

75 years of auto industry

TWISHA SONI

The Indian Automobile industry has grown tremendously over the past seven decades. While Indian roads experienced motor cars for the first time in 1867, it was only in the 1940s that manufacturing facilities were developed within the country. Here's a brief history of the Indian Automobile industry of last 75 years:

THE EARLY YEARS: We often think Hindustan Motors's Ambassador was the first manufactured car in India, however, Menon's Aravind 'Baby — Model 3', a traditional four-door sedan, was the first Indian automobile produced on home soil in 1966. K. A. B. Menon, a self-taught automotive expert, had founded Aravind Automobiles in 1956 with the goal of creating an Indian car from scratch in Kerala. The Aravind Baby Model failed to win the support of the general populace and important industrialists.

Soon Hindustan Motors introduced the Ambassador, which became the country's first locally produced car. Despite having British roots and being based on the Morris Oxford Series III, the Ambassador was unmistakably an Indian automobile. Hindustan Motors dominated the Indian market from 1960 to the 1980s, with the Ambassador model.

MARUTI'S MIDDLE-CLASS APPEAL: In 1980s the two giants, Hindustan Motors (Ambassador) and Premier (Padmini), were challenged by a new entrant, Maruti Udyog Limited. A partnership between the Indian government and Japanese auto manufacturer Suzuki, it was the first international joint venture after liberalisation. The primary objective of the partnership was the government's intent to make a people's car for middle class India. In the years to come, Maruti Udyog Ltd. established itself as a brand synonymous to quality and affordability for the middle class Indian.

GLOBAL BRANDS THAT OVERTOOK DESI ONES: The economic changes implemented later saw entry of significant multinational corporations like Hyundai and Honda. They cemented their place in Indian markets with their budget cars for young India. Santro and City were a common sight on Indian roads in the 2000s. In the midst of all the noise created by global brands, veteran Indian companies like Hindustan Motors and Premier were

quickly losing their shine. Soon, the Ambassador and Padmini were replaced by Maruti 800s and Santros. Almost all of the major automakers increased their market share in India between 2000 and 2010 by developing production sites throughout the nation.

RECENT YEARS: The past decade has by far been the most exciting phase in the industry's history, with Indian brands like Tata Motors and Mahindra emerging as a top players and several global brands entering the market. Skoda, Volkswagen, Toyota, luxury brands like Porsche, Jaguar, Audi, BMW, Mercedes and in recent years KIA, MG Motors, Range Rover; Jeep have all created a distinct mark in the market. Over the years, the purchasing power of Indian consumers has increased several folds, allowing them to own luxury cars. Brands like Audi, BMW, Mercedes have become a common sight in the last few years.

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FAREWELL TO OTHERS: Not all brands that entered Indian markets could sustain the cut-throat competition and unique demands of Indian consumers. Reputed auto giants had to shut their operations due to huge losses they were clocking. Fiat, Ford, Harley Davidson, General Motors, and Datsun are just a few names that shut down their manufacturing units and sales in India.

WHAT THE FUTURE HOLDS: The Indian auto industry is the fourth largest in the world, and also a major exporter, after Japan, South Korea, and Thailand. In fact, the AMP 2026 envisions the Indian automotive industry to become one of the world's top three in terms of engineering, manufacture, and export of vehicles and auto components by the end of 2026. The automobile industry is expected to grow in value to more than 12% of India's GDP and generate more than 65 million jobs.



Why lighting is a critical design feature

Lighting not just alleviates the look of the place but also has a considerable impact on the well-being of occupants

ARYAMAN JAIN

Today, we spend most of our time indoors in the presence of a combination of natural and artificial lighting. However, with the growing awareness regarding the positive impacts of natural light on human psychological and biological processes, the trends are now shifting towards artificial lighting.

Lighting that imitates the colour temperature and the look and feel of natural light. With several options to modulate the light intensity and colour, lighting designs are now aiming to achieve a natural look in any space. Light adds definition to spaces, accentuating the textures and highlighting the different hues and layers. While it is a significant benefactor in changing the character of a space, it has immense psychological and biological impacts on its occupants, making its role in spatial design much more critical than merely enabling aesthetic effects.

Psychological benefits

Lighting also impacts the serotonin and melatonin levels in our body that govern our sleep patterns, moods and behaviour, productivity, cognition and overall well-being. In prolonged dimly-lit spaces, one may feel sad or depressed and not know what's causing it. As a result, we must have efficient lighting to influence our biological processes positively.

Therefore, whether it is a residential or commercial space, employing an ideal lighting scheme is vital to the success of the design of a space. For example, in a residential setting, a good lighting scheme can help create a relaxing environment after a long day of work. On the other hand, in a commercial setting, it can increase productivity and lift the overall mood of the space by using the appropriate colour temperature, brightness, and interesting focal points.

Light directly impacts our circadian rhythms, ensuring sound sleep, a balanced mood, greater cognition, and overall well-being. Research shows a clear relationship between good lighting and elevated moods, energy levels, concentration, appetite and many other aspects of life. While on the other hand, improper lighting can cause gloominess and

an overall reduced cognitive performance by our body. Considering its grave implications, lighting becomes a seminal part of the design scheme of any space.

Striking the right balance

The question then arises — how do we design lighting to promote healthy circadian rhythms and better health and well-being? A simple solution could be maintaining an ideal Colour Temperature by imitating natural light cycles round the clock. Understanding colour temperature is simple; the higher the temperature, the brighter and cooler the light, and vice versa.

To maintain an ideal circadian rhythm, cooler and brighter lights are recommended during the daytime. In contrast, warmer



and dimmer ones are well suited for the evenings and nights, the opposite of which might disturb the sleep cycle and reduce our attention span throughout the day. Cooler temperatures in lights act as stimulants and are crucial for focused activities like reading, working, or cooking. They tend to increase our productivity and help us be more alert and attentive while making it difficult for us to fall asleep at night.

The warmer or yellow tones on the colour temperature scale are closer to sunrise and sunsets when our bodies tend to be more at ease. The use of warmer tones of lights in any space tends to bring in calmness and peace, making the environment comfortable. Dim lights might create a soothing ambience while aiding the body to feel relaxed and more prepared to sleep.

End note

Lighting systems are now instrumental in guaranteeing comfort and promoting users' well-being. Lighting is the thread that weaves the narrative of a space together, making it a crucial element in any design process. Improper lighting can lead to an imbalance, causing the space to feel overwhelming or impractical. Furthermore, it can diminish the visibility and the overall essence of the space. Therefore, considering these essential factors while designing any space will ensure that our rooms are equipped to support all kinds of activities while setting the right mood to harbour a lively and warm atmosphere.

[Aryaman Jain is CEO of Innovative Lighting Designs Limited (ILD)]

Easy ways to cook smarter

SHIKHA JAIN

Good food doesn't have to be complicated. With just a few simple tricks you can save time, money and hassle.

MATERIAL REQUIRED:

- Peanut butter ■ Hand mixer
- Overripe bananas
- Herbs ■ Water ■ Vase
- Lemon ■ Microwave

JUGAAD

PEANUT BUTTER: Turn your jar of peanut butter upside down. That's it. Natural peanut butter — and other nut butters — don't have any added stabilisers, so the oils will usually separate and move to the top of the jar. Save yourself the time and fuff of trying to stir it together, and just store it upside down. The oils will head to the bottom of the jar, making it easier to use when the time comes.

USE A HAND MIXER FOR MASHED POTATOES: For those who would prefer to skip the arm workout that comes with mashing potatoes, using an electric hand mixer is an easy solution. As well as taking

away all the effort, a hand mixer ensures lump-free mash every time.

MICROWAVE PIZZA: Revive leftover, dried-out pizza by microwaving it with a mug of water. As the water evaporates, moisture fills the microwave, rehydrating the dry crust and giving you a gooey, cheesy pizza slice once more.

USE OVERRIPE BANANAS AS A SWEETENER: If you do end up with black or brown bananas, fear not. Overripe bananas are best for use in baking as they are sweeter and easier to mash into the batter.

STORE HERBS LIKE FLOWERS: Want to know the secret to making chopped herbs last longer? Keep them upright in about 5 cm (2 inches) of water as you would a bunch of flowers. Shelter them from direct sunlight and change the water regularly. They will stay fresher for longer.

MICROWAVE LEMONS TO GET MORE JUICE: Get more juice from a lemon by microwaving it on high for around 20 seconds. It will be warmer and softer than straight from the fridge, making the citrus fruit easier to squeeze. It's a must-try hack if you are making lemonade too.

HUSAIN KHATUMDI

The tourism industry suffered massive losses in the last two years, owing to the pandemic. However, the latest statistics certainly look positive, suggesting a travel boom. After being cooped up indoors for a long time, people are itching to travel. Here are some hospitality trends that are shaping the sector:

BOOM IN LOCAL TRAVEL

The travel restrictions during the pandemic facilitated the rise of staycations. After the restrictions were eased, inflated air ticket rates, mandatory Covid tests, and complicated bureaucracy were a deterrent for international travel. People were craving stress-free holidays without adhering to rigid protocols that came with international travel. This led to a boom in local travel and staycations gained momentum. The trend for weekend getaways or simply travelling to a nearby place changed the dynamics of travel. Homestays and independent villas were quick to create personalised spaces for the ever-increasing demand for local travel. The other factors that add to the demand are sustainable travel along with experiencing the beauty of local cuisines and cultures.

BLEISURE AND WORKCATIONS

From a digital content creator working on blog posts from a beach in Bali to an engineer coding from the hill stations of Sri Lanka, technology has blurred the boundaries between work and play.

TRAVEL TRENDS THAT ARE SHAPING THE HOSPITALITY SECTOR

Gone are the days when it was assumed that employees would be the most productive in a cubicle. An architectural group working on a project might be the most productive on a retreat. The 'work from home' culture amplified bleisure travel where an employee travels for work and leisure. This creates opportunities for the hospitality industry to focus and create blended holiday spaces that can serve the purpose of travel and leisure. The millennials and Gen Z are more inclined towards bleisure compared to their older counterparts. Hotels and resorts can capitalise on this trend by offering local attractions, creating business-centric resources like private work pods and high-speed data or all-inclusive packages. The idea is to transform the hospitality space to accommodate hybrid travel.

VIRTUAL INVASION

Augmented Reality (AR) has emerged as an important marketing tool that is changing the way customers perceive

the environment they are in. This technology is valuable for hotels as it enables hotels to enhance the real-world environment in real-time through the use of computer technology. It allowed



guests to experience the look and feel of the hotel they plan to stay at. The technology can be deployed easily through smartphones, tablets, and headsets. Interactive hotel rooms, gamification and augmented hotel environments are an ode to augmented reality.

HOLISTIC HOSPITALITY

Travellers are giving more importance to health and well-being today. Preventive medicine and self-care are trending travel practices. The wellness industry is a trillion-dollar business and the hospitality sector is positioning itself to accommodate travel with wellness. Upgrading health and wellness elements in the hotel, creating sustainable architecture, using eco-friendly cutlery, including healthy and gluten-free food options, improving lighting and ventilation can go beyond offering spa services. Hospitality getaways are providing ways in which guests can feel closer to nature to feel rejuvenated. A holistic approach to hospitality is a commitment to provide exceptional service that focuses on mental and physical well-being. The trends in the hospitality sector are ever-changing and organisations need to keep up with the latest trends to attract and retain customers. The nature of the hospitality sector is challenging and calls for greater innovation every day.

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