



Society for Smart E-Mobility

E-NEWSLETTER

June , 2024

In this Issue

A decorative graphic on the left side of the content area consists of five dark blue circles arranged in a vertical, slightly curved line. A thin, light blue line connects the top and bottom circles, passing through the middle ones. To the left of these circles is a large, faint version of the SSEM logo.

Message from President's Desk

Electric Vehicle – An update

Event Held : June - 2024

Upcoming Events - 2024

New Members Enrolled- June 2024

Message From President's Desk



Dear Member,

Greetings from SSEM!

India has been one of the fastest growing major economies in the past five years, and is expected to become the world's second largest economy after China by 2030. To support this economic growth, the constituents of the mobility ecosystem (original equipment manufacturers [OEMs], ancillary manufacturers, energy companies, etc.,) must make a significant contribution.

While the demand for mobility will continue to grow at a rapid pace, the industry is increasingly becoming cognizant of the challenges that are arising because of this rapid growth—increased road congestion and dependence on fossil fuels leading to high air pollution.

Efficiently managing the rapidly changing mobility landscape in a sustainable manner is the biggest question in front of various players across the mobility value chain. Multiple drivers such as electrification, ride sharing, data monetization, and connected cars are likely to change the way we perceive mobility today. These drivers will disrupt the current mobility ecosystem and provide new opportunities for disruptors to establish their presence in the market.

India is witnessing a rapid shift towards electric vehicles (EVs) in recent years due to increasing awareness of the harmful effects of fossil fuels on the environment, heavy cost of imports of crude oil government initiatives to promote EV adoption, and the reduction in the cost of EV components. The Indian government has also set a target of having 30 percent of all vehicles electric by 2030. However, like any major shift, there are both opportunities and challenges with EV adoption in India.

The Government of India has started a new scheme to promote electric vehicles in India. The Government had earlier said that subsidies under the second phase of Faster Adoption and Manufacturing of Electric Vehicles in India (FAME-II) programme scheme will be eligible for e-vehicles sold till March 31, or till the time funds are available. For small three-wheelers (e-rickshaw and e-carts), the new scheme has provision for up to INR 25,000 subsidy for over 41,000 such vehicles. The financial support will be up to INR 50,000 in case of a large three-wheeler.

The **Electric Mobility Promotion Scheme, 2024** (EMPS 2024), a limited fund scheme of INR 500 crore for four months, aims to boost the adoption of electric two-wheelers and three-wheelers from April 1 to July 31, 2024. The Heavy Industries Ministry unveiled this initiative on March 13 to propel green mobility and enhance the EV manufacturing ecosystem. The scheme targets supporting 3,72,215 EVs, specifically prioritizing vehicles equipped with advanced batteries for incentives.

With best wishes!

V Senthil Kumar

Electric Vehicle – An Update

Addressing EV adoption hurdles : Innovations in future

There has been a significant uptick in the adoption of EVs across the globe. It is primarily sought for its ability to reduce greenhouse gas emissions, which bodes well for achieving sustainability over a period of time. Following suit, even the Indian [EV market](#) has projected significant growth in recent years and intends to make deeper penetration into the country, with the domestic EV market forecasted to reach 10 million annual sales by 2030, as per the report by [India](#) Briefing.



Despite the growth, there are some hurdles that are impeding the acceptance of vehicles by consumers. In order to make strong inroads for EVs in the country, it is important to recognize and acknowledge the limitations and challenges of the [industry](#). This can go a long way beyond bridging the gap existing in the industry but can also aid in providing a resilient infrastructure for the EV market.

Electric Vehicle – An Update

Understanding the common hurdles discouraging the widespread acceptance of EVs in the country, their initial high cost remains to be a common concern among people. The price of EVs are generally on the higher side as compared to their ICE counterparts on account of expensive battery technology. In addition to this, instances of accidents such as explosions or EVs catching fire can be considered a major deterrent for potential buyers. Adding to their inhibitions, the long charging time of the battery provides further resistance, meddling with the prospects of EV purchase.



Understanding that moisture is the major deterrent responsible for giving rise to safety issues in EVs, the industry can produce superior-quality batteries meeting the highest industry standards by employing desiccant dehumidifiers throughout the manufacturing process. NMP being one of the harmful, volatile compounds that is released into the air during manufacturing process can be recovered with the help VOC abatement technology. Consequently, the NMP recovery comes in handy for alleviating the costly procurement of NMP, which otherwise is very expensive. This can play a crucial role in fortifying the entire endeavor by reducing the environmental impact of manufacturing and ensuring compliance with stringent environmental regulations.

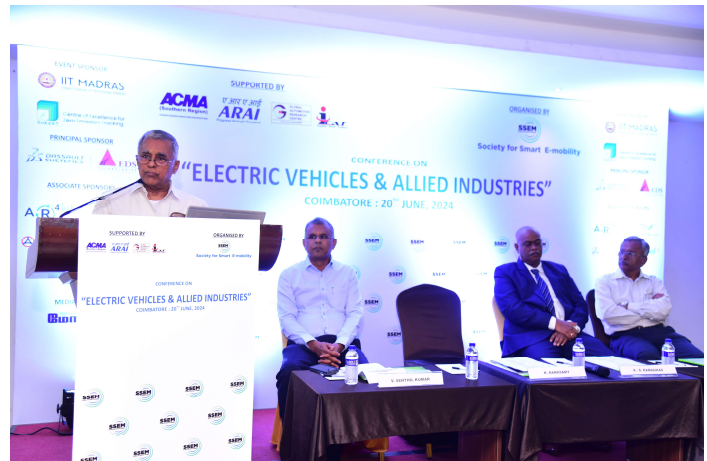
Read more:

<https://www.financialexpress.com/business/express-mobility-addressing-ev-adoption-hurdles-innovations-in-future-3535177/>

Event Held : June - 2024

Conference on Electric Vehicles & Allied Industries held on 20th June, 2024 at Hotel KISCOL Grands, Coimbatore.

Inaugural Session



Inaugural Session of Conference on Electric Vehicles & Allied Industries



Photo Caption: (From Left to Right)

1. **Mr. V Senthil Kumar**, President, SSEM & Managing Director, Propel Industries Pvt Ltd
2. **Mr. K Ramasamy**, Patron & Trustee, SSEM & Chairman, Roots Group of Companies
3. **Dr. A S Ramadhas**, Director, Global Automotive Research Centre (GARC)
4. **Dr. S Chandrasekar**, Vice President, SSEM & Corporate Director, Roots Group of Companies

Technical Session – I : Electric Vehicles - The Future of Mobility



Photo Caption: (From Left to Right)

1. **Mr. Loganathan Palanisamy**, Senior Quality Specialist & Technical Risk Analyst
BOSCH Global Software Technologies Pvt Ltd.,
2. **Prof. C. Vasantharaj**, Trustee, SSEM & Director – KCIRI,
Kumaraguru College of Technology
3. **Mr. S M Antony Thomas**, Chief Executive Officer, Power Trans Mobility Ltd
4. **Mr. Raguram S K**, Co-Founder, Jedlik Motors Pvt Ltd

Special Plenary Session “E-Mobility Initiatives at IIT Madras”



Photo Caption: (From L to R)

1. **Prof C S Shankar Ram**, Professor & Head of Department, Department of Engineering Design, IIT Madras.
2. **Mr A Sasikumar**, Executive Committee Member, SSEM & General Manager, Jayem Automotives Pvt Ltd.
3. **Mr. T. Selvarajan**, Lead – Market Facing Projects, Department of Engineering Design, IIT Madras.

Technical Session – II : Charging Technologies for EV



Photo Caption: (From L to R)

1. **Mr. Viswanath Surendiran**, Co-Founder & Chief Executive Officer
Steam – A Pvt Ltd
2. **Mr. Sudhakar V**, Executive Committee Member, SSEM & Managing Director,
Surya Batteries Pvt Ltd
3. **Mr. Karthikeyan K P**, Managing Director & Chief Executive Officer,
ZEON Electric Pvt Ltd

Technical Session – III : Challenges & Opportunities for EV Adoption



Photo Caption: (From L to R)

1. **Mr. Ashok Satyanarayan**, Head – NPD (EV Division), Bhoruka Fabcons Pvt Ltd
2. **Mr .Srikumar Maganti**, Senior General Manager – Technical , EDS Technologies Pvt Ltd
3. **Mrs. Sivasankari T P**, Executive Committee Member, SSEM & Founder, AR4 Tech Pvt Ltd
4. **Dr. P Arjunan**, Managing Director, Tezta Electric Mobility & Energy Pvt Ltd

Session - IV : EV Standardization & Government Incentive Policy



Photo Caption: (From L to R)

1. **Mr. K Barathan**, Joint Treasurer, SSEM & Managing Director, Ozotec Automobiles Pvt Ltd
2. **Ms. K Rajrajeswari**, Senior Engineer – EV, Global Automotive Research Centre (GARC)
3. **Mr Shivam Tandon**, Deputy Manager – CMVR, International Centre for Automotive Technology (ICAT)
4. **Mr Praval Sharma**, Manager – New Business Development, International Centre for Automotive Technology (ICAT)

Press Clipping

‘EV industry in Tamil Nadu has immense growth potential’



Published - June 20, 2024 07:59 pm IST – COIMBATORE [THE HINDU BUREAU](#)

Around 40% of the Electric Vehicle (EV) four-wheelers and close to 70% of the EV two-wheelers sold in the country are made in Tamil Nadu, said A.S. Ramadhas, director of Global Automotive Research Centre, in Coimbatore on Thursday. Speaking at the inaugural session of a conference on “Electric Vehicles and Allied Industries - Electric Vehicles, the Future of Mobility”, organised by the Society for Smart E-Mobility (SSEM), he said the numbers showed the growth potential for the EV industry in Tamil Nadu.

Till last financial year, 38.50 lakh EVs were sold in the country. Of this, 95% accounted for two and three-wheelers and four-wheelers were 1.67 lakhs and buses were 7,700.

The NITI Aayog had projected that till 2030 the EV sector would grow at 49% compounded annual growth rate. India launched EV30@30 campaign aiming at 30% EV sales by 2030. To achieve this vision, there was a need of a robust charging infrastructure, and collaborative efforts among the Central and State governments and the local authorities.

According to K. Ramasamy, patron and trustee of SSEM and chairman of Roots Group of Companies, “India’s transition towards e-mobility has been an ongoing process.” Access to a robust network of EV charging infrastructure was essential. Though the Central government instituted various policies to promote development of the charging infrastructure network, there was a need to customize it to the unique Indian transport ecosystem and build capacity among stakeholders for on-ground expansion.

Lithium-ion Batteries (LIBs) were becoming extremely popular in energy storage applications. But, a substantial fire risk was associated with their use. India’s diverse driving conditions and mix of terrains demanded the best in reliability, ruggedness, performance, and safety.

The Electric Mobility Promotion Scheme, 2024, a limited fund scheme of ₹500 crore for four months, aimed to boost the adoption of electric two-wheelers and three-wheelers till July 31. The scheme targeted supporting 3.72 lakh EVs, specifically prioritising vehicles equipped with advanced batteries for incentives.

Consistent support from the government would provide stability and encourage continuous innovation and investment in the EV sector, he said.

Vice-president of SSEM and corporate director of Roots Group of Companies S. Chandrasekar, added that Coimbatore was seeing investments in research and production of EV two-wheelers and components for the EV sector. The State government should support Coimbatore with the required common facilities, he said.

Event Planned : July - 2024

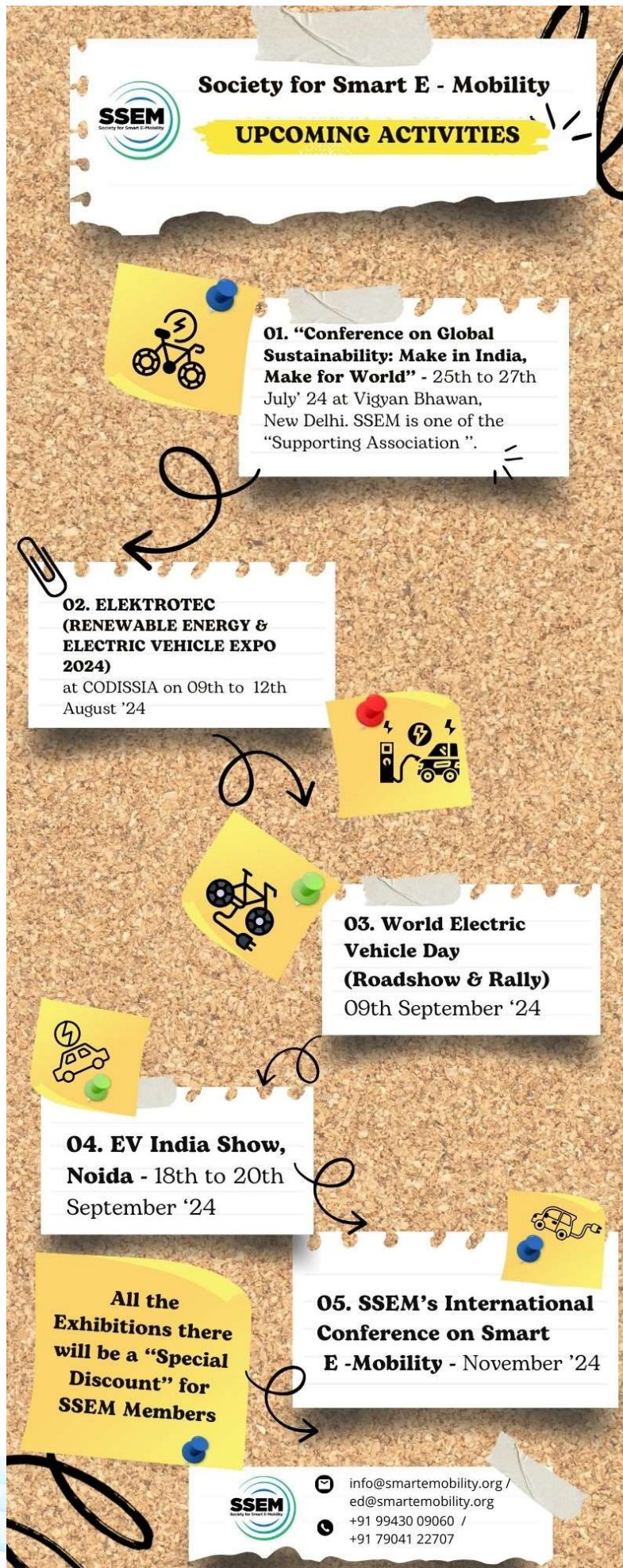
Events Planned : July – 2024




Session On “EV – Safety Practices”



Visit To EV Industries

The main content area is a corkboard graphic with a light brown, textured background. It features five white, torn-edge paper notes pinned with colorful pushpins (blue, red, green). Each note is accompanied by a yellow sticky note with a black icon: a bicycle, a plug, a car, a car with a plug, and a car. Arrows connect the notes in a sequence from top to bottom. The top note has the SSEM logo and title. The bottom note contains contact information and a discount announcement.

 **Society for Smart E - Mobility**

UPCOMING ACTIVITIES

01. "Conference on Global Sustainability: Make in India, Make for World" - 25th to 27th July '24 at Vigyan Bhawan, New Delhi. SSEM is one of the "Supporting Association".




02. ELEKTROTEC (RENEWABLE ENERGY & ELECTRIC VEHICLE EXPO 2024)
at CODISSIA on 09th to 12th August '24

03. World Electric Vehicle Day (Roadshow & Rally)
09th September '24

04. EV India Show, Noida - 18th to 20th September '24

05. SSEM's International Conference on Smart E -Mobility - November '24

All the Exhibitions there will be a "Special Discount" for SSEM Members

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Upcoming Events:

ELEKTROTEC at CODISSIA - 09th - 12th August 2024 (Renewable Energy & EV Expo - 2024)

Visitors' Profile

- Businessmen & Investors
- Automobile manufacturers
- Dealers & Distributors
- End users
- Environment Consultants
- Builders & Developers
- Coimbatore Corporation authorities
- Various trade associations
- Start-ups
- Facility Management companies
- Retailers & Suppliers
- Education & Research Institutes
- Hotels & Hospitals



Benefits of Participation

- Direct interaction with suppliers & buyers
- Brand Building opportunity
- Direct interaction with potential end users
- Identifying prospective Dealer / Distributor
- Create awareness about USPs
- Platform to launch new products
- Networking with industry professionals



Media Coverage

RE VEHICLE EXPO 2024 will attract extensive media coverage.

There will be wide ranging presence in the following:

- Print Media
- Electronic Media
- Digital Marketing
- Social Media
- Outdoor Media
- PR Activity

Other Events Organised by CODISSIA Intec Technology Centre



The Chairman
REVEHICLE EXPO 2024
CODISSIA G.D. Naidu Towers
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A Fair Exclusively For E - Vehicles

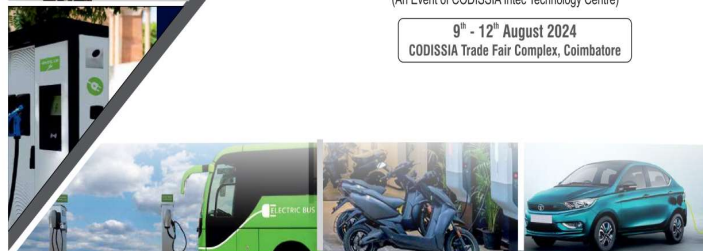


RE VEHICLE EXPO 2024

(An Event of CODISSIA Intec Technology Centre)

9th - 12th August 2024

CODISSIA Trade Fair Complex, Coimbatore



Parallel Events



Supported by



Be a part of the Transformation

Upcoming Events:

About the Fair

"RE-Vehicle Expo 2024" is a fair exclusively for Electric Vehicles which will provide an opportunity to EV manufacturers across the country to showcase their latest products, technology and equipment – all under one roof. It will serve as one of the best networking platforms for the industry as well as end users. This will open the doors for a wide range of business opportunities for existing and aspiring entrepreneurs. RE-Vehicle Expo 2024 will be the best public interactive platform for resources sharing, product purchase and brand display for the people and industry.

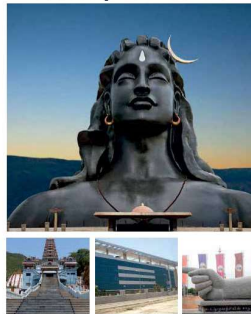
The Organiser



CODISSIA Intec Technology Center is a Trust formed by the Coimbatore District Small Industries Association (CODISSIA) in the year 1969 and owns the CODISSIA Trade Fair Complex. Inaugurated in the year 2000, CODISSIA Trade Fair Complex is the first Trade Fair Complex in South India and the Second in India built with the following objectives:

- 1) To promote and create infra-structural facilities for conducting Trade Fairs, Industrial Exhibitions, Buyer-Seller Meets, Seminars, conventions, Conferences, Workshops and such other activities needed for the growth of regional economy.
- 2) To carry out scientific and technological research and development work on product, process and services.
- 3) To promote, establish and manage a Trade Center to assist the industries in identifying the sources for Export, Import and Technology Transfers and Collaborations.

Host City Coimbatore



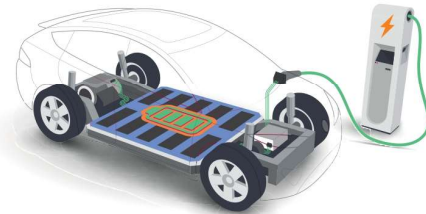
- Coimbatore is a major metropolitan city in Tamil Nadu and is the fastest growing Tier II city, with emergence of Tier III cities around.
- The district is a major seat of Education with approximately 800+ colleges, 1600+ schools and still many more expected as the city limits are expanding.
- With more than 1000 hospitals, most of these 'Multi- specialty', it is a preferred destination for medical tourism.
- Termed as the 'Manchester of South India', Coimbatore is a vibrant place for exports of textiles and hosiery.
- Coimbatore is India's major hub for auto components manufacturing, foundries, motor pump sets, wet grinders and varied engineering goods and services.
- It is one of the most industrialised districts in Tamil Nadu with the highest per-capita individual income among all districts in the state.
- It is close to places of tourist interest like Ooty, Kodaikanal, Valparai and Isha Foundation. All the above makes the city a favourite destination for living and also favourable for all trades.

Significance of this fair

- Large, affluent, progressive market willing to adopt changes
- Help in the transformation process from IC vehicles to EV
- Launch pad for new EV Manufacturers
- Platform to disseminate government policies to end users
- To create awareness about environment protection



Exhibitors' Profile



- Manufacturers of E- Vehicles
- Electric Charging station & Equipment
- EV Battery Manufacturers
- EV Component manufacturers
- IOT Devices
- Laboratory & Testing Equipment
- Software & Technology
- Banks & Financial Institutions
- ESS Technology
- Tyre & Tube Manufacturers
- Raw Materials
- Certifying Agencies
- Solar vehicle
- Commercial vehicle
- Auto service Equipments
- Auto spare Parts
- Oil & Lubricants



Upcoming Events:

India International EV Show
06th - 08th September 2024
at Chennai Trade Centre, Chennai

5th Edition
INDIA EV
INTERNATIONAL SHOW
Infused with E-Mobility Technology

06 TO 08 SEP. 2024
CHENNAI TRADE CENTRE
NANDAMBAKKAM, CHENNAI

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Interact Face-to-Face

Build strong Network

Boost Brand Visibility

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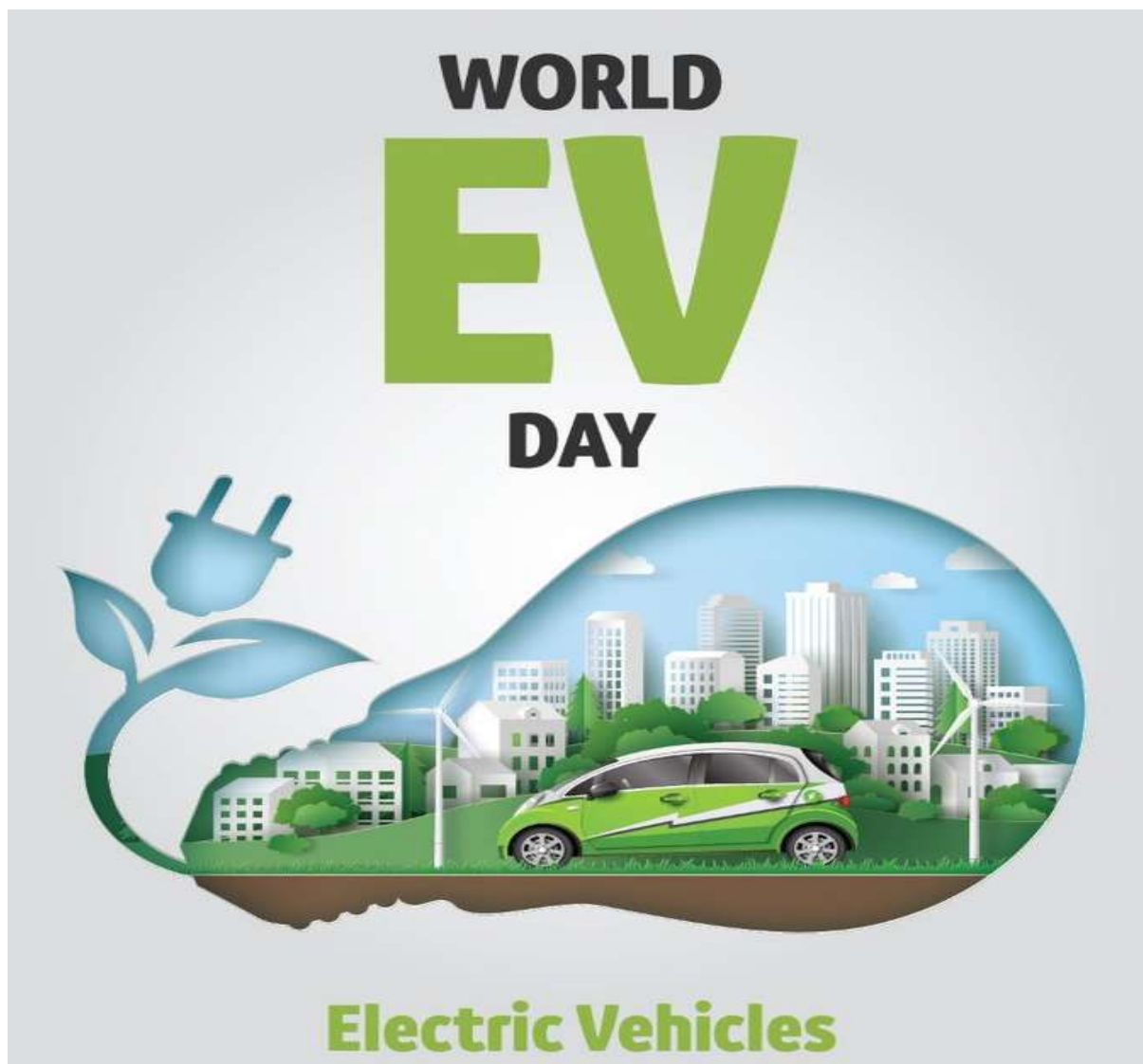


Supporting Association



Upcoming Events:

World Electric Vehicle Day - 09th September, 2024



EV India '2024, Noida - 18th to 20th September, 2024



New Members Enrolled- June 2024



- 1. Mr.Balaji Venkatesan, Chennai, Individual Member**
- 2. Mr.D.Sakthivel, Coimbatore, Individual Member**
- 3. Dr.S.Karthikeyan, Chennai, Individual Member**



Society for Smart E-Mobility - SSEM

For more details, you may reach us @

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Instagram - www.instagram.com/ssemobility/?hl=en

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