



**1986 - 2010**

**MILES & MILESTONES**

  
**AUTO EXPO'86**

**AUTO EXPO 93**  
DECEMBER 7-15, 1993  
PRAGATI MAIDAN, NEW DELHI

**AUTO EXPO '96**  
FEBRUARY 21-27, 1996  
PRAGATI MAIDAN, NEW DELHI

**AUTO EXPO '98**  
JANUARY 15-21, 1998  
PRAGATI MAIDAN, NEW DELHI

**AUTO EXPO** JANUARY 12-18  
**2000**  
NEW DELHI, INDIA

**6<sup>th</sup> AUTO EXPO 2002** JANUARY 15-22  
NEW DELHI, INDIA  
Asia's Largest Automotive Show

**7<sup>th</sup> AUTO EXPO 2004** JANUARY 15-20  
NEW DELHI, INDIA  
Asia's Largest Automotive Show

**8<sup>th</sup> AUTO EXPO**  
2 0 0 6  
Asia's largest automotive show  
January 12-17, 2006 • New Delhi, India

**9<sup>th</sup> AUTO EXPO**  
2 0 0 8  
The Complete Automotive Show  
January 10-17, 2008 • New Delhi, India

**10<sup>th</sup> AUTO EXPO**  
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The Complete Automotive Show  
5-11 January, 2010  
Pragati Maidan, New Delhi, India  
—Silver Jubilee Year—

# THE EXHILIRATING JOURNEY OF AUTO EXPO .....

Asia's largest and complete automotive show, the Auto Expo conceived in the year 1985, had its debut showcasing in 1986. From providing a platform to the Indian automotive industry, to see and learn new technologies being used by the developed world, today a quarter century later, it provides a platform to the Indian automotive industry to showcase its expertise as a sourcing hub and the global industry to launch itself in the Indian market. The Auto Expo 1986 was organized from 3 – 11 January 1986 at Pragati Maidan, New Delhi by Confederation of Indian Industry (CII), Society of Indian Automobile Manufacturers (SIAM) and Automotive Component Manufacturers Association of India (ACMA).

It was a big effort at that time to cope with 12000 square meters of indoor and 4000 square meters outdoor space. The year 1986 began with high hopes and great optimism for the Industry. The Auto Expo 1986 was a window for technology transfers since it showed how the Indian Automotive Industry was absorbing new technologies and promoting indigenous R&D for adapting these technologies for the rugged Indian conditions! The 9 day show was a path breaking event marked by Prime Minister, Mr. Rajiv Gandhi's visit to the show.

Companies such as Allwyn Nissan, AP Scooters Ltd, DCM Toyota, Escorts Ltd, Gujarat Narmada Auto Ltd, HMT limited, Ideal Jawa, Kinetic, Kelvinator of India Ltd., Maharashtra Scooters, Majestic Auto, Shree Chamundi Mopeds, Standard Motors, which either no longer exist or have merged with other entities were the major participants in this show.

It took more than six years before the next Auto Expo could be organized in December 1993. It was felt that the Auto Industry in India was not big enough for a fair with greater frequency. The theme of the expo was to make the future happen. Aptly inaugurated by a member of the team responsible for making the future of India happen, the then Finance Minister, Dr Manmohan Singh. The objective was to invite collaborators, vendors, service networks, dealers, the consumers and government to share Industry's vision. This was also the time when global players started entering India and 7 countries participated in all.

The next Auto Expo in February 1996 was inaugurated by the then Minister of External Affairs, Mr Pranab Mukherjee, and the highlight of the event was the EU – India Automotive Business Forum. Under the leadership of Mr. Brijmohan Lall, the celebration of the France Day was inaugurated by the Petroleum Minister Capt Satish Sharma, the Italy day launched by Mr. Ajit Singh the then Food Minister. The accomplishment was the Auto Expo becoming the preferred launch platform for big automobile players like Daewoo, Hyundai, Ford, and Honda among others.

1998 marked the Auto Expo becoming a biennial event. It broke all previous records in terms of number of exhibitors, delegations – over 50 participants from overseas and nearly 150,000 visitors daily. Small cars were the focus, TELCO, Hyundai, Daewoo launched their new models and also the new four stroke scooters from Bajaj and TVS Suzuki were previewed.

For the first time the number of exhibitors crossed 1000 in the year 2000. 25 new vehicles were launched and 22 auto component manufacturers launched their new products. Mr Murasoli Maran the then Minister for Commerce and Industry, Government of India, inaugurated the show and gave an overview of the Governments' Policy in relation to Emission, Safety and Testing. For the first time there was a focus on environment with a special Green Pavilion. The first Asian Two Wheeler Conference was held on 13 January 2000. This was perhaps the first indication of the future role that two wheelers would play in India.

In 2002, the focus was Road Safety. A special safety pavilion was organized, focusing on Safety Technology, Road Engineering, & Enforcement. A blue print on Road Safety was presented to Government. A significant outcome of the Expo was the Indo – American agreement between SIAM, DTC and the National Alternate Fuels Training Consortium of the US to facilitate training on alternate fuel vehicles and systems. The first ever High Capacity Bus System was presented in India. Nearly 2 lakh business enquires were received and 1.5 million visitors came to the show.

Now the frequency and momentum had build up for the Auto Expo the industry started expecting more out of the expo. Mr. L K Advani, Deputy Prime Minister of India inaugurated the 7th Auto Expo in 2004. 840 Indian and 120 overseas companies participated in the expo which showcased the capabilities of the Indian Automotive Industry in the areas of Environment, Safety, Energy Conservation, Design, Electronics, and Breakthrough Technologies.

The Auto Expo in 2006 was reorganized around thematic pavilions. The visitor response to the focused pavilions for commercial vehicles, two wheelers, alternate fuels, design and styling was very encouraging. The Auto Trade Dialogue was also conducted in a new format for the first time. The Styling and Design Conclave attracted the best design talent from around the world. A special feature was organized which had hundreds of truckers visit every day. Mr. Kamal Nath, then Minister for Commerce & Industry, Government of India inaugurated the expo. For the first time vehicle simulators were displayed. The number of launches increased considerably and so did the overseas participation; over 26 countries took part in the show. Spread over 70,000 square meters, the Auto Expo 2006 attracted about 1 million visitors and yielded business worth Rs 540 Crores.

The 9th Auto Expo is best summed up in two words Tata Nano, the launch of which revolutionized the entire Auto Industry in the low cost segment. The theme was “Mobility for All”. The show was jointly inaugurated by Mr. Kamal Nath, then Minister of Commerce and Industry and Mr. Santosh Mohan Dev, Minister of Heavy Industry and Public Enterprises, Government of India. 25 launches took place in addition to the Nano. It was the first time the show was accredited by Organisation Internationale des Constructeurs d'Automobiles (OICA). The first ever Diesel Pavilion that showcased the latest in technology and the efforts to reduce pollution was inaugurated by the Chief Minister of Delhi, Mrs. Sheila Dixit. For the first time, Hydrogen and Hybrid Vehicles were displayed at the Auto Expo. Spread over 120,000 square meters, the mega auto carnival attracted about 1.8 million visitors and generated business worth about Rs 20,000 Crores. More than 100 MOUs were signed during this period. While 59% of MOUs were inked with the business visitors, 27% were with foreign visitors and about 14% with co-exhibitors. 84 international delegations from over 40 countries including Germany, France, Japan, Spain and Canada and other countries evinced keen interest in Indian Auto Component sector.

Despite global economic crisis in 2008 and 2009, the 10th Auto Expo 2010 surpassed all the previous records of auto expos. With over 2100 exhibitors and 125,000 square meters of exhibition area, the all time host of Auto Expo, Pragati Maidan was fully booked. The event witnessed largest ever overseas participation from 30 countries.

The table below sums up the industry production trends during the Auto Expo years

Auto Expo Year	Production In Numbers					
	Year	PVs	CVs	2 Wheelers	3 Wheelers	Grand Total
1986	1985	129,332	101,228	1,125,606	49,267	1,405,433
1993	1992	192,069	128,095	1,477,217	66,332	1,863,713
1996	1995	396,531	237,247	2,551,166	155,801	3,340,745
1998	1997	549,576	186,440	2,971,290	237,361	3,944,667
2000	1999	646,556	168,946	3,598,855	210,604	4,624,961
2002	2001	676,246	148,689	4,064,971	198,107	5,088,013
2004	2003	907,988	253,555	5,408,741	332,095	6,902,379
2006	2005	1,264,446	377,966	7,296,200	413,330	9,351,942
2008	2007	1,715,279	540,250	8,097,484	527,654	10,880,667
2010	2009*	2,148,979	454,256	9,591,516	548,489	12,743,240

Undoubtedly, the Auto Expo has given India and the Indian Automotive Industry a solid platform and direction for growth. The visitors such as the Prime Minister of India, Mr. Rajiv Gandhi and the Ministers, the diplomats, overseas delegations, celebrities who visited this show over the years shows how important the Auto Expo brand has become now. As the journey continues, the organisers firmly believe and hope much larger and greater participation from all corners of the society to make India a global capital for automotive industry...

*\*Estimated*

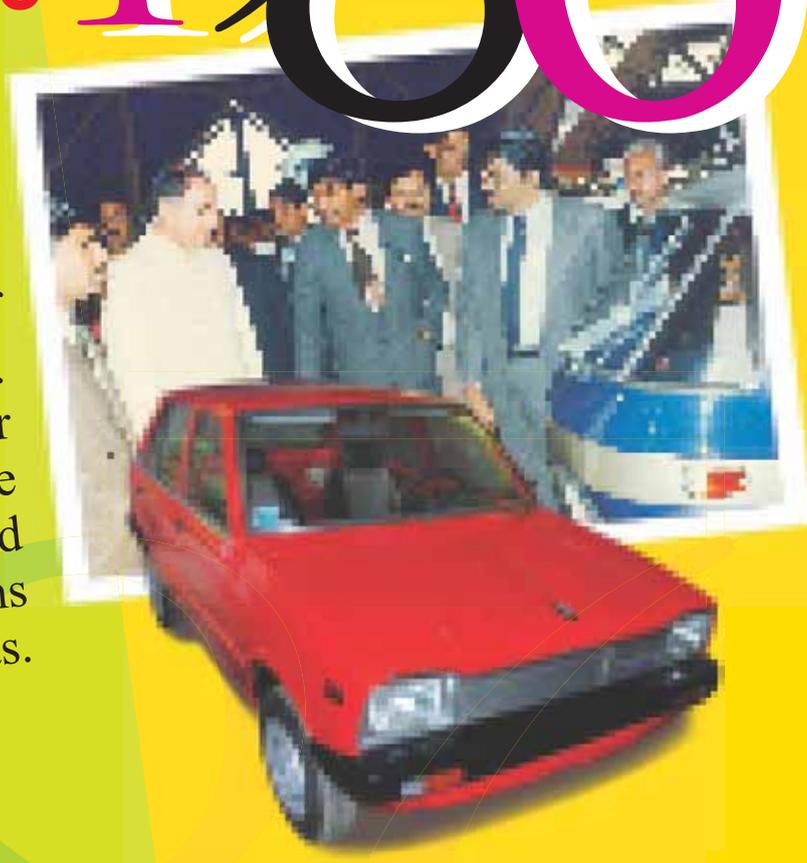
# AUTO EXPO



## AUTO EXPO'86

# 1986

The first Auto Expo organised in India, succeeded in tapping into the immense potential of the Indian Auto Industry. This event brought together various players in the domestic Indian market and exceeded all expectations and so did the results.



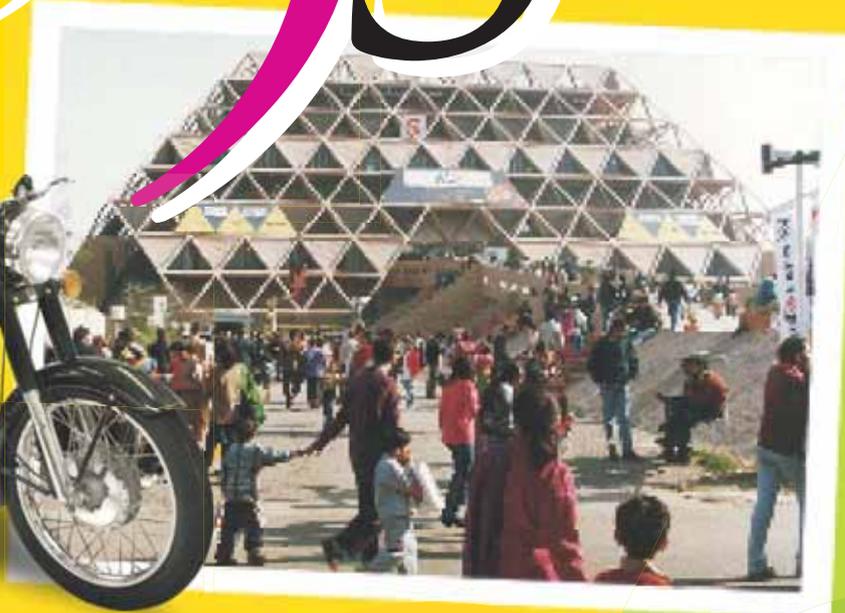
# 1986



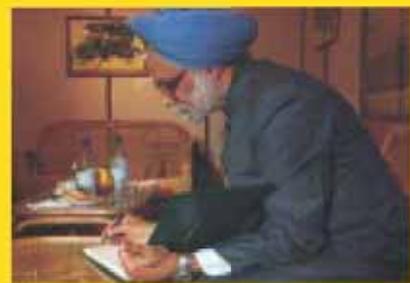
# 1993

**AUTO  
EXPO 93**

**DECEMBER 7-15, 1993  
PRAGATI MAIDAN, NEW DELHI**



Auto Expo'93 marked the beginning of what was to be an auto revolution in India. Held at a time when the market had undergone total liberalisation and the auto industry was growing at a formidable pace, this event was a platform for several new launches, major business deals and more.



# 1996

**AUTO  
EXPO '96**  
FEBRUARY 21-27, 1996  
PRAGATI MAIDAN, NEW DELHI

The third in the series, it became the biggest automotive show in South Asia. Auto Expo'96 also became the preferred launch platform for names like Daewoo, Ford, Hyundai, Honda etc. in Indian market. This was also the entry point for multinational automotive brands into India.





# AUTO EXPO

**AUTO EXPO '98**

**JANUARY 15-21, 1998**  
**PRAGATI MAIDAN, NEW DELHI**

1998



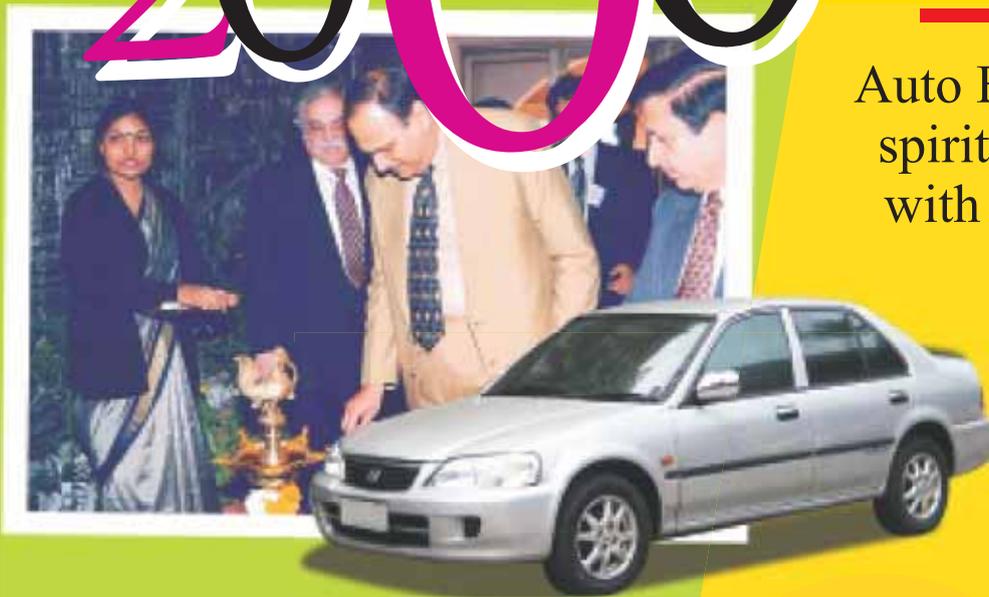
Automobiles stole the limelight with a host of world class vehicle and new product launches by world manufacturers. This event marked the launch of Tata Indica, Daewoo Matiz and Hyundai Santro, Honda City etc. Heralding a new era for the Indian car market, this event attracted 900,000 visitors.



# Auto EXPO

# 2000

**AUT**   
**EXPO** **JANUARY 12-18**  
**2000**  
**NEW DELHI, INDIA**



Auto Expo 2000 reflected the spirit of the new millennium with new generation cars on display. An ideal opportunity for small sized manufacturers, this edition successfully promoted their products among OEMs and other visitors, both from India and abroad.

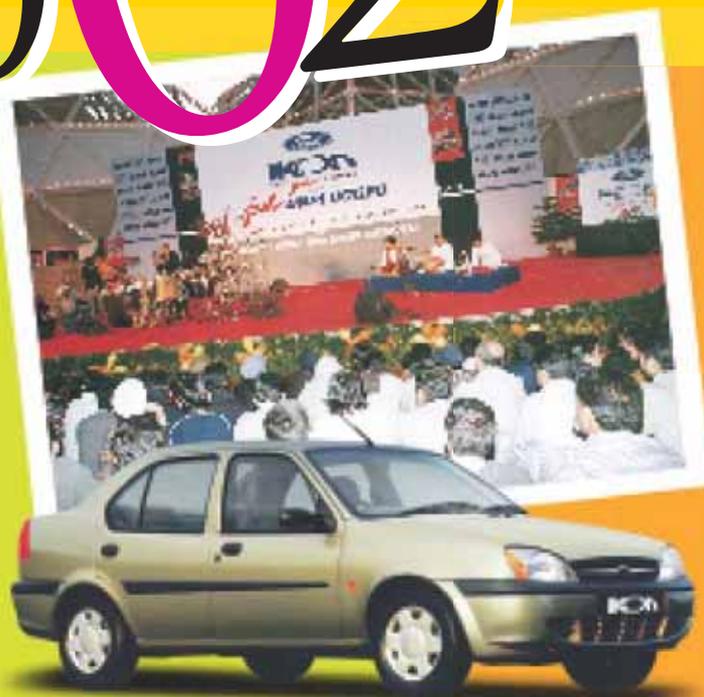
# 2000



6<sup>th</sup> **AUTO EXPO** JANUARY 15-22  
2002  
NEW DELHI, INDIA  
Asia's Largest Automotive Show

2002

Sixth in the series, this edition was focused on environment with several fuel-efficient and safe vehicles on display. This edition also had special emphasis on auto component industry and played host to technological advancements, state of art components and accessories from around the world.

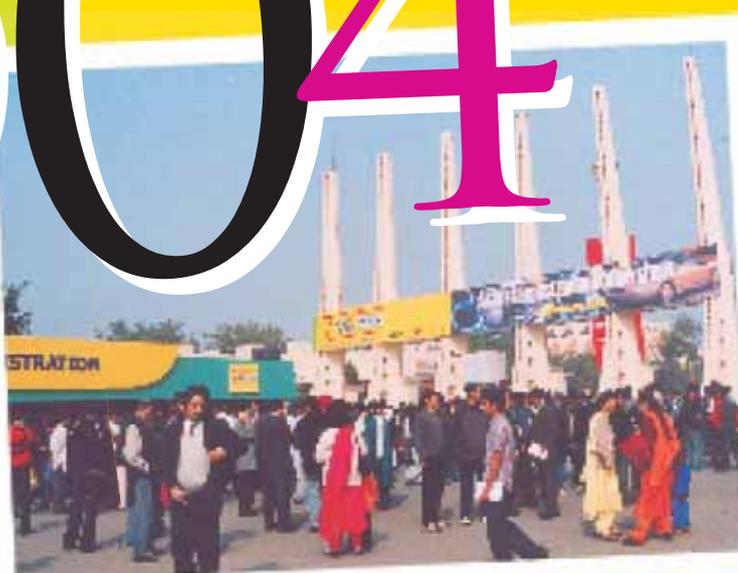


Auto EXPO



# 2004

The 7th Auto Expo became the launching pad for an entirely new generation of vehicles. The conferences and the seminars drew some of the best technocrats and policy makers from across the globe.



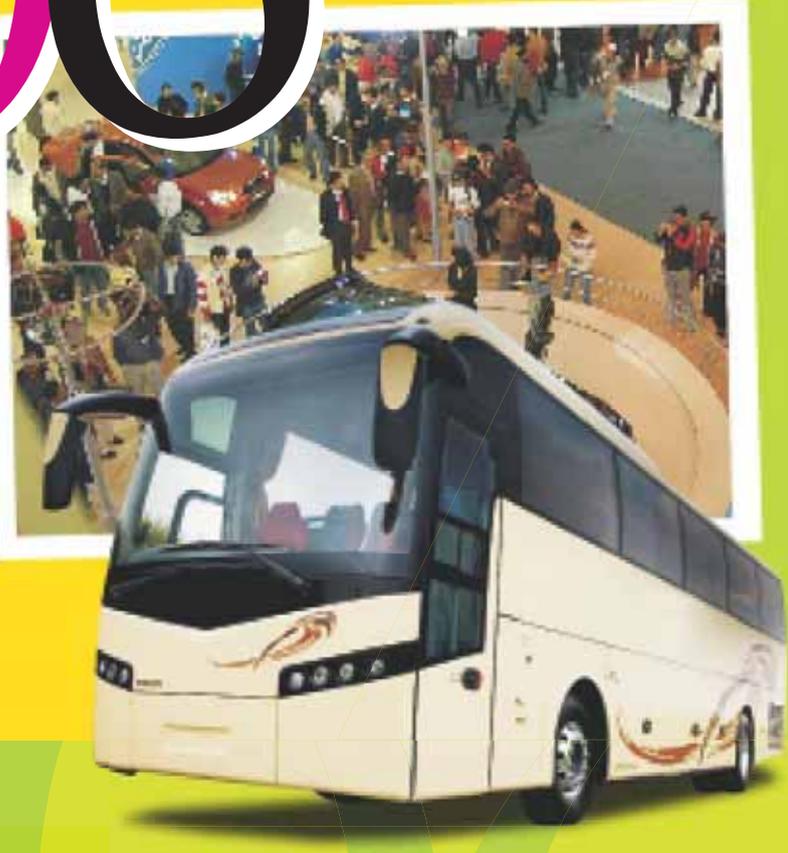
**7<sup>th</sup> AUTO EXPO**  **JANUARY 15-20**  
**2004**  
**NEW DELHI, INDIA**  
**Asia's Largest Automotive Show**



# 2006

**8<sup>th</sup> AUTO EXPO**  
2 0 0 6  
Asia's largest automotive show  
January 12-17, 2006 • New Delhi, India

8th edition was the biggest of all shows held till then. 26 countries participated and drew 1,50,000 business visitors. It resulted in business worth INR 5384 million.



# 2006



9<sup>th</sup> **AUTO EXPO**

2 0 0 8

The Complete Automotive Show  
January 10-17, 2008 • New Delhi, India

2008



2008 was defined by two words: Tata Nano.  
A remarkable international presence and  
over 18 lakh visitors came together at the  
event to view the infinite promise of the  
Indian automotive industry



10<sup>th</sup> AUTO EXPO  
2010

The Complete Automotive Show

2010



The 10<sup>th</sup> Auto Expo surpassed all records set in the earlier auto expos held since 1986, in terms of domestic as well as foreign participation, international delegations, general visitors, product launches, focused pavilions, orders booked, trade enquiries made, business visitors and glamour.



# BECOMING THE GLOBAL CAPITAL FOR AUTOMOTIVE INDUSTRY

## OVERSEAS PARTICIPATION

1986 - Domestic Show

1993 - 7 Countries

1996 - 15 Countries

1998 - 11 Countries

2000 - 19 Countries

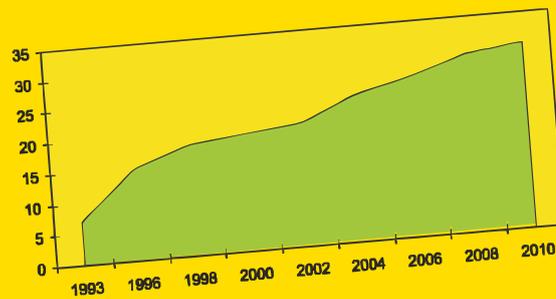
2002 - 19 Countries

2004 - 24 Countries - 120 exhibitors - 44 delegations

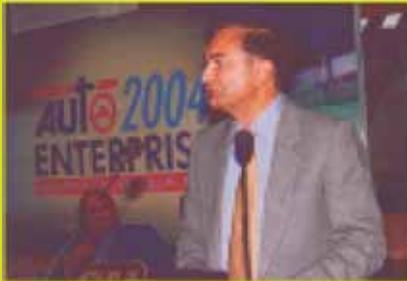
2006 - 26 Countries - 300 exhibitors - 58 delegations

2008 - 29 Countries - 700 exhibitors - 84 delegations

2010 - 30 Countries - 800 exhibitors - 98 delegations



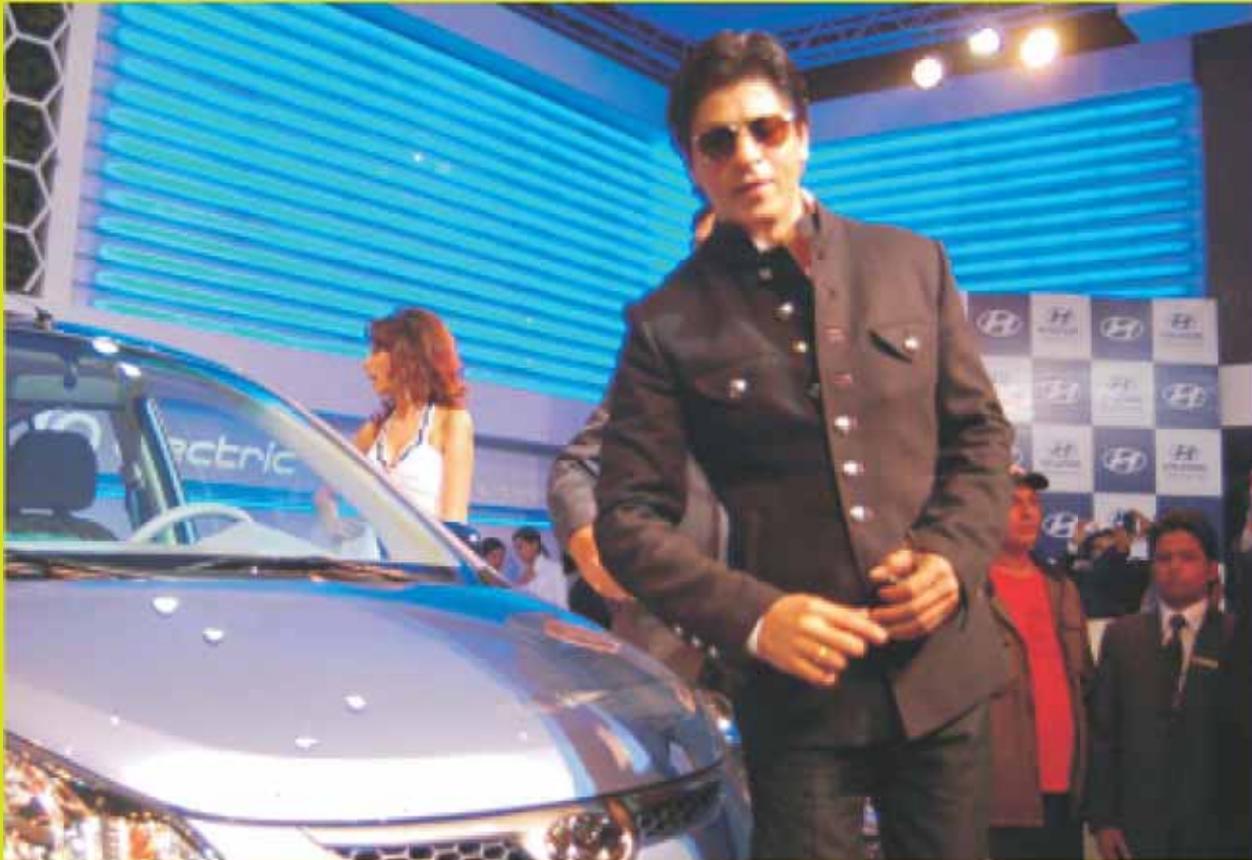
# THEMATICALLY SPEAKING



# UNVEILING THE FUTURE



# UPPING THE GLAM QUOTIENT



# SETTING THE BENCHMARK

EDITION	EVENT DATES	NO OF EXHIBITORS	TOTAL AREA	OVERSEAS PARTICIPATION
1st	January 3 - 12, 1986	105	10,300	Introduced as Domestic Show
2nd	December 7 - 15, 1993	350	22,000	France, Germany, Italy, Japan, Taiwan, United Kingdom, USA = <b>7 Countires</b>
3rd	February 21 - 27, 1996	700	50,000	Italy, United Kingdom, Japan, France, Phillippines, Germany, Paris, Singapore, USA, Belgium, Australia, Korea, Pakistan, Sweden, Ireland = <b>15 Countries</b>
4th	January 15 - 21 , 1998	1000	60,000	Australia, France, Germany, Italy, Spain, Taiwan, Pakistan, United Kingdom,Switzerland, Czech Republic, Austria = <b>11 Countires</b>
5th	January 12 - 18, 2000	1050	60,000	Argentina, Belarus, Brazil, Czech Republic, France, Germany, Italy, Japan, Korea, Malaysia, Taiwan, Singapore, Spain, Sweden, Switzerland, Netherland, UAE, United Kingdom, USA = <b>19 Countries</b>
6th	January 15 - 22, 2002	950	60,000	China, Czech Republic, France, Germany, Greece, Iran, Israel, Italy, Japan, Korea, Malaysia, Russia, Spain, Sweden, Switzerland, Taiwan, UAE, United Kingdom, USA = <b>19 Countries</b>
7th	January 15 - 20, 2004	960	60,000	Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, Mexico, Netherland, Poland, Russia, Sweden, Switzerland, Singapore, Spain, Taiwan, UAE, United Kingdom, USA = <b>24 Countries</b>
8th	15-20 January 2006	1150	70,000	<b>26 Countries</b>
9th	January 10 -17, 2008	2000	1,20,000	Austria, Bangladesh, Canada, China, Czech Republic, France, Germany, Holland, Hong Kong, Italy, Japan, Korea, Malaysia, Poland, Russia, Singapore, Spain, South Africa, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, United Kingdom, USA = <b>29 Countries</b>
10th	January 5- 11, 2010	2000	1,25,000	Dedicated national industry pavilions from Canada, China, France, Germany, Italy, Japan, Luxembourg, Spain, Tiwan and UK = <b>30 Countires</b>



*The Organisers ...*



Automotive Component  
Manufacturers Association of India

—Golden Jubilee Year—



Confederation of Indian Industry  
(1895-2010)

—Celebrating 115 Years—

**SIAM**

Society of Indian  
Automobile Manufacturers

—Golden Jubilee Year—