



## Embracing new beginnings

Transition from BS IV to BS VI is not an easy task for the automotive industry. It requires immense efforts from industry. Let's see how the industry is gearing up for this big change.

By Swati Deshpande

**T**he Indian auto industry is one of the largest in the world. "The industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP). Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. India is also a prominent auto exporter and has strong export growth expectations for the near future," says Sudhir Mehta, Chairman & Managing Director, Pinnacle Industries Ltd.

In the midst of growing demand in the market, the automotive industry is transforming due to various reasons. Emphasis on new technologies such as smart vehicles concept is talked about. On the other hand, an e-revolution is set to take place globally. At the same time, the Indian auto makers are challenged by the announcement of skipping Bharat Stage V. Instead, Bharat Stage VI is proposed to be come into effect by 2020. Speaking on the transformation, Nishant Arya, Executive Director, JBM Group mentions, "There is a lot happening in the automobile sector in terms of transitioning from BS

III to BS IV and to BS VI norms in a short span. And now, the government has already set its eyes on going 100 percent electric by 2030. With all that's happening in the space, there will be a sea change that the automotive industry will witness in the near future."

Agreeing to Arya, Deepak Chopra, CEO, Anand Group says, "This jump from BS IV to BS VI is certainly a challenge. Although the automotive industry was keen to go through BS V, the only way to cut short the time of catching up with the developed world is jumping on to BS VI."

Distinguishing BS VI norms from BS IV, Rashmi Urdhwarshre, Director, The Automotive Research Association of India (ARAI) explains, "There is a philosophical difference between BS IV and BS VI. BS IV is more or less confined to the laboratory level approvals. In addition to this, what is required to be done in BS VI is manufacturers must comply in-service checks. That's a big change. Moreover, what is new for us is compliance of these norms for commercial vehicles segment. It's a huge uphill task to shift from mechanical control systems



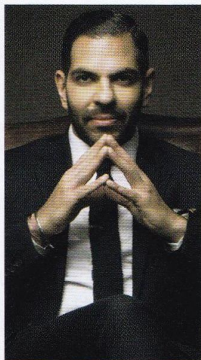
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to electronic control systems in the commercial vehicles segment. Passenger cars even at BS IV level are equipped with electronic control systems. Another challenging area is two and three vehicles. We are gearing ourselves for it so that we can help the government as well as the industry in a better manner."

Elaborating further, Sunjay Kapur, CEO, Sona Group mentions, "These norms, especially fuel, are really affecting engine manufacturers. Look at some engine components like steel pistons; this is also a result of fuel requiring such strength. Therefore, we are moving from aluminium to steel pistons in engines. This will not affect the components industry as, in totality, for instance, a steering maker or differential maker is not affected by the change in fuel. But engine components would be affected."

So what is the industry doing to gear itself for the upcoming change? "To enable quick transition from BS IV to BS VI, lot of efforts are needed by the whole industry including OEMs, Tier 1, Tier 2 and Tier 3. There is a huge investment that is involved in this. These efforts will also involve investment to be made and we have planned it as per the deadline." Further he explained that the group works on a joint venture model. "The advantage of this model is our joint venture partners already have know-how of BS VI as they have dealt with Euro VI recently in other parts of the world such as Europe and US Japan & Korea."

JBM Group has also started its journey towards adoption new norms. Speaking on the same, Arya mentioned, "To address the demands of the future, JBM Group started early in getting ourselves aligned with the changing demands of our customers. We have a dedicated and a very strong vertical for R&D and design which enables us to evolve fast."

Speaking about the Indian auto industry's groundwork towards BS VI, Kapur says, "We are absolutely ready to accept BS VI norms by 2020. When you look at the Indian automotive components industry, it is a mature one and it is geared up to cater to the global market and keep up with constantly-changing demands. We are not the same industry that used to be just focussed on Indian technology or markets alone."

"Today, the Indian automotive components industry is well established. Many companies are investing in R&D as well as design and development of products, indigenisation of tool rooms, and localisation of products. Therefore, I am confident that the Indian automotive components industry is absolutely ready to accept BS VI norms by 2020," he believes.

Summing up, Abhishek Jain, Chief Executive Officer and Managing Director, PPAP Automotive Ltd. says, "We will be seeing a lot of technology getting changed on the fuel intake systems, emissions and the exhaust systems. Many component suppliers are ready with the technology to cater to BS VI requirements. The biggest foreseeable change will happen when India decides to adopt Hybrid and Electric vehicle technology in a big way. 