



Ms Svetlana Muurzina, JSC AvtoVAZ, and Head of Department, Purchasing Directorate, Purchasing Strategy, Sourcing and Coordination, Renault-Nissan Alliance getting her queries answered at the Spark Minda stall



ASHOK MINDA GROUP

participates in Russian exhibition

SPARK Minda, Ashok Minda Group participated in AvtoVAZ Supplier Conference – 6th International Forum & Exhibition Auto-components 2013 - held at Togliatti, Russia. The expo was organised jointly by the Government of Samara region and Russian automobile manufacturer, AvtoVAZ.

The automotive forum and supplier conference witnessed participation from auto companies, suppliers, engineering companies, representatives of foreign organisations, universities and educational centers. The objective of the

forum was to discuss automotive industry initiatives and showcase Samara region (Russia) as a potential destination for major automotive manufacturing in Russia. The conference highlighted technologies involving auto manufacturers, engineering and equipment. It provided an informing insight into the depth of automotive technology.

Spark Minda showcased its current and potential technologies across various vehicle segments at the expo. The exhibits at the stall included products

from various categories like safety, security and restraint system, driver information & telematics system and interior system. The innovative products of the Group were arranged in a one-stop format where both information and product display were available at the same time for domestic (Russia) and foreign visitors.

The arrangement of a modern meeting centre and innovative displays helped ease the selection process of products for visitors and offered consultancy on site. The Group also imparted technical know-how, functioning and usage of each product to the visitors thus providing complete system solution to OEMs. The stall was improvised to maximise visual intrusiveness.

The delegation from Spark Minda included Mr Vivek Kumar Sharma, (MMSL); Mr N K Taneja, (MMSL);

Spark Minda

Mr. Praveen Gupta, (MSL); Mr N K Modi, (MSIL); Mr Shivaprasad, (MSIL); Mr. Ritwik Guha, (MSL); Mr Michael

Fuchs, (Rep – MKTSN, MSPS & MCL-PD); Mr Anil Batra, (MMSL) and Mr. Gadji Nasrudinov, (MSIL, Moscow).

The exhibition provided an excellent platform for the presentation of latest

concepts in design and manufacturing of products. Technical experts and key manufacturers of Russia like AvtoVAZ and UAZ visited the Group exhibits and made queries about the products.



A group photo of the Spark Minda delegation lead by Mr N K Taneja. Also seen are Mr Praveen Gupta, Mr N K Modi, Mr Vivek Kumar Sharma, Mr Shivaprasad, Mr Anil Batra, Mr Michael Fuchs, Mr Ritwik Guha and Mr Gadji