

ATMA PARTNERS SUMMIT 2019 URGES GREATER ENGAGEMENT BTW TYRE INDUSTRY AND RAW MATERIAL PARTNERS

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ATMA Partners Summit 2019, organised by Automotive Tyre Manufacturers Association (ATMA), gave a call for greater engagement between tyre industry and raw material partners with a view to collectively build on a more sustainable ecosystem and respond to the emerging challenges. The 4th edition of event that took place at New Delhi witnessed the participation of senior management from tyre industry and its raw material partners. This year's Partners Summit assumed more importance as it was focused on key ingredients such as carbon black, zinc oxide, rubber chemicals and silica.

“ATMA Partners’ Summit celebrates the long-standing and time-tested relationship between tyre industry and raw material partners. This year’s deliberations centred around environmental impact of operations. Both materials and technology need to move in the trajectory of reducing environmental footprint” said Roopesh R, Convener ATMA Supply Chain & Resources (SCR) Group in his welcome address.

The chief guest on the occasion, Anil Srivastava, Principal Consultant & Mission Director, Mission on Transformative Mobility, NITI Aayog stated, “India’s growth story is intact.

India has retained its ‘world’s fastest-growing economy’ tag according to recent report by International Monetary Fund (IMF). We aspire to be \$5 trillion economy by 2024-25. We need to move from consumption-led economy to manufacturing economy to reach India’s full potential. Value addition is the key to become a manufacturing economy which will lead to job creation and improve ease of doing business. India’s size and scale are an opportunity to be tapped”

In his keynote address, K M Mammen, Chairman ATMA stated “ATMA Partners Summit is unlike any other industry conclaves. The presence of so many raw material partners exchanging notes with tyre Industry so as to make the entire sector globally competitive makes Partners Summit a special one which has few parallels in Indian industry.

“The industry is in urgent need to take a re-look at materials and processes and bring in new technologies to achieve sustainable manufacturing. The collaboration between the industry and raw material partners assumes all the more importance in this regard”, added Mammen.

Welcoming N Sivasailam, Special Secretary (Logistics), Government of India, Anshuman Singhania, Vice Chairman ATMA said, "There is little doubt that high logistics cost has been impacting price competitiveness of Indian industry, tyre companies being no exception to the same. As per official figures, the cost of logistics in India is about 14% of the country's GDP which is far higher as compared to other countries. We highly appreciate Government's target to reduce it to 9% in the coming years".

"Without tyres, logistics can't be comprehended in India hence tyres and logistics are closely interlinked. One of our major targets is reduction of logistics cost as a percentage of business turnover however that should not be construed as shrinking of logistics sector. On the contrary, logistics need to be made much more competitive since high logistics cost impacts competitiveness of domestic goods in the international markets. As India aspires to be a \$5 trillion economy in 5 years, the size of logistics sector will more than double to \$500 billion. Multimodality of logistics is the need of the hour" said N Sivasailam, Special Secretary (Logistics), Government of India.

On the occasion tyre Safety awards were also conferred to those organisations who collaborated with ATMA closely in spreading the message of tyre care & safety. Tyre safety corporate partner award was received by Indian Oil. Training partner award went to JP Research and Satyug Darshan Instt. of Engg. & Tech. (SDIET) Faridabad received educational partner award.

A Tyre Safety poster explaining Tread Wear Indicator (TWI) was unveiled. ATMA plans to spread awareness on TWI in collaboration with Ministry of Road Transport & Highways. Sivasailam released a compendium on Corporate Social Responsibility (CSR) activities being undertaken by ATMA members.

Industry speakers and panelists travelled from far off places to be a part of the Summit and add to the width and depth of deliberations. Four experts made a presentation each on Carbon Black (Kaushik Roy, Managing Director, Phillips Carbon Black Ltd), Zinc Oxide (Bhuwan Purohit, WTD & COO Rubamin Ltd), Rubber Chemicals (R M Gadgil, President-Marketing, NOCIL Ltd) and Silica (Darshak Shah, Managing Director, Madhu Silica).

Besides ATMA members, top managers of a host of raw material partners, both national and international, were present on the occasion. Some of these companies included Phillips Carbon, Birla Carbon, Orion, Continental Carbon, Rubamin, NOCIL, Acmechem, TWC, OCCL, Madhu Silica, Gujarat Multi Gas Base Chemicals, SOLVAY and Specialty Silica.