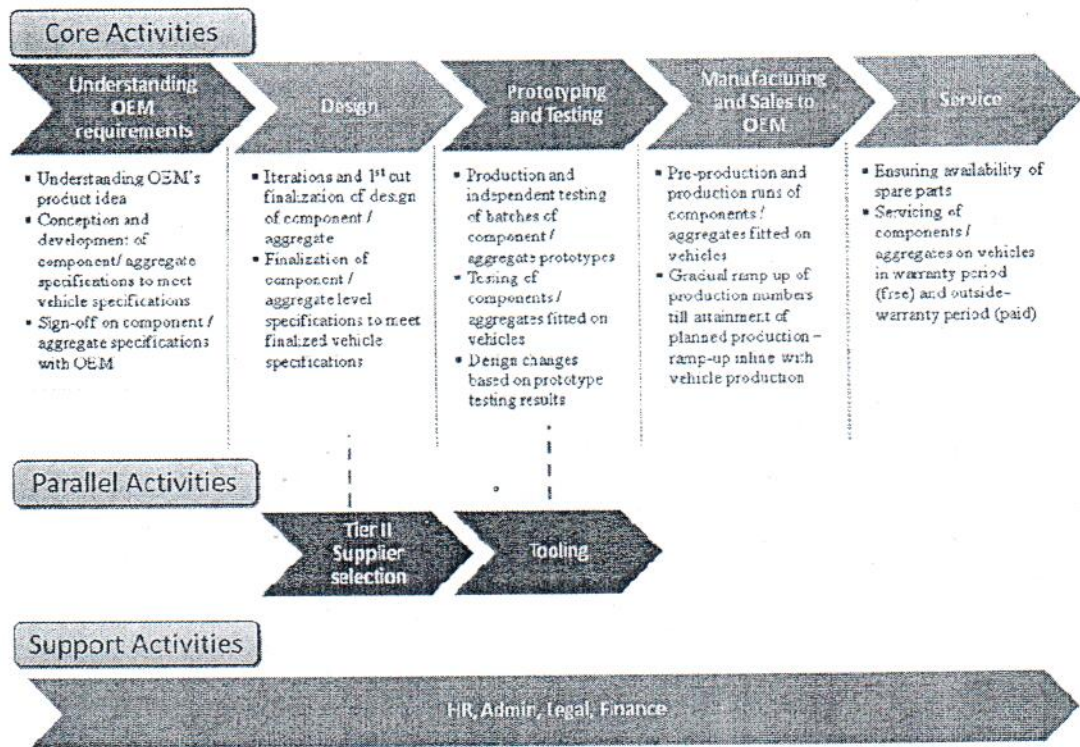


The value chain of the Auto Components segment is similar to that of the Automobile segment. However, important activities to focus in this case are Design and Quality. The Design function has to be very closely aligned with the OEM product designs both in terms of design specifications as well as the timeline for development. Quality of the product delivered is again a key parameter being assessed by OEMs. Ability to cope up with the OEMs requirements in these areas are considered critical in the Auto Components segment. The value chain of the Auto components segment is as depicted in the figure below:

Exhibit 16: Value chain of the Auto Components segment



Source: IMAcS analysis

Further, the automotive landscape in India has several underlying support systems which, though not directly linked to the industry, are support areas or "enablers" of growth. Key enabler segments for the core segments of the Automotive Industry include Auto insurance, Financiers, Mechanics, and Auto Dealers etc. The enabler segments are associated with providing indirect employment to personnel in the Auto Industry. As per IMAcS analysis, the employment in these industries constitutes about 60% to 70% of the total employment in the Automotive Industry in India.