



1<sup>st</sup> Edition  
**Conference on  
Innovation for Automotive Electronics**  
**Theme: New Horizons & Expanding Dimensions**

**Conference Retrospect**

Electronics is an area in the automotive sector where segments like Advanced Driving Assistant System (ADAS), connected vehicles, battery technology / electric energy, power train, chassis, body control and infotainment applications etc are considered groundbreaking technology with huge growth potentials. OEMs are now increasing their attention to make vehicles intelligent and Hi-Tech by interaction with the external ecosystem like traffic, weather, roads, other vehicles etc.

These developments overall indicate a leap in automotive electronics technology in current and future vehicles. To help the industries understand the technology and business potential in this segment and in order to project the capacity of Tamil Nadu in the field of automotive electronics, TNTDPC organized a **Conference on Innovation for Automotive Electronics** on 17<sup>th</sup> October, 2014 at Hotel ITC Grand Chola, Chennai.

This conference with the theme “**New Horizons & Expanding Dimensions**” was chaired by **Mr Subu D Subramanian**, Managing Director & CEO, Hinduja Tech Ltd.

The conference focused on key growth parameters like innovation, new products, new markets, advanced technology, revenue streams etc. under sessions: New Horizons of Automotive Electronics Solutions; Integrated Transportation System(iTS); Expanding Market Dimensions; Panel Discussion: Is India Ready for the Automotive Future?

More than 300 Participants attended the initiative from various parts of the country.

## Inaugural Session



Photo caption: (L-R)

Mr. S. N. *Eisenhower*, Vice Chairman – CII Tamil Nadu & Director – Operations, Saint-Gobain Glass India; Mr. M. Velmurugan, I.E.S, Executive Vice Chairman, Tamil Nadu Industrial Guidance & Export, Promotion Bureau, Industries Department, Government of Tamil Nadu; Mr.Subu D Subramanian, Conference Chairman & Managing Director & CEO, Hinduja Tech Ltd; Dr.Aravind Bharadwaj, Head - Technology, TPDS, Automotive & Farm Equipment Sectors, Mahindra & Mahindra; Mr Subhjit Saha, Head – Tamil Nadu Technology Development & Promotion Center of CII.

## Delegates & Project Expo



## Technical Sessions

