

3rd Annual



Commercial Vehicle Forum

26 April, 2018 | Westin Hotel, Pune

2018 Theme: Transporting the World's
Largest Democracy

www.cvforum.in



CVF 2018, Chairman's Message



“
Welcome those big, sticky, complicated problems. In them are your most powerful opportunities
”

MR. ERICH NESSELHAUF

Managing Director and CEO,
Daimler India Commercial Vehicles Pvt. Ltd.

THE DAY TO GET TOGETHER AND NAVIGATE THE FUTURE

Dear Industry Colleagues,

In the year 2014, India overtook China as the fastest growing major economy and has since held to its position as one of the few bright spots on the global map. In 2017 we saw GST being introduced, one of the biggest economic reforms in the last decade and maybe one of the most significant changes ever made in India's younger history. At the same time, the last couple of years have been a roller coaster ride for the Commercial Vehicle Industry. There is an old quote by American writer Ralph Marston "Welcome those big, sticky, complicated problems. In them are your most powerful opportunities". One of the world's largest markets for commercial vehicles, India is to a large extent still way behind the actual requirements in terms of performance and technology. The good news: the market has plenty of opportunities for growth and change in the coming years, also fueled by stricter regulatory norms. New-generation platforms and solutions which are set to script the future will emerge throughout the Industry – driven by OEMs and suppliers alike.

Within the environment of growth and challenges at the Commercial Vehicle Forum (CVF) on 26th April 2018 at Westin Pune, I see a great opportunity to build a stronger future for the CV industry altogether. CVF is the place where with our collective wisdom and collaboration through honing our best practices, discussing technological disruptors and customer expectations we can grow the pie of the industry together by aiming higher, and in turn lead to more profitable and expanding businesses for all of us, in our own way. The Commercial Vehicle Forum is an excellent opportunity for industry leaders like you to come together to reflect upon the business and share game-changing insights what will define our industry's future. After running successfully in Pune in 2017, we can expect this Annual event to bring more milestones that we cross. I look forward to active discussions and positive momentum from this select group at CVF 2018.

With best regards,

Erich Nesselhauf
MD and CEO, Daimler India Commercial Vehicles
(Chairman, Commercial Vehicle Forum 2018)

CVF 2018: By the CV Industry for the CV Industry

“
Highly relevant conference topics selected from survey responses of CV industry leaders
”

Democracy is the capacity of all to participate freely and fully; building on this thought of largest democracy, 2018 agenda of CVF has been designed by rolling out 2 month long survey that CVF team ran amongst commercial vehicle professionals. With your feedback we have created the event you are expecting, an event useful for your business. Quality has always been our driving factor and like always we will bring together the CVF industry stalwarts to discuss on the topics instrumental for you and the industry.

The multifaceted nature of Indian transportation poses a challenge to those who want to address the breadth of the nation and the dynamic nature of economic, infrastructural and regulatory changes. CVF tackles this challenge by taking a dual approach, first offering a broad narrative of commercial vehicle industry being

discussed in the keynote panel then using a selection of topics running in parallel to explore in more detail some of the areas which confront the immediate future of the commercial vehicle industry.

After the keynote session, 3rd edition of CVF shall have two conference tracks running in parallel to provide greater depth particularly on three challenge areas of CV industry: Technology, regulatory and Product Development. Participants can attend the track they find answers their vote of democracy.

CVF 2018 shall challenge the easy assumptions of competitive commercial vehicle arena and challenge CV players to re-craft their strategies to transport "The World's Largest Democracy"

CONNECTED VEHICLES
BS VI SAFETY GST
DRIVER ERGONOMICS
AUTONOMOUS
FLEET EFFICIENCY
TELEMATICS TRUCKS
EMISSION
REGULATION
ELECTRIC VEHICLES
FUEL ECONOMY

Highlights of CVF 2018



Attendees at CVF 2018



Knowledge Series: Appreciated by Industry



Engagement via knowledge series through curated content further improved by nursing the engagement levels



INDUSTRY KNOWLEDGE ON

- PRODUCT DEVELOPMENT
- AFTER MARKET
- CLEAN TECHNOLOGY
- TELEMATICS
- GO TO MARKET STRATEGY
- REGULATIONS

CVF Generates high quality, well curated proprietary “Knowledge Series” all year round and keeps the CV Community engaged by disseminating it through digital platforms. One day face to face gathering is your chance to hear live from the experts who have shared thoughts via our knowledge series.

‘There is a little bit of India in every Mercedes’

Team CVF’s Exclusive Q&A with Mr. Manu Saale, MD & CEO, Mercedes-Benz Research and Development India (MBRDI)

Published on February 24, 2017



‘Key trends shaping the Indian Bus Market for the next 5 years and Ashok Leyland’s place in it

Team CVF’s Exclusive Interview with Mr. T. Venkataraman, Senior Vice President Global Bus at Ashok Leyland

Published on January 31, 2017



Speakers at CVF 2018



Mr. Erich Nesselhauf

Managing Director & CEO,
Daimler India Commercial Vehicles Pvt. Ltd.



Mr. Nalin Mehta

Ex Managing Director & CEO
Mahindra Trucks and Buses Limited.



Ms. Hannah Johanson

Director Business Support,
Scania India



Mr. Shyam Maller

Executive Vice President-Sales, Marketing and After Market
VE Commercial Vehicles



Mr. R. Mohan

Head – Strategy, Product Management
and Channel Development
Mahindra & Mahindra



Mr. Parsanna Patwardhan

Chairperson & Managing Director,
The Prasanna Group



Mr. Keshab ChandraSen

CEO & President, MLR Auto Ltd



Mr. Ajit Kumar Jindal

Head Tech, Vice President
Tata Motors



Ms. Kausalya Nandkumar

CEO, Smart Shift



Mr. Rahul Sonawane

Head - Sales & Services
Kamaz Motors



Mr. Michael Stroband

Head of Marketing
Daimler India Commercial Vehicles Pvt. Ltd



Mr. Sirish Bachu

Head - Infotonics Technology &
Advance Electronics, Mahindra & Mahindra



Mr. Somasundram. S

Vice President - Sales & Marketing,
Man Trucks India



Mr. Amit Sharma

Head of Procurement
Daimler India



Mr. R Shankar

CEO - TVS Logistics Service Ltd



Mr. P C Sharma

CEO - TCI Express



Mr. Anand Swaroop

Chief Operating Officer
Goldstone Infratech Ltd.



Dr. Venkat Srinivas

Principal Chief Engineer & Head
Product Development
Mahindra Truck & Bus Division



Mr. Jayant Magar

CIO & Vice President - IT
AMW Motors Ltd.



Mr. Chandan Sawhney

Head Electronics
ERC CVBU, Tata Motors

Why Participate?



*95% of our previous year
Delegates recommend CVF
to industry colleagues*



Customise Your Agenda:

Attend parallel running sessions at CVF and choose from 8 sessions to suit your needs.



Knowledge from leaders:

Listen to the leaders who decide how future should evolve.



Network:

Network with who's who of CV Industry from the function relevant to you.



Launch/Exhibit:

Do you want to showcase your product/company among the senior decision makers who matter?



Be Visible:

Your attendance determines your presence in the industry.



Proven Event:

With 3rd edition and history of delivering value to its participants CVF has carved a niche for itself.



CVF has Arrived



“
*Enjoyed myself at the CV Forum
and found it to be a very good
engagement. Kudos for a great job.*
”

*Mr. Rajeev Malik,
Senior General Manager – Marketing
Mahindra*



“
*The 2nd CV forum was very well
organized, Congrats to the team.*
”

*Mr. Keshab Chandra Sen,
CEO & President
MLR Auto Ltd.*



“
*Right topics, right panel members,
right discussion.*
”

*Mr. Michael Stroband,
Head of Marketing
Daimler*



“
*Good knowledge of CV future
trends gained.*
”

*Mr. Avinash K. Kulkarni,
Sr. Manager
Force Motors*



“
*Overall a very insightful experience
covering different aspects of the
commercial vehicle industry.*
”

*Mr. Aseem Jaiswal,
Project Lead
Mahindra*



“
*Very good platform for information
exchange and networking.*
”

*Mr. Sudipto Basu,
Executive Director
Emission Controls Manufacturers Association*

PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNERS



EXHIBITING AND OTHERS PARTNERS



ASSOCIATION PARTNERS



MEDIA PARTNERS



Get in Touch



Rohit Dewan

Project Director

+91 9811152332
rohit@threefold.in



Raghav Shankar

Event Sales

+91 9599881027
raghav@threefold.in



Harpreet Singh

Event Sales

+91 9599881028
harpreet@threefold.in

About the Organiser

THREEFOOLD is a modern B2B event organiser driven by passion to leverage best practices across data analytics, segmented marketing, curated content and research to deliver highly targeted and professional events.



To learn more, visit www.cvforum.in