

# Automotive Industry Scenario Post Covid 19

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Indian Automotive Industry once sights relief in the horizon with blues of Covid19 drifting into oblivion and economy limping back to normalcy by mid of 2021, will leave behind trails for us , both by choice and compulsion, a four dimensional learning – Challenge to Rituals, Busting of Myths, Venture in innovative methods with least human intervention and E-factory with accelerated automation conforming to Industry 4.0 – all summed up to face potential challenges if similar pandemic breaks in future.

The hemorrhage to entire mobility of eco-system across the globe and India in particular, may not reel back to normalcy to pre-Covid in the immediate future, while the industry norms will witness drastic changes in disciplines of



manufacturing, HR practices, operating styles, sourcing, and policy support to retail, communication and emergency response mechanisms.

As industry stalwarts have been deliberating in scores of webinars on digital platforms during/post lock down, the fear of pandemic has brought drastic change in consumer behavior, who now shy away from commuting in surface modes and instead, opt for personalized mobility in four and two wheeler segments, to avoid potential Covid contacts.

The result - there will be personalized mobility and booming spurt in sale of passenger cars and two-wheelers, many opting for e-bi-wheelers. While electric segment may not match the demand due to capacity constraints, affordable state-of-art batteries which is heart of e-vehicle, and infrastructure issues of charging stations in commuting distances, the fossil fuel driven vehicle will get boost and gain momentum. This eventually will result in more of traffic jams, while adding woes to the polluting environment, besides foreign exchange out-flow for increased imports of fuel. Personal mobility will roll back to its by-gone glory.

While shop floor will see design changes for compactness and fewer stations with least human touch points, there will be digital interventions conforming to hygiene falling in line with WHO Covid measures.

There will be rise of investment in human capital through high-end occupational health and safety measures with emergency preparedness and response task forces, which will be extended to entire supply chain, while workforce will be rechristened in digital roles due to robotization and AI. The factory will have more autonomous features in the look and will drape an e-attire.

Digital interfaces will form edifice for far-reach, drones will also add to the digital-

connect, while digital showrooms will replace conventional rooms. We cannot any more expect, in the event of similar potential pandemic if any, hand-holding from government, judiciary and regulatory interventions, while industry and commerce have to inevitably join hands together to face volatility and put in place all fiscal and safety guards with simulated mock drills at planned intervals. If we together unite professionally, ethically with all transparency and write our relations in ink of faith, we can stand stead-fast unshakably during any trade volatility, lest we all sink in the recessionary storm. Bottom line is amply lucid and clear - we together cherish or perish.

While all said and done, the effects of pandemic health crisis will have lasting implications for the economy; revised consumer preferences, demand shocks for most public services, tightened financial conditions, and of course, crashing commodity prices. But whether these changes will be permanent or require just a little bit more time to resume normalcy, is something we will have to wait and watch. With consumer spending expected to tighten, build, and then shoot up, it is important for most major industries to re-strategize. Change is law of nature - either we adapt or vanish.

While Covid has shaken us to awaken us, let us take it positively - it not a punishment, but a lesson to be forewarned so that we are forearmed. Night cannot hold itself for a long; it has to give break to the day by default and so as present scenario getting back to its shine.

