

Ram Chandra Rao

Mr. Ram Chandra Rao is currently the Chairman, Western Region and Executive Committee member of Auto Components Manufacturing Association of India, the oldest and largest association of Automobile industries with a focus on auto component manufacturing.

He has been working with Kirloskar Oil Engines Ltd., Pune, since 1977. Mr. Rao started of as Service Engineer and handled functions of after sales service, customer training, spare parts marketing, auto components marketing and engine bearings manufacturing. Currently he is handling the Business Unit of Kirloskar Engine Bearings & Valves, as Vice President & SBU Head. Mr. Rao graduated in mechanical engineering from Visvesvaraya Regional College of Engineering, Nagpur. He has strong belief in HR processes and has been actively involved in various HR activities at Kirloskar Oil Engines Ltd. He is also working as member of ad-hoc board of studies in Marketing Management, University of Pune as well as guest faculty in some of the renowned management schools in Pune.

Summary of Presentation

Beginning his presentation, Mr. Rao addressed the profile of the Indian automobile component industry and the importance of the European markets for the Indian exports. The presence of almost every major overseas automotive company in India, either directly or indirectly, was indication of the competitiveness of the Indian auto component sector, he said. He also briefed about the Indian automotive industry and explained the evolution of Indian auto component industry and its trends. He was of the opinion that the word global not only means exporting to foreign countries but also being able to cater to the needs of global players. He made an interesting reference about China & India being the leading suppliers of automobiles to the rest of the world but Europe setting standards for the automobile industry. He also highlighted the role of ACMA in keeping the automobile sector well informed about the developments taking place in the global automotive industry in terms of policy changes and other important changes, as the senior executives of ACMA actively attend conferences being held the world over. A very pertinent point that he highlighted was that amongst the 500 odd auto players in the country, only 40 were major players and the others were largely SMEs. He urged that it is these SMEs who need to be made aware to meet the requirements of the EU directives for the entire Indian automotive industry to move ahead on the path of compliance.