



1st Edition

Conference on Future of Automotive Design

9 October 2015: Hotel Le Royal Meridien, Chennai, India

Retrospect

Conference Brief:

Products and services, irrespective of sectors will evolve over a period pertaining to various forces like changing consumer preferences, needs, challenges, resource imbalance etc. and automobiles are no exception in this evolution. Automobile which is an important arm serving the mobility needs of people and goods, is very important in an Indian context as road transport is the largest mobility provider. It is always emphasized that products for the Indian market always involve unique design patterns and approaches pertaining to the diversity in culture. Global corporations will need to work with Indian designers to understand the local market. The same is true for the automotive, as in today's context vehicles are seen as a socio-economic statement. In such a scenario design assumes huge importance.

Major trends that influence the industry include shifts in consumer demand, regulatory requirements, increased availability of data and information and increased electronics and software content amongst other critical parameters. Pressured by consumer preference for more segmented vehicles, OEMs are adding to the number of models they are already offering. Further, customers expect manufacturers to deliver products at affordable prices with a wide array of attributes.

The rapid and dynamic product innovation cycles, together with the change from manufacturer oriented to customer oriented market, determine the need for higher productivity, flexibility and most of all the reduction of time to market. On the other hand, the demand for shorter product life-cycles constraints the time available to develop new products or to reconfigure and refit the old ones to the new market requirements. These issues primarily drive the need to understand the design processes and strategies in a global context.

The rapid pace of advancement in design technologies and information-transfer technologies has changed the nature of competition in the automobile industry worldwide. The above facts put together, marks the need for enabling tools and technology backed by a robust innovation strategy and culture. Studies advocate that an effective combination of design technologies & systems, robust design solving approaches along with good technical and managerial skills will strengthen the product development and design vertical in the automotive industry.

In an automotive rich market like India, it is necessary to assess where we stand in terms of design as the market structure and product positioning is always unique for a country like India with diverse culture and hence a unique design approach is always necessary. Therefore, in an attempt to highlight the megatrends in design for the automotive sector, the Tamil Nadu Technology Development & Promotion Center of CII organizes the 'Conference on Future of Automotive Design'. This creative area in the automotive industry is a function of lot of factors like design technologies, design practices, engineering excellence, skill etc. The conference propose to discuss the current and future trends in automotive design that will greatly influence the automotive market.

The conference sessions are as follows:

Session I - Automotive Product Design - Concept to Launch

Product Development Process; Design Strategies; Virtual & Integrated Product Development; Design of efficient components, products, sub-systems / systems; Cost Reduction strategies; Changing Markets & Rate of design obsolescence; Innovative designs;

Session II – Critical aspects of design

Design for Manufacturability, Assembly, Reliability; Sustainability, Reparability, Safety etc.; Interface between aesthetics and engineering; Advanced Materials Design; Product Life Cycle Challenges; System engineering interaction etc

Session III – Systems & Solutions for Effective Design

Design Challenges Vs Advanced Software Tools & Systems; Prototyping – Tools / Strategies; Innovative design solutions; Advanced Automotive Electronics;

Session IV - Product Optimization – Problem Solving Methodologies & Approaches

Design problem solving approaches; Design optimization methods (Six Sigma / Red X Shainin); Root Cause analysis; Cost of Design Failures; Design Enhancement for performance;

Speakers at the Conference:

1. **Mr V Narasimhan**, Chairman - Manufacturing Sub Committee, CII Southern Region & Executive Director – Foundry Division, Brakes India Ltd
2. **Mr Subu D Subramanian**, Managing Director& CEO, Hinduja Tech Ltd
3. **Mr Pradeep Nair**, Managing Director, Autodesk - India & SAARC
4. **Mr Dilip Chhabria**, Chairman & Managing Director, DC Design Pvt Ltd
5. **Mr Rajinder S Sachdeva**, Executive Vice President & Head – Technology, VE Commercial Vehicles Ltd
6. **Mr Rajiv Bajaj**, General Manager, India, Stratasys AP Ltd
7. **Mr Srinivasulu Dampur**, Vice President - R&D, National Engineering Industries Ltd
8. **Mr Rajasekaran M**, Project Manager, Detroit Engineered Products
9. **Mr Faiz Ahmad**, Senior Vice President & Global Business Head – Engineering, Hinduja Tech
10. **Dr Christian Koitzsch**, Head of Engineering Services (Automotive Electronics), Bosch India
11. **Mr Ashok Khondge**, Principal Engineer, ANSYS Customer Excellence, ANSYS Inc
12. **Mr Pavan Gaur**, Chief Executive Officer, Schneider Prototyping India (P) Ltd
13. **Mr Gautam Datta**, Senior Director Marketing, Siemens PLM India
14. **Mr Venkat Yenduri**, Assistant Vice President, Satyam Venture Engg Services Pvt Ltd
15. **Mr Sundara R Nagalingam**, Head – Virtualization Business, NVIDIA Graphics Pvt Ltd
16. **Dr V Balasubramanian**, Vice President (Engineering & Development), Simpson & Co Ltd
17. **Dr Shankar M V**, Director - Technology Planning, Cummins India
18. **Mr Jagadish Srinivasan**, Head of Engineering, Caterpillar Engineering Centre, India
19. **Dr S Darius Gnanaraj**, Dean (Mechanical Sciences) & Internal Quality Assurance Cell Coordinator, Hindustan University
20. **Mr Yogesh Umbarkar**, General Manager - Advanced Powertrain Simulations Business, Ricardo India Pvt Ltd

Event Snapshots

Inaugural Session:



(L-R) Mr Pradeep Nair, Managing Director, Autodesk - India & SAARC;
Mr Subu D Subramanian, Managing Director & CEO, Hinduja Tech Ltd;
Mr Dilip Chhabria, Chairman & Managing Director, DC Design Pvt Ltd;
Mr V Narasimhan, Chairman - Manufacturing Sub Committee, CII SR & Executive Director – Foundry Division, Brakes India Ltd; CII Secretariat.

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



Product Expo



Panel Discussion



Technical Session



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Programme Schedule

0800 Hrs – 0930 Hrs **Registration**

0930 Hrs - 1030 Hrs **Inaugural Session**

0930 Hrs	Welcome Address	Mr V Narasimhan Chairman Manufacturing Sub Committee CII Southern Region & Executive Director – Foundry Division Brakes India Ltd
0940 Hrs	Special Address (Via Video)	Ms Rajshree Pathy Chairperson, CII (SR) & Chairman & Managing Director Rajshree Sugars & Chemicals Ltd
0945 Hrs	Special Address	Mr Subu D Subramanian Managing Director & CEO Hinduja Tech Ltd
1000 Hrs	Special Address	Mr Pradeep Nair Managing Director Autodesk - India & SAARC
1015 Hrs	Keynote Address	Mr Dilip Chhabria Chairman & Managing Director DC Design Pvt Ltd
1035 Hrs	Concluding Remarks	Mr V Narasimhan

1040 Hrs – 1045 Hrs Session Change-over

1045 Hrs – 1200 Hrs Plenary Session I: Automotive Product Design Concept to Launch

1045 Hrs	Opening Remarks & Address by Session Chairman	Mr Rajinder S Sachdeva Executive Vice President & Head - Technology VE Commercial Vehicles Ltd
1100 Hrs	Address	Mr Rajiv Bajaj General Manager, India Stratasys AP Ltd
1115 Hrs	Address	Mr Srinivasulu Dampur Vice President - R&D National Engineering Industries Ltd
1130 Hrs	Address	Mr Rajasekaran M Project Manager Detroit Engineered Products
1145 Hrs	Discussion	

1200 Hrs – 1315 Hrs Plenary Session-II: Critical Aspects of Design

1200 Hrs	Opening Remarks & Address by Session Chairman	Mr Faiz Ahmad Senior Vice President & Global Business Head – Engineering Hinduja Tech Ltd
1215 Hrs	Address	Dr Christian Koitzsch Head of Engineering Services (Automotive Electronics) Bosch India
1230 Hrs	Address	Mr Ashok Khondge Principal Engineer, ANSYS Customer Excellence ANSYS Inc
1245 Hrs	Address	Mr Pavan Gaur Chief Executive Officer Schneider Prototyping India (P) Ltd
1300 Hrs	Discussion	

1315 Hrs Session changeover

1315 Hrs – 1415 Hrs Networking Lunch

1415 Hrs – 1515 Hrs Plenary Session III: Systems & Solutions for Effective Design

1415 Hrs	Opening Remarks & Address by Session Chairman	Mr Gautam Datta Senior Director Marketing Siemens PLM India
1430 Hrs	Address	Mr. Venkat Yenduri Assistant Vice President Satyam Venture Engg Services Pvt Ltd
1445 Hrs	Address	Mr Sundara R Nagalingam Head – Virtualization Business NVIDIA Graphics Pvt Ltd
1500 Hrs	Discussion	
1515 Hrs – 1545 Hrs	Tea / Coffee Break	

1545 Hrs - 1700 Hrs Plenary Session – IV: Product Optimization – Problem Solving Methodologies & Approaches

1545 Hrs	Opening Remarks & Address by Session Chairman	Dr V Balasubramanian Vice President (Engineering & Development) Simpson & Company Limited
1600 Hrs	Address	Dr Shankar M V Director - Technology Planning Cummins India
1615 Hrs	Address	Mr Jagadish Srinivasan Head of Engineering Caterpillar Engineering Centre
1630 Hrs	Address	Dr S Darius Gnanaraj Dean (Mechanical Sciences) & Internal Quality Assurance Cell Coordinator Hindustan University
1645 Hrs	Address	Mr Yogesh Umbarkar General Manager - Advanced Powertrain Simulations Business Ricardo India Pvt Ltd
1700 Hrs	Discussion	
1715 Hrs	End of Sessions	