

10 Years ETAS Automotive India

AUTHORS

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ETAS India celebrated this occasion by being host to the most important stakeholders of this journey – our customers. Fifty executives from senior management were invited to Bengaluru on August 2 to relive the journey ETAS has taken and to take a look at the journey ahead. ETAS management was represented by Friedhelm Pickhard (Chairman of the Board of Management of ETAS GmbH), Wolfgang Siemel (Vice President ETAS Sales Asia-Pacific), and Mahavir Patil (General Manager ETAS India).

As is the tradition in India, the event began with a “lamp lighting” ceremony, which symbolizes the journey towards a bright future. This was followed by a “digital lamp lighting” on an LED screen – a continuation of tradition with a technological twist. Mahavir Patil welcomed the gathering ahead of a short video presenting the journey of ETAS over the last ten years. Friedhelm Pickhard addressed the gathering with a vision of how ETAS sees the future of automotive software development.

In a questions and answers session with customers, ETAS management fielded questions on a range of topics, from upcoming emission norms Bharat Stage 6 (BS6) in 2020, to electrification in India and other countries, to the area of embedded security.



The traditional “lamp lighting” ceremony.

ETAS India celebrates its 10th anniversary together with its customers

2017 is a milestone year at ETAS India. Operations started in 2007 with three associates, who provided measurement and calibration solutions for two Indian customers. ETAS India has now grown to 40 associates and offers solutions across the complete ETAS portfolio. Indian OEMs, for instance Mahindra, Tata Motors, Force Motors, Bajaj, or Hero Honda, as well as the Indian operations of top global Tier-1s and OEMs like Maruti Suzuki India Limited, Hyundai, Volkswagen, Renault, Nissan, Honda, Continental, Delphi, Denso, John Deere, and EATON, count among 150 customers across India.



During a questions and answers session (left to right): Wolfgang Siemel, Vice President ETAS Sales Asia-Pacific, Friedhelm Pickhard, Chairman of the Board of Management of ETAS GmbH, and Mahavir Patil, General Manager ETAS India.

To give customers a clear idea of how ETAS will face the most important emerging megatrends, a technology theatre was organized. Here, specialists from ETAS India presented future ETAS solutions in five key areas: ADAS (Advanced Driver Assistance Systems), big data, virtualization, electrification and safe and secure software. Customers showed keen interest in knowing how ETAS

sees the future and engaged in detailed discussions on these solutions with ETAS technical specialists.

Before concluding with a dinner, event participants had a chance to try their hand at a “djembe,” a percussion instrument from Africa. Lead by percussionist team Taal Inc., the audience had great fun creating music by synchronizing

their drumming talents. This brought smiles all round, and the high energy created the perfect mood for an engaging cocktail dinner.

After only ten years, the young team at ETAS India can definitely look forward to many more decades of driving embedded excellence in India.