



**Press Release**  
For Immediate Publication

## **Dr. Pawan Goenka elected President of SIAM for 2009 - 2011**

- **Mr. S Sandilya is the new Vice President of SIAM**
- **Mr. H. S. Lheem is the new Treasurer of SIAM**

**August 28<sup>th</sup>, 2009, Delhi:** Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd. (M&M) was elected President of the Society of Indian Automobile Manufacturers (SIAM), the apex Industry body representing leading vehicle and vehicular engine manufacturers in India. Mr. S. Sandilya, Group Chairman & CEO, Eicher Group was elected as the Vice-President and Mr. H. S. Lheem, Managing Director, Hyundai Motors India was elected as the Treasurer. SIAM facilitates dialogue between the Indian automobile industry, the government, national and international organizations. The Society also works closely with concerned stake holders and helps evolve rules, regulations and policies related to the automobile industry.

"I am honoured to be appointed President of SIAM. Growth with responsibility will be the abiding theme for the Society's work over the next two years. Our goal is to be a catalyst for the Indian automobile industry to be a preferred global manufacturing and design base which will contribute to India's economic development," said Dr. Goenka, while commenting on his new industry role.

In order to achieve this mission, SIAM will focus on four core areas over 2009 – 2011:

SIAM will work on enhancing the competitiveness of the Indian automotive industry through infrastructure development, trade policy recommendations and measures and by encouraging more exports in component, CKD, SKD and CBU forms.

It will actively interact with all stakeholders to promote development of a sustainable mobility eco-system with holistic development, which provides mobility, whilst minimizing congestion, emissions and mobility related accidents.

Going forward, the Indian automobile industry needs to develop leadership in innovative technology to help it achieve global competitiveness, as well as to develop export-worthy products. SIAM will promote industry collaboration in India and overseas, championing industry-academia partnerships for futuristic technology solutions, providing a platform for incubating innovative ideas and advocating appropriate fiscal measures to encourage innovation.

SIAM will also take active steps to underscore the importance of the automotive industry to India's overall development.

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# **SIAM**

Society of Indian Automobile Manufacturers

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