

Automotive Component Manufacturers' Association of India

To:All Members

13th July, 2018

ACMA's support to Standard Digital Catalogue for Aftermarket

A Unique opportunity to Harmonize Divergent Requirements and Needs of the Indian Aftermarket

The Indian automotive aftermarket is expanding at a healthy rate and needs to focus on driving better revenues with margin growth. But a major challenge that is being faced by the aftermarket segment is opportunity lost to unorganised part manufacturers who sell substandard parts fitted by substandard service providers. This happens as the trade is highly unorganized, the fragmented nature of market that leads to poor visibility & tracking of parts being sold and fit. While Individual Distributors have systems in place for accounting and inventory management (like Tally) managed by them, they all have to create an individual part master which makes the complete ecosystem built on a non-standard database. The retailers, technicians and consumers don't have access to any standard parts master or vehicle table. All day to day operations like billing, inventory management, accounting and order placement are done manually, adding

to another non-standard approach. Customer & Parts history is generally not maintained.

The industry as a result suffers losses on account of Substandard Parts causing Safety Hazard, loss of business and Profits for genuine parts manufacturers & marketers, Tax evasion, Accumulation of inventory (at different levels in the demand chain), Ineffective resource management and most important complete lack of transparency.

ACMA has realized the need for an industry accepted standard system for parts catalogue that the Aftermarket Trading Partners could use which would enable data consistency at all levels in the demand chain and make the system more transparent and efficient.

ACMA has been encouraging many Industry players to work in this direction since last 12-18 months and come to a common catalogue system. One pilot experiment also was executed with Pitzo last year with the aim to create **COMMON DIGITAL CATALOGUE** to support all aftermarket stakeholders. ACMA's initiative in this regard would benefit the whole ecosystem around Automotive Aftermarket in the country which includes manufacturer, distributors, retailers and the customers.

We are pleased to inform members that ACMA will be supporting two agencies -Tec Doc from Europe having extremely high credential in this domain and Pitzo- an Indian Start-up very active and sincere in this domain, in alliance to provide this service. The two agencies have established a consortium to work together to deliver an optimized catalogue solution to the Indian Aftermarket and written to us for support.

This consortium of Tec Doc and Pitzo and them individually will be obligated to ensure confidentiality and security of data as per ACMA Terms and Conditions outlined. ACMA will be the facilitator in ensuring the launch and success of the initiative.

This circular comes by way of encouraging members to participate in the initiative. Please do give maximum support to the consortium officials: Mr David Winter, Mr Srivatchan, Mr Satvinder & Mr Yadvender for collecting data on Digital Catalogue. They will have Data Security agreements with each company to provide additional confidence to our members. The first solution to the market is now scheduled for launch by Q3 2018 and available to all of us in a similar way like Tec Doc common catalogue for European and other markets around the world on a reasonable pricing.

We look forward to your co-operation and support.

Secretary

Cir No: ACMA/2017-18/061