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## **FADA concludes 6th Auto Retail Conclave**

- **Mr. C.S Vigneshwar takes over as the New President for Federation of Automobile Dealers Associations (FADA)**

**New Delhi, September 11, 2024:** The Federation of Automobile Dealers Associations (FADA) today hosted the 6th edition of the Auto Retail Conclave, centered around the theme "**Elevating Customer & Revitalising Dealer Synergy**". More than 500 participants from across India participated, focusing on enhancing customer experiences and strengthening partnerships between automakers and dealers. The conclave provided a platform for discussing evolving market dynamics, the importance of collaboration, and strategies to foster innovation in the auto retail sector.

The Conclave was inaugurated by our esteemed Chief Guest, **Shri Nitin Jairam Gadkari**, Hon'ble Union Minister for Road Transport & Highways, Government of India who addressed the attendees virtually. We were also honoured by the presence of our distinguished Guest of Honour, **Mr. Bhupender Yadav**, Union Minister for Environment, Forest, and Climate Change, as well as **Mr. H.D. Kumaraswamy**, Union Minister of Heavy Industries, and **Dr. V. Anantha Nageswaran**, Chief Economic Adviser, Ministry of Finance, Government of India. Additionally, **Mr. Karti V. Nagpal**, President of Rosmerta Group, and **Ms. Shradha Suri Marwah**, President of ACMA and CMD of Subros, graced the occasion, emphasizing the importance of shaping the future of India's auto retail sector.

Commending FADA's ongoing efforts in building a responsible retail automobile ecosystem in the nation, **Hon'ble Union Minister for Road Transport & Highways, Shri Nitin Gadkari**, stated, "*I extend my heartfelt congratulations to FADA on its 60th anniversary and the celebration of its Diamond Jubilee with such professionalism. With over 30,000 dealerships employing more than 5 million people, the association has been a driving force in regional development, social inclusion, and economic growth, providing significant employment opportunities and contributing substantially to India's economic resilience. With annual revenues of ₹40,000 crore and ₹95,000 crore in taxes, the auto retail sector plays a vital role in the nation's economy. FADA's leadership in advocating policy reforms has promoted transparency, fairness, and sustainability. I also commend its commitment to green mobility and its role in advancing road safety through initiatives like the 'Buckle Up' campaign and the implementation of the New CMV Rules.*"

**He further added**, "*The theme of this year's conclave, 'Transforming Tomorrow: Elevating Customer and Revitalising Dealer Synergy,' is timely and aligns with the government's push towards a customer-centric approach in the automotive industry. As we embrace the future of mobility, continued innovation in customer service, after-sales, and quality assurance will be critical. I assure you that the government remains committed to supporting the auto retail sector and values the significant role FADA and its members play in driving India's economic growth. We look forward to continued collaboration in achieving our shared goals of sustainability, innovation, and safety.*"



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**Honourable Minister of Heavy Industries, Mr. H.D. Kumaraswamy**, remarked on the 60th anniversary of FADA and the 6th Auto Conclave, saying, *"It is an honour to be part of this significant celebration as FADA marks its Diamond Jubilee, reflecting on six decades of excellence in India's auto retail sector. FADA has played a crucial role in shaping an industry that not only provides employment to millions but also makes a substantial contribution to the country's GDP. The data from FADA's vehicle registration reports remains invaluable for policymakers and industry leaders. As India progresses toward sustainable mobility, FADA's efforts in promoting cleaner energy and supporting the growth of electric vehicles, particularly through initiatives like FAME II, align perfectly with the government's vision for a green and forward-thinking automotive sector. We are dedicated to collaborating with all stakeholders to ensure the continued, customer-focused, and sustainable growth of India's automotive industry. On behalf of the government, I express my gratitude to FADA for its steadfast commitment and pledge our ongoing support as we strive together to achieve India's mobility goals."*

**Shri. Bhupender Yadav, Hon'ble Minister for Environment and climate**, stated, *"I extend my deep appreciation to the automotive retail industry for its substantial contribution to India's development journey. As we continue to advance economically, it is essential that we strike a balance between growth and environmental sustainability. Climate change is a pressing reality, and we must work collectively to address it. I urge dealers across the country to embrace green mobility, prioritizing zero-emission vehicles and contributing towards India's goal of carbon neutrality. FADA's initiative of planting one tree for every vehicle sold is a commendable step in the right direction, demonstrating the industry's commitment to environmental stewardship. Together, we can drive economic progress while safeguarding the environment for future generations."*

**Mr. C.S. Vigneshwar, President of FADA**, in his address to the stalwarts of the Indian automobile industry and esteemed dignitaries from the Government of India, said *"It is both an honour and a privilege to assume the role of the 37th President of the Federation of Automobile Dealers Associations (FADA) today. Our collective efforts not only contribute significantly to the economy but also foster inclusive growth across the country. As we look to the future, two fundamental elements will shape our path forward: Passion and Intent. These qualities, demonstrated by each of you in your daily operations, will be instrumental in driving the next phase of our industry's evolution. Our top priorities will focus on the Retail Protection Act and the Model Dealer Agreement, which are vital for securing the long-term stability and success of dealerships across India. The future of our industry will depend on the strength of our partnerships—whether with OEMs, financiers, insurance providers, or other key stakeholders."*

The Conclave witnessed the launch of the **'FADA Corporate Video'** and the **'FADA Digest 2024'**. The FADA Digest, the association's annual journal, offers a comprehensive analysis of the Indian automobile industry. It provides insights into current trends, technologies, and policies shaping the sector's development. Beyond reviewing the latest trends, the digest also presents a forward-looking vision for the industry's future, identifying emerging challenges and opportunities within the Indian auto retail market. It further highlights key initiatives undertaken by FADA to improve dealer operations, enhance customer experiences, and strengthen partnerships across the industry.



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A notable feature of the Conclave was a presentation by **Mr. Shylesh Narayanan, Country Head of Frost & Sullivan**, who introduced the **Customer Experience Index Study** conducted in collaboration with FADA. This extensive study aimed to assess customer experience across sales, after-sales service, and product quality in the passenger vehicle segment. It identified critical drivers of customer satisfaction, offering valuable insights for the automotive sector. The survey, involving over 8,500 customers from Tier 1, 2, and 3 cities, including both urban and rural regions, provided a comprehensive view of customer preferences and satisfaction levels across India.

The conclave witnessed a series of sessions with industry abled leadership sharing their views & vision for the sector & its challenges. The key Power Panel discussion were on **Customer Experience Index (CEI) Study, Collaborating on Government Policies and The Dealer Satisfaction Survey Study – strengths and opportunities**

### Panel I: CxO Fireside Chat on Customer Experience Index (CEI) Study 2024

The CxO Fireside Chat on the Customer Experience Index (CEI) Study 2024 gathered valuable responses and insights from prominent industry leaders. Moderated by **Mr. Vinkesh Gulati, Past Chairman of FADA Academy & Research**, the panel featured a distinguished lineup of executives, including **Mr. Veejay Ram Nakra, President - Auto Sector, Mahindra & Mahindra Ltd.**, **Mr. Rajeev Chaba, President & MD, MG Motor India Pvt. Ltd.**, and **Mr. Aroop Zutshi, Global Managing Partner & Executive Board Member, Frost & Sullivan**. Each leader shared their perspective on the CEI study's critical importance, discussing the challenges currently faced by the automotive sector and exploring opportunities for future growth.

### Collaborating on Government Policies

The session on **Collaborating on Government Policies** brought together distinguished speakers, including **Dr. Hanif Qureshi, Additional Secretary, Ministry of Heavy Industries, Government of India**, and **Mr. Mahmood Ahmed, Additional Secretary, Ministry of Road Transport & Highways, Government of India**. The discussion focused on the pivotal role of government policies in shaping the future of the automotive sector, with insights into ongoing regulatory developments and their implications for the industry. Moderated by **Mr. Sai Giridhar, Vice President of FADA**, the session concluded with a Q&A, facilitating an engaging dialogue between industry stakeholders and government officials on critical policy matters.

### Panel II: Dealer Satisfaction Study (DSS'24): Strengths & Opportunities

The Dealer Satisfaction Study (DSS'24) panel provided a comprehensive analysis of the strengths and opportunities within various vehicle segments. It featured insights from prominent industry leaders: **Mr. Amit Kamat, Chief Commercial Officer, Tata Motors PVs**; **Mr. Hardeep Singh Brar, Senior Vice President & Head of Marketing & Sales, Kia India Pvt. Ltd.**; **Mr. Yogesh Mathur, Director of Sales & Marketing, Honda Motorcycle & Scooter India Pvt. Ltd.**; **Mr. Ranjivjit Singh, Chief Business Officer, Hero MotoCorp Ltd.**; **Mr. Diego Graffi, Chairman & Managing Director, Piaggio Vehicles Pvt. Ltd.**; **Mr. S.S. Gill, Chief Commercial Officer, VE Commercial Vehicles Ltd.**; and **Mr. Amandeep Singh, President LCV**,



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**International Operations, Defense and Power Solutions, Ashok Leyland Limited.** The panelists discussed key findings from the study, examining dealer satisfaction levels across the Passenger Vehicle (PV), Two-Wheeler (2W), Three-Wheeler (3W), and Commercial Vehicle (CV) segments. They also explored strategies to enhance dealer relationships, optimize performance, and capitalize on emerging market opportunities.

FADA signed an MoU with DigiELV and Meta Materials Circular Markets (MMCM) to advance sustainable practices in the automotive industry. The agreement, signed by **Mr. Nitin Chitkara, CEO of MMCM, and Mr. Sai Giridhar, Vice President FADA**, focuses on promoting responsible end-of-life vehicle management through digital solutions.

A dedicated session was held to review the Federation's initiatives focused on strengthening and advancing the Indian automobile industry. The session covered key areas including the progress of the **FADA Academy**, achievements of **FADA GenX**, and the **"Women in FADA"** program. Detailed reviews and strategic frameworks were presented, providing a comprehensive outlook for the sector's future.

**The Dealer Satisfaction Study 2024 Awards** ceremony recognized the winners of FADA's Dealer Satisfaction Study. This event also included the presentation of additional awards, such as the **Golden Dealership Award** and the **Customer Experience Index Study 2024 Award**, celebrating excellence in dealership performance and customer experience.

### About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2/3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 automobile dealers having 26,500 dealerships including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~4 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.