

Society of Automotive Engineers (SAEINDIA) launches Bangalore Chapter

The SAE India (Society of Automotive Engineers) announced the launch of its Bangalore Chapter at a gathering hosted by Harita Infoserve Ltd (Harita), the leading provider of innovative Engineering Design Services to global automotive customers. With this launch, SAE India Southern Section plans to increase its membership and provide a greater opportunity for automotive professionals to gain insights through these technical meets.

Chennai ([PRWEB](#)) January 7, 2005 -- The SAE India (Society of Automotive Engineers) announced the launch of its Bangalore Chapter at a gathering hosted by Harita Infoserve Ltd (Harita), the leading provider of innovative Engineering Design Services to global automotive customers. With this launch, SAE India Southern Section plans to increase its membership and provide a greater opportunity for automotive professionals to gain insights through these technical meets.

SAE India is an autonomous body affiliated to US-based SAE International which has operations in North, West, East and South. The Southern Section Headquarter is located at Chennai. The Society plays a crucial role in the advancement of overall standards of the Indian automobile industry and towards the production of technically superior, more affordable and environment friendly vehicles. Mr.P.Srinivasaraghavan, Head of Embedded Systems-Harita will head the Bangalore Chapter.

According to Mr. Aravind Bharadwaj, Chairman of the SAE Southern Section., "The arrival of several global automobile majors in India has resulted in a dramatic change in the domestic automobile industry. There is excellent opportunity for Automotive Engineers in India as the automotive wave is expected to be bigger than the IT wave. India is producing high quality engineers and if we can harness their talent rightly we can generate our own IP. We are committed to making India the design services hub for the global automotive industry."

He further adds, "At SAE, we felt the need for opening up a chapter in Bangalore since many of the engineers located here do not get enough opportunity to attend our Technical sessions held at Chennai. This Bangalore Chapter will be an ideal platform for professional development, interaction with industry experts and also access to rich database of Technical Standards available through us."

The function was graced with a special lecture by Dr K.Venkatesh Prasad, Group Leader, Infotronics Research and Advanced Engineering, Ford Motor Company, Michigan, USA. Dr Aravind Bharadwaj chaired the session and gave the key note address. The launch was well attended by other leading automotive industry experts from companies such as GM, DC, Bosch, GETS, TVSM, Mico, Delmia, Delphi, PTC, HCL Technologies, Satyam, TCS and academia from IISc, IITB, M.S.Ramiah College School of advanced studies along with the Harita engineering team.

About Harita Infoserve

Harita Infoserve (Harita) was formed by acquiring the CAD Engineering and Telematics Business from the TVS Group. Formed in 1998, the Company has a development centre based out of Bangalore and a wholly owned subsidiary Harita Infoserve Inc. in Troy, Michigan as a near shore facility. Driven by values of the TVS Group, Harita is organized to provide innovative Engineering Design Services to global automotive customers.

Backed by a strong team of about 270 engineers in Engineering Design and Embedded systems, Harita Infoserve has made rapid strides over the years and today specializes in providing innovative solutions in the



area of Automotive Engineering Design Services. The Company's customers include, General Motors, Johnson Controls, Federal Mogul, Dura Automotive, Ingersoll-Rand, Eaton, Textron group, Motorola, Tata Motors and TVS Motors to name a few.

About SAE India

SAE India is an autonomous body affiliated to US-based SAE International. Like its parent body, SAE India provides support to the Indian automobile industry in areas of idea exchange, exposure to the latest technology and creation of high-caliber manpower.

SAE was set up with a view to become a much-needed forum for automobile engineers in India to share their experiences, learn from each other and get exposure to latest industry trends worldwide.

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