

## **PRESS RELEASE FROM WORLD AUTO FORUM**

**Tue, Aug 22, 2017**

**World Auto Forum gets together the Automotive Sales & Marketing Eco System in a hall for the 2nd time at the #IVSMS17 – India Vehicle Sales & Mktg Summit, Hotel Pullman & Novotel New Delhi Aerocity.**

World Auto Forum connects the Auto Suppliers, Auto Makers and Auto Dealers in 125 Countries. Recently it organized the India Vehicle Sales & Marketing Summit for the second time at New Delhi. This Year's Theme was **Uncertainty & Disruption: Challenges & Opportunities**.

Welcome and Inaugural address was made by **Anuj Guglani, Founder World Auto Forum**. He spoke about the successful Industry Engagements done by them in last few years and also 2017-18 Calendar of Summits and Programs He shared some thought provoking ideas of the future like the value of your car's data might soon be more than the car itself. He even spoke about fast adoption of EV's as a run up to 2030 and compared it with swift graduation from Horse carriages to Motor cars from 1906 to 1922 in the west.

**Akash Gupta, MD Autoji** shared how essential Genuine Spare Parts are, for the OEM's to retain customers and master their Eco-Systems. Autoji is transforming the Spare Parts Distribution & Retail Business by harnessing Modern Technology, streamlined supply chain processes which power State of the Art Retail Outlets, Mega Central Warehouses, & Door Step delivery of Spare Parts. Autoji is the Authorised Spare Parts Distributor of various OEM's across India and surely a company to watch out for in this space. Akash spoke on tenets of a Successful Automotive Business with deep insights and sound Industry analysis.

**Avik Chattopdhyay, Co Founder Expereal, an Industry Veteran**, shared his thoughts on Brand Building in disruptive environment. He asked the Audience and his fellow Panelists, "Should the Govt be telling the Industry exactly what to do?" He very effectively described and summarized disruptive trends and challenges before the Industry.

**Hardeep S Brar, VP & Board Member – Chevrolet Sales, General Motors India** said discontinuing Opel brand was one of the first mistakes, GM made in India. "Yes there were Aftersales Issues, but addressing them was the solution and not shutting down an aspirational German brand like Opel", he added. He also shared that instead of being present in every car segment from entry level to premium, it was important for Chevrolet India to focus on premium and bigger vehicles like trucks and SUV's.

#IVSMS17 was powered by 28 Thought Leaders from Automotive & Sales & Marketing domains. There were discussions around Brands, Digital, AR/VR, CRM, Dealership operations, Automotive Best Practices and the continuum of Wholesale and Retail

**Rajesh C Mangal Sr VP – Sales & Marketing – Mahindra Truck & Bus Division** gave an interesting presentation on building a Challenger CV Brand. He spoke about innovations like Driver's Girl Child Education, Transport Excellence Awards and Bold offerings like return of Truck if Fuel Mileage is found lower than that of rival company truck and also compensation of Rs 1,000/- per day, paid by company to the customer if the customer's truck not back on road in 48 hours post breakdown call.

He also spoke about their MPOWER Program that is held at IIM Ahmedabad for Transporter's nextgen to encourage them take forward their Papa Ka Business forward with their own vision and even more innovative Mentor's Summit Program for veteran Transporters to help them connect better with their nextgen thereby helping in bringing in change in their businesses symbiotically! So much so for going an Extra Mile.

**Ajay Shrivastava, CTO Knowlarity** showcased how Artificial Intelligence can empower Auto Retail Business. How one can use AI tools of Knowlarity to search voice records of employee - customer conversation for better accountability & operations excellence.

**Nikunj Sanghi MD JS Fourwheel Motors & Director FADA** asked a basic question why the Auto dealers are expected to maintain an inventory of 60 days when the vehicles trailer can reach from Kashmir to Kanyakumari in 72 hours. He also proposed some improvements in current GST Rules for Automotive Business.

**Rahul Maroli, VP at Ola** spoke on Shared Mobility. He shared Ola's 7-year journey as India's leading mobility platform. He also talked about how customers don't always know what they want until you share an innovative offering with them. He spoke about how his team engages with hundreds of customers every week, and gathers deep insights to build things ground up.

**Anisha Motwani, Author, Experienced Board Member and Managing Partner Storm the Norm** was one of the most loved speakers. She shared case studies of Winning brands and losing brands. She spoke how one can outperform failure by persistence and Innovation. Do little but Do it right, There's a science behind it. Marketing, Advertising and Branding are all different things!

It was a day of learnings, fun & power networking. The participants went back with contentment from IVSMS17 and eagerness for IVSMS18!

#IVSMS17 Pictures Album : <https://goo.gl/photos/tWkv1Eo1jW4erFBf6>

Official #IVSMS17 Site and Full day Video Coverage : <http://WorldAutoForum.com/ivsms>

Official FB Page for Summit Videos & Pics : <https://facebook.com/WorldAutoForum>

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