Automotive Sector/Made For India Panel Topic:

Solutions for a small car – Made for India and Made in India

Summary:

Majority of the Indian and overseas auto manufacturers have plans of developing a small car in India for the Indian consumers. According to industry sources, the key to success of the small car will be a combination of parameters such as the design, features, specifications, manufacturing efficiency, performance, marketing network and after sales service and the final competitive price. Keeping low cost pricing as a crucial aspect of the game, how can solutions developed for such a car be optimized in the most cost efficient manner?

What is the scope of optimization for a small car for the semiconductor industry? How much impact do the manufacturing processes along with the marketing activities have on the final success of the small car?

Organizers:

India Semiconductor Association