



D.K.M COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE

DEPARTMENT OF MANAGEMENT STUDIES

chief guest

Mr. Inderjith Madireddi,

Retired Director,

Proton Automobile Sdn. Bhd.

National Car Company of Malaysia

Special Guest Lecture on the topic

“Challenges and opportunities in Automobile Industry”

on 27th February 2020

D Block conference hall

WRITE UP

Department of Management Studies conducted a Special Guest Lecture on the topic “Challenges and opportunities in Automobile Industry” on 27th February 2020 in the D Block Conference Hall. The chief guest was Mr. Inderjith Madireddi, Retired Director, Proton Automobile Sdn. Bhd. National Car Company of Malaysia. Both PG and UG students of our department were participated and other college students also participated in this special guest lecture.

The program was related to challenges and opportunities in Automobile Industry and the session was hand over to the speaker. He started with the introduction to the key players in the Indian automotive industry, a summary of the recent developments, and an analysis of the opportunities and challenges facing the various players (Indian and multi-national assemblers and component makers) in the areas of product development, production, and distribution.

The Indian automobile industry is currently experiencing an unprecedented boom in demand for all types of vehicles. This boom has been triggered primarily by two factors: (1) increase in disposable incomes and standards of living of middle class Indian families estimated to be as many as four million in number; and (2) the Indian government's liberalization measures such as relaxation of the foreign exchange and equity regulations, reduction of tariffs on imports, and banking liberalization that has fueled financing-driven purchases. Industry observers predict that passenger vehicle sales will triple in five years to about one million, and as the market grows and customer's purchasing abilities rise, there will be greater demand for higher-end models which currently constitute only a tiny fraction of the market.

Entrepreneurs in the Automotive manufacturing industry are confronted with many challenges in government regulations altering world economy, relative prices and market dynamics it becomes difficult to adopt a strategic planning for Automotive business.

First of all I heartily thank our speaker for his wonderful speech on challenges and opportunities in Automobile Industry also he has put forth so many job opportunities in automobile industries. He explained so many schemes, policies and job packages to student so that they can think about it when they complete their education.

The very good thing about the session speaker was very much interactive so that the session was not uninterested. It was very interesting and lively and made us to think about the opportunities and challenges in automobile industry.

Some of the common advice made by the speaker is towards knowing our self by making SWOT Analysis it means aware self by. Knowing self strength and analyzing self weakness and utilizing opportunities in life and overcoming threats.

The speaker was delivered about the Hyundai Motor Cars were once merely a means of transportation in the past, until they evolved beyond their function to become unique lifespaces where his life experiences and emotions unfold. At Hyundai Motor, They seek to move beyond conventional thinking, by looking beyond the car and the individual driving it. Rather, they explore all the experiences and emotions the car can offer and because cars keep memories alive, Hyundai Motor values everyone's relationship with cars more than the car itself.

We seek to become the most beloved and trusted automobile brand, As a committed life partner, the Hyundai Motor brand embodies the Modern Premium essence in all its products, and will strive to achieve the ambitious goal of becoming a brand that is trusted and loved by all. Modern Premium reflects our promise to bring unique experiences and premium values as a mass brand, and to instill a sense of pride in every customer.

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is the largest passenger car exporter and the second-largest car manufacturer in India. HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts advanced production, quality and testing capabilities. HMIL has been India's number one exporter for the last 12 years consecutively. In its commitment to provide customers with cutting-edge global technology. The R&D center endeavors to be a center of excellence in automobile engineering.

And also he has explained and shared his self experience in life, and automobile industries it was inspiring. This wonderful session was also attended and utilized by other college students and also they have gave good feedback and our college students too gave nice feedbacks about the session, it was really an amazing speech and brilliant words for students to grow up and definitely it will make the students to utilize all the opportunities for better future economy and

how to **compete with the increasing day by day challenges** and how students should cope-up **with the technology** all those things were discussed on that day.

Students are very thankful for organizing such a great special guest lecture on challenges and opportunities in automobile industry and thanking the college management and the department of management studies staff members for this opportunities for students. **The session was ended with the vote of thanks.**

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