Chennai we had [Ms. Stoll, Consul General, German Consulate, Chennai](#), explaining the current vaccination drives in Germany and on the current raising cases of Covid-19 in Germany. After this, we had [Mr. Kaniappan P, Managing Director, WABO India](#), speaking about the [Accelerated Growth of the Electric Mobility Technological Ecosystem](#) in India.

In the Technical presentations, [BENDER](#) presented on the topic [Electrical Safety Solution for E-Mobility](#), which was explained by [Mr. Washim Ahamed, Senior Manager - Sales & Marketing](#) in Delhi on the vast portfolio in the Battery Management System and Charging infrastructure, and the same presentation was given by [Mr. Raghavendra Sajjan, Senior Manager – Sales & Marketing](#) in Chennai.

After that, we had a presentation from [CADFEM](#) Regarding the Simulation and Analysis in the EV's which can reduce 50% of testing and modelling time in the production and R&D cycle. The presentation on [Computational modeling to step up e-mobility to realize efficient, reliable Power trains](#) was presented by [Mr. Santhosh Manepally, Technology Specialist](#) at both locations.

The presentation of [Mr. Vijay Menon, Sr. Business Development Manager](#) of [FESTO](#) included the automation side in the manufacturing of the EV with the explanation of Opportunities for [New Manufacturing Automation benchmarks](#). Solutions from [HARTING](#) were presented by [Mr. Shashank Narayan, Market Manager – E Mobility](#) who explained his presentation on the [Charging Infrastructure ecosystem for growing Electric Mobility](#). The connectivity solution is one of the main draw-back in India for a faster phase in the EV.

The Presentation on [Trends & Developments in E-Mobility for Infineon](#) was given by [Mr. Narendra Walvekar, Sr Manager - Automotive Sales](#) in Delhi, and by [Mr. Srinivasan Parthasarathy, Sr Manager - Automotive Sales](#) in Chennai. They gave us a chance to look up to the semiconductor and the electronics side of the EV game explaining the Microprocessor and the power electronics which go into the vehicle.

Followed by this we had the Presentation on [Automation in Electric Mobility Ecosystem](#) by [Mr. Franz Oebels, Director Global Sales/Key Accounts, Market Segments & Technology, WEISS AUTOMATION](#) explained the Subsystem for body parts assembly and the predictive maintenance



application. The presentation on Mechanical testing solutions for e-mobility by Mr. Ashim Jyoti Sharma, Associate General Manager in Delhi, and by Mr. Girish Sharma, Automotive Industry Specialist in Chennai from ZWICK ROELL, introducing the testing solutions for the E-Mobility applications and explaining the importance of testing in Lion Battery, Fuel cells and different types of equipment that go into the EV.

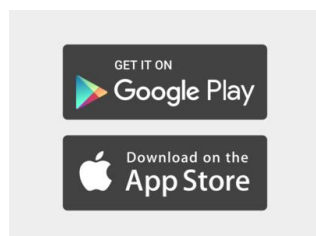


From left to right : Mr. S. Manohar; Mr. Rajesh Nath; Ms. Karin Stoll; Mr. Kaniappan P in Chennai

The Presentation on Electrification Outlook for Indian Auto Industry was given by Mr. Sanjeev Saxena, President – Automotive, SCHAEFFLER in the Delhi symposium. He explained the importance of the Hybrid & Electric Drive trains and the future products that would be developed for a better transmission system in the upcoming models of the Electric Vehicles.

After the day-long presentations, participants spread across the different segments in the EV Ecosystem took their Question and answers session followed by the concluding remarks by Mr. Rajesh Nath, Managing Director, VDMA India in Delhi, and by Mr.S.Manohar, Regional Head South, VDMA India in the Chennai symposium.

We request you to please download the app by searching for “VDMA India” from the following: -



Do let us have your feedback on what improvements are required in the same also



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## About VDMA India

The office in India acts as a “bridgehead” between the German and Indian industries and serves the Indo-German economic relations in the different engineering sectors. This office promotes the activities of the VDMA member companies in India with a nodal office in Kolkata and regional offices in Mumbai, Bangalore, and New Delhi/Noida. VDMA India office maintains close relations with the Indian Industry, Indo-German companies, Embassy and Consulates, and various Indian Industry Associations, particularly with CII, FICCI, EEPCC, ASSOCHAM, FIEO, CAPEXIL, ICC, IGCC to name a few. Find out more detailed information under [www.india.vdma.org](http://www.india.vdma.org)

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