



Auto Serv 2004 – India's 1st B2B Event on Automotive Services & Aftermarkets Launched

Automotive Services & Aftermarket in India Poised for exponential growth, Auto Serv 2004 to showcase the opportunities & offer the marketing platform to propel growth.

Chennai, India (PRWEB) September 6, 2004 -- Confederation of Indian Industry (CII) is organising Auto Serv 2004 – India's 1st Ever & a Focused B2B Event on Automotive Care, Maintenance, Service, Parts & Garage Equipments between December 4-6, 2004 at Chennai Trade Centre, Nandambakkam, Chennai.

Auto Serv 2004, India's 1st & Only B2B Platform & Event would focus on Automotive Care, Maintenance, Service, Parts & Garage Equipment would attract Pan-Indian participation.

The annual vehicle sales in India is growing at a healthy rate of 13.5% per annum in the last 3 years with a vehicle population of 72.16 million, which presents a huge business opportunity in the Automotive Service, Maintenance & Care, Aftermarket & Spare parts segment. Another key factor driving the Servicing, Maintenance & Aftermarket Business is the addition of 27.5 million new vehicles on road between 2000-04.

A few examples on indicators, which reveals the aftermarket business potential estimated at Rs.13000 crore for Automotive Spare Parts Market; Rs.6,700 Crore for Tyre Replacement Market and Rs.6,000 Crore for the Lubricants Market which clearly shows that the automotive aftermarket, maintenance & service industry is poised for an exponential growth.

The other key segments which has huge business opportunity are the Spurious Parts and Collision Repair. Non-existence of quality standards and poor collision repair causes dissatisfaction amongst large consumers. Estimates shows that 24% increase in pollution is due to lower fuel efficiency on account of spurious parts and increase in the maintenance cost to the tune of Rs.4032 Crores per annum on account of spurious parts.

The key factors that are fuelling the growth of the segment are entry of non vehicle manufacturers in Automotive Service Business; Shift towards reliable service stations than authorized service centres by car users; increased level of sophistication & automation in automotive servicing; need for technology upgradation / skills by stand alone garages; expansion of service networks by vehicle manufacturers and mushrooming of branded service networks by different players in the sector.

The 3-day Exhibition would serve as a business platform for players involved in the Aftermarket Business & Trade to demonstrate the latest equipments, products, services and trends in Automotive Servicing, Aftermarket Products; Vehicle Technology; Maintenance & Care; Components & Spare Parts; Automotive Accessories; Collision & Repair, etc.

Auto Serv would also be an Interactive Exhibition, where exhibitors & customers could build interactivity through Thematic Zones, based on the vehicle servicing, maintenance & aftermarket concepts. Some of the thematic zones being planned include; Fuel Efficiency Zone; Car Maintenance Zone; Engine Performance & Maintenance Zone; Truck Care Zone; Vehicle Security Zone, etc.

Auto Serv would also feature an exclusive Aftermarket Pavilion for Vehicle Manufacturers to identify & appoint distributors, dealers to support authorized service stations / aftermarket business; showcase service



network & availability and educate through Live Demos using Test Vehicles to demonstrate the differences in Vehicle Performance in Vehicle Life Time through usage of spurious parts.

Chennai has been chosen as an ideal venue for Auto Serv due to the City's leadership position in automotive scenario such as; 10% of India's vehicle population; 33% of commercial vehicle production; 20% of India's 2-wheeler production and 35% of India's component production.

Auto Serv 2004 would showcase a wide range of products like; Collision & Repair Equipments; Mechanical Handling & Testing Equipments; Diagnostic Instrumentation; Garage Tools; Automotive components & Spare Parts; Tyre, Tubes, Batteries, Tyres & Lubricants; Vehicle Care Products & Accessories; Pollution Control Equipments; Automotive Services, amongst others.

During Auto Serv 2004, CII is organising a Conference on Collision Repair targeted towards Insurance Companies Surveyors, Mechanics, Service Stations etc. The conference would focus on the role of Insurance Companies in Collision & Repairs and control of collision business; Equipment Technology; Safety Devices; Best Practices & Case Studies, etc.

A Seminar on Safety & Pollution Control is also being planned during the exhibition involving Certifying Bodies; Pollution Control Agencies; Fleet Operators, State Transport Departments; Vehicle Manufacturers; Safety / Pollution Control Equipment Manufacturers. The seminar would focus on Vehicle Inspection & Safety Norms; Pollution Check & Control Standards; Vehicle Technology Euro II / III Norms & Engine Management Systems.

Auto Serv 2004 is expected to be participated by over 300 exhibitors and would attract around 30000 trade visitors from all over the Southern Region.

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