



ORIGINAL EQUIPMENT MANUFACTURER

CONFERENCE
&
EXHIBITION

*Venue : Vigyan Bhawan,
New Delhi*

Date : 25th - 27th July 2024

Introduction

An original equipment manufacturer (OEM) is a company whose goods are used as components in the products of another company, known as a value added reseller (VAR). The VAR works closely with the OEM, which often customizes designs based on the VAR's needs and specifications.

- An OEM provides components for the finished products of another company, known as a value-added reseller (VAR).
- OEMs usually focus on business-to-business sales, while VARs sell to the public or other end users.
- OEM parts often compete with generic, aftermarket, replacement parts.
- OEM parts often compete with generic, aftermarket, replacement parts.
- An OEM differs from an original design manufacturer (ODM), a company that customizes its products for resale.

Traditionally, OEMs focus on business-to-business sales, while VARs target the public or end users. Car parts, such as exhaust systems or brake cylinders, are manufactured by OEMs.

The OEM parts are then sold to an auto manufacturer, which assembles them into a car. The completed car is then marketed to auto dealers to be sold to individual consumers. However, OEMs may also sell to the general public. An individual can buy OEM parts directly from the manufacturer or a retailer who stocks those parts to make car repairs.

“

Aftermarket replacement parts are often reverse-engineered to be manufactured close to the original specification of the OEM part.

”

Benefits of OEM

OEMs are a crucial element in the product pipeline. OEM products have certain advantages over aftermarket products.

- **Quality Products:** OEM products are of supreme quality as the OEMs are the genuine producers of the product. The products maintain consistency in performance and quality, which justifies their higher price with respect to the locally manufactured alternatives.
- **Persistent Products:** OEM products are capable of working efficiently under pressure for a long period of time. Inferior products might undergo wear and tear in a short period of time, but OEM products are designed to work under more load for long periods.
- **Lifespan:** OEM products tend to last longer than the third-party manufacturer's product.

Technology and OEM

OEM can sometimes be used as an adjective, as in "OEM parts," or as a verb, such as when a manufacturer plans to "OEM" a new product. This evolution can be attributed to the computer hardware industry.

In the tech industry, OEM became synonymous with companies that rebrand or openly use other manufacturers' products for resale. This reflected a shift in the manufacturing dynamics and defined which company was responsible for warranties, customer support, and other services.

OEM reduces injuries using a tempered glass utilized in homes, cars etc. By heating glass to more than 400 degrees Celsius and then rapidly cooling it with ice or cold water, the tempering process strengthens the material. This makes the glass stronger while maintaining a smooth, translucent surface.

OEM vs. Aftermarket

The aftermarket is the market for replacement parts, accessories, and equipment for the care of the original product, such as an automobile, after it has been sold to a consumer. The OEM manufactured the original parts, but the aftermarket equipment is made by another company that a consumer buys as a replacement.

Consumers often choose an OEM part over a generic one for consistency. However, some aftermarket equipment proves more successful than the OEM replacement. Hurst Performance, a manufacturer of gear shifters for automobiles became known for their superior performance, and car buyers preferred them to the original part.

Key Highlights of the Exhibition

- ◆ Content : Sessions are largely centered around OEM Reps speaking to their company's current state and strategies – a unique opportunity to learn what other OEMs are doing.
- ◆ Sponsors: Learn about new products and offerings in the motor vehicle industry through exhibiting sponsors.
- ◆ 350 + eminent speakers from across the world will participate in the conference with 800 + industries from PAN India overseas.
- ◆ Apart from Middle Industries and corporates, 400+ startups, unicorn and MSME's will be participating in the event.
- ◆ 6000+ Participants are expected in 3 days

Who Should Attend ?

- Marketing and CRM Professionals
- High potential employees
- Assembler / Integrator
- Staff responsible for technical training, technical information diagnostics systems, and FRFT initiatives
- Engineering Consultancy
- Component Manufacturer
- Senior Service Operations Management

Why To Exhibit ?

- ◆ It will allow to host meetings and secure business deals on your exhibition stand along with generating new leads for your company in a highly targeted environment.
- ◆ It is also a good opportunity for professionals to exchange information, share knowledge and get inspirations
- ◆ One can meet representatives and prospective clients of different companies.
- ◆ Explore the largest battery technology expo in India for the newest market developments.
- ◆ Watch live product demos showcasing cutting-edge OEM technology

Some OEM Companies in India

1. Ashok Leyland



6. Hero Moto Corp



2. Mahindra & Mahindra



7. Toyota



3. Tata Motors



8. TVS Motor Company



4. Honda



9. General Motors



5. Skoda



10. Avon Cycles Ltd

