



2nd Edition
**Conference on
Future of Automotive Design**

Theme: "Design Empowering Tomorrow"

19th August 2016: Hotel ITC Grand Chola, Chennai

Conference Brief:

It may be accepted that auto design development cycles are long- and tomorrow's technology- on-the- road is already today's technology-on- paper or in-CAD. It lies in the interest of every stakeholder to understand what is going to happen in 2020, have a perspective of available technologies that will be integrated in the near future. In the current trends of automotive industry, we have to set a vision for our future in 2030 or even 2040 and initiate our efforts today. It is in this context the The Tamil Nadu Technology Development & Promotion Center of CII organised the **2nd Edition - Conference on Future of Automotive Design** on 19 August 2016 at Hotel ITC Grand Chola, Chennai with the theme "Design Empowering Tomorrow". **The conference was conceptualized by Ms. Ramkripa Ananthan, Chief Designer, Mahindra & Mahindra Limited.**

Automobiles play an important role in the modern world closely interacting with the lifestyle of individuals. In most cases, an individual's day begins and ends with automobiles and over years the time spent in vehicles has only increased owing to expanded cities, city congestions and changing life style. It is also one of the key contributors to the carbon emissions, which calls for interventions and views from areas like Sustainability, Urban transportation & System Design; Sustainable Powertrain; Sustainable materials; Waste Management; End of Life of Vehicles; Autonomous technology and so on. Responsibly meeting humanity's goals and aspirations will require unique thoughts and action, supported much by innovation and design. A might of responsibility which has been passed on to the Automotive Design.

Various programs and global concepts have been deployed to achieve product excellence in the automotive industry. India being an emerging market, with price sensitive consumers expecting more value addition, innovation is the key to drive the industry forward. It is also emphasized that innovation is required both at technology side as well as business side. With mobility patterns undergoing change, design has the potential to retain and attract consumers towards automobiles. The success of a product is determined when customer requirements are matched, mass customization delivers more personalized products, new products aligned with markets on time, etc., which marks the need for a robust design and innovation strategy or culture. Vehicle mix / portfolio in India is unique (as compared to markets in other parts of the world) like cars, two wheelers, commercial vehicles, buses, tractors and so on. A commercially viable business in this challenging environment calls for the need to understand all these different perspectives.

Quality has always been the cornerstone of any industry. Customers are willing to pay a premium for god quality. In future, much of measurable quality will become hygiene and we will be driven to higher standards by perceived quality. What are factors that affect perceived quality? These factors and trends will demand new products, technologies and services from the industry. The same brings in need to understand elements in vehicles that affect our senses; HMI / Infotainment, Lighting, Customer Perceived Quality, Colour, Materials and Processes, etc.; so that the industry can be positioned effectively in the future.

The conference Sessions are as follows

Panel Discussion on “What will be our future”

Plenary Session I – Future of the planet - Interventions of Automotive Sector

Plenary Session II – Future of Automotive Design – Perspectives

Plenary Session III – Future for our senses

Key eminent speakers addressed the conference are

1. **Dr V Sumantran**, Chairman, Celeris Technologies (P) Ltd;
2. **Ms. Ramkripa Ananthan**, Chief Designer (AFS), Mahindra & Mahindra Limited;
3. **Dr B Bhaumik**, Professor – IDC, IIT Bombay;
4. **Mr Sathiyaseelan G**, Head – Styling, Ashok Leyland Limited;
5. **Mr Mahesh Babu**, Chief Executive Officer - Designate, Mahindra Reva Electric Ltd.;
6. **Mr P C Jayan**, Director - Engineering, International Automotive Components (IAC);
7. **Mr Myles Cummings**, Senior Lecturer & Academic Leader, Raffles Millenium International Chennai;
8. **Mr Shishir Garg**, Regional Manager- South & Sri Lanka, Stratasys India;
9. **Mr Yogesh Umbarkar**, Vice President, Ricardo India Private Ltd;
10. **Mr Shombit Sengupta**, Chairman, Shining Consulting Pvt. Ltd.;
11. **Ms Jyot Chadha**, Head - Initiative too Catalyze Urban Innovations, EMBARQ India;
12. **Mr. Anirban Ghosh**, Chief Sustainability Officer, Mahindra Group;
13. **Mr. Amit Jain**, Country Head, Visteon Automotive;
14. **Mr R Venkatesan**, Head - Lighting, Hella India Automotive Pvt. Ltd;
15. **Dr Koshy Abraham**, Professor, IIT Ahmedabad;
16. **Mr Praveen Chakrapani Rao**, Vice President - R&D, Comstar Automotive Technologies P Ltd;
17. **Mr Ramesh Manickam**, Design Director, Centroid Design Pvt. Ltd.;
18. **Mr Sridhar Lakshminarayanan**, Vice-President , Satyam Venture Engineering Services (P) Ltd;
19. **Mr V G Ramakrishnan**, Founding Partner & Managing Director, Avanteum Advisors LLP;
20. **Ms Latika Khosla**, Founder Director, Freedomtree Design Centre.

Event Snapshots

Inaugural Session



Photo Cation (L-R)

Dr B Bhaumik, Professor – IDC, IIT Bombay; Ms. Ramkripa Ananthan, Chief Designer (AFS), Mahindra & Mahindra Limited; Dr V Sumantran, Chairman, Celeris Technologies (P) Ltd; Mr N V Venkatasubramanian, Convenor, Manufacturing Panel, CII – Tamil Nadu & Chief Executive, L&T Valves Limited & Col R Raghunathan (Retd) , Head, TNTDPC.

More than 300 Participants attended the initiative from various parts of the country.

Technical Session



Panel Discussion



Participants





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Programme Schedule

0800 Hrs – 0930 Hrs **Registration**

0930 Hrs - 1035 Hrs **Inaugural Session**

0930 Hrs	Welcome Address	Mr N V Venkatasubramanian Convenor, Manufacturing Panel CII – Tamil Nadu & Chief Executive L&T Valves Limited
0935 Hrs	Theme Address	Ms Ramkripa Ananthan Conference Chairperson & Chief Designer (AFS) Mahindra & Mahindra Ltd
0950 Hrs	Keynote Address	Dr B Bhaumik Professor - Industrial Design Centre, Indian Institute of Technology - Mumbai
1010 Hrs	Inaugural Address by Chief Guest	Dr V Sumantran Chairman Celeris Technologies (P) Ltd
1030 Hrs	Vote of Thanks	Ms Ramkripa Ananthan
1035 Hrs	Session Close	

1035 Hrs – 1100 Hrs Tea / Coffee Break

1100 Hrs - 1200 Hrs Panel Discussion on "What will be our future"

1100 Hrs – 1110 Hrs Context Setting by
Panel Moderator

Mr Mahesh Babu
Chief Executive Officer – Designate
Mahindra Electric Vehicles Limited

1110 Hrs – 1145 Hrs Panelist Views:

Panelists

Mr Myles Cummings
Senior Lecturer & Academic Leader
Raffles Millenium International Chennai

Mr V G Ramakrishnan
Founding Partner & Managing Director
Avanteum Advisors LLP

Dr Abraham Koshy
Professor, IIM – Ahmedabad

Mr Ramesh Manickam
Design Director
Centroid Design Pvt. Ltd.

1145 Hrs – 1200 Hrs Discussion

**1200 Hrs – 1330 Hrs Plenary Session I: Future of the planet - Interventions of
Automotive Sector**

1200 Hrs Opening Remarks by Session
Chairman

Mr Praveen Chakrapani Rao
Vice President - R&D
Comstar Automotive Technologies P Ltd

1210 Hrs Address

Ms Jyot Chadha
Head - Initiative too Catalyze Urban
Innovations
EMBARQ India

1225 Hrs Address

Ms Shreya Gadepalli
Director - South Asia
Institute for Transportation and
Development Policy

1240 Hrs Enabling the Future of Automotive
Design with 3D Printing

Mr Shishir Garg
Regional Manager- South & Sri Lanka
Stratasys India

1255 Hrs Address

Mr Anirban Ghosh
Chief Sustainability Officer
Mahindra Group

1310 Hrs – 1330 Hrs Discussion

1330 Hrs – 1430 Hrs Lunch Break

1430 Hrs – 1545 Hrs Plenary Session II: Future of Automotive Design - Perspectives

1430 Hrs	Opening Remarks & Address by Session Chairman	Mr Amit Jain Country Head, Electronics Group, India Visteon
1445 Hrs	Address	Mr Sathiyaseelan G Head – Styling (PD) Ashok Leyland Limited
1500 Hrs	Upcoming crashworthiness & safety regulations	Mr Sridhar Lakshminarayanan Vice-President Satyam Venture Engineering Services (P) Ltd
1515 Hrs	The Future of Modelling Real-World Fuel Economy	Mr Yogesh Umbarkar Vice President Ricardo India Private Ltd
1530 Hrs	Address	Dr S Prakash Dean Sathyabama University
1545 Hrs - 1555 Hrs	Discussion	
1555 Hrs – 1615 Hrs	Tea / Coffee Break	

1615 Hrs - 1730 Hrs Plenary Session – III: Future for our senses

1615 Hrs	Opening Remarks & Address by Session Chairman	Mr Shombit Sengupta Chairman Shining Consulting Pvt. Ltd.
1630 Hrs	“Functional to Quality”	Mr P C Jayan Director - Engineering IAC Group
1645 Hrs	Address	Mr R Venkatesan Head - Lighting Hella India Automotive Pvt. Ltd
1700 Hrs	Address	Ms Latika Khosla Founder Director Freedomtree Design
1715 Hrs	Discussion	
1730 Hrs	Conference Wrap-Up	