

BENGALURU BYDESIGN presents

Future of Mobility | D: Talks

Thursday 18 July 2019 | 3:00 – 7:00 pm | CoWrks Residency Road | Bengaluru

Bengaluru ByDesign 2019 Festival dates: 15 – 25 November 2019, Bengaluru

Bengaluru ByDesign presents D:Talks – unique mix of talks, debates and workshops that together reflect the most innovative thinking in the world of design & innovation today.



12 July 2019 BENGALURU: The entire way people and goods travel from point A to point B is changing, driven by a series of converging technological and social trends: the rapid growth of carsharing and ridesharing; the increasing viability of electric and alternative powertrains; new, lightweight materials; and the growth of connected and, ultimately, autonomous vehicles. The result is the emergence of a new ecosystem of mobility that could offer faster, cheaper, cleaner, safer, more efficient, and more customized travel.

While uncertainty abounds, in particular about the speed of the transition, a fundamental shift is driving a move away from personally owned, driver-driven vehicles and toward a future mobility system centred around (but not exclusively composed of) driverless vehicles and shared mobility. The shift will likely affect far more than automakers—industries from insurance and health care to energy and media should reconsider how they create value in this emerging environment.

Bengaluru ByDesign brings together renowned industry leaders and young start-ups to speak about their impactful developments on the FUTURE OF MOBILITY. Some of the key speakers include **Joel Chang**, COO, Scorpio Electric & Eurosports Technologies, Singapore; **Naveen Munjal**, Managing Director, Hero Eco Group & Hero Electric Vehicles; **Amit Gupta**, Co-Founder & CEO, Yulu; **Arun Vinayak**, Chief Product Officer, Ather Energy; **Cedrick Neba Tandong**, CEO, Three Wheels United; **Vinay Raj Somshekar**, Co-Founder & Chief

For high-res images and interview requests please contact Suprita Moorthy

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Designer, Emflux Motors; **Yuvraj Sarada**, Head of Strategy, SUN Mobility, **Naresh Narasimhan**, Architect Principle & Urban Planner, Venkataramanan Associates; **Vishal Krishna**, Business Editor, Your Story; **Madan Padaki**, Co-Founder & CEO, 1Bridge, amongst others.

Joel Chang, COO, Scorpio Electric & EuroSports Technology will be delivering the keynote focusing on the FUTURE OF MOBILITY IN ASIA amidst the environmental crisis the world is witnessing. *"Air pollution is clearly a health crisis globally. By encouraging societies to switch to electric motorcycles, we can help alleviate the problem. Electric motorcycles are cleaner, easier to maintain given fewer moving components, and cheaper to use over their lifetime compared to gasoline motorcycles."* says Joel Chang.

Other topics to be discussed through panel discussions will be *Better Transportation, Better Cities, Better Living; Electric, Autonomous, and Accelerating the Industry; Redesigning the Street & Rethinking our Urban Space; The Future of Ride-Hailing, Shared Mobility.*

"Mobility is a critical economic factor, both in its own right and as the means of providing the goods and services that are the foundation of economic life. We hope that cities will combine shared mobility, autonomy, and electrification with integrated energy systems, public transport, and infrastructure that could help smooth traffic flows and benefit the environment, improve the quality of life—day in, day out—for billions of people". says Suprita Moorthy, Founder, Bengaluru ByDesign

"E- Mobility has arrived and here to stay, more so after the Indian Government has announced a policy for the rollout of electric vehicle charging infrastructure and becoming EV centric nation by 2030. If this were to happen, India would be the largest markets of EV's in the world. This would impact the automotive industry in a positive manner only if they looked at it as an opportunity and not a threat. The time is now for India to gear up its infrastructure, roads and design sensibilities to welcome this new shift in the industry" says Priyanka Shah-Bhandary, Co-Founder Bengaluru ByDesign

Bengaluru ByDesign will engage diverse audiences via a series of design interventions that will challenge public perceptions of design through experience, bringing India into the conversation by acting locally and thinking globally. The festival aims to foster innovation and creativity within the community, empowering the public to participate through an innovative programming. This year the festival will bring tangible change across the city through public installations, workshops, conferences, screenings, talks and design-pop-ups, design markets, and more from **15 - 24 November 2019 in Bengaluru.**

For more information on programming, please refer the website: bengalurubydesign.com

To download high-res images speakers from please refer the link <https://we.tl/t-wV16JeyDc5>

For more information please contact: suprita@bengalurubydesign.com

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Notes to the Editor

ABOUT BENGALURU BYDESIGN

Bengaluru By Design is a festival of design, innovation and sustainability with the aim to plug into a network of creative events around the world. The first edition in November 2018 marks the celebration of design across Bengaluru city, bringing design at the forefront of change. The nine-day programme will become an oasis of creativity with a focus on impacting the public at large through learning, exchange and collaboration. The comprehensive programme will cover a range of design disciplines supported by a series of engaging talks, installations, exhibitions, design districts and more.



(Image: l-r: Priyanka Shah-Bhandary and Suprita Moorthy)

About Suprita Moorthy, Founder, Bengaluru ByDesign

A design enthusiast, curator & historian, Suprita Moorthy is an art aficionado with a deep-rooted passion for culture, design and contemporary art. A post graduate in arts, administration and cultural management from University of New South Wales, she has worked with organizations like Sotheby's Australia, The Victoria & Albert Museum (Theatre Museum) and Art Dubai for over a decade. She has worked on several private art collections in London and Dubai and contributed to the Daniel Birnbaum 53rd Venice Biennale, The Indian Highway exhibition at the Serpentine Gallery, UK and many other international projects. For the last six years, Suprita has also been the Programme Director of India Design Forum. She has received the Dr. Gene Sherman Award for her

exceptional curatorial work. Suprita loves dance and theatre and is an ardent collector of dolls.

About Priyanka Shah-Bhandary, Co-Founder, Bengaluru ByDesign

A branding and design professional, Priyanka's expertise lies in Design Thinking, Business Transformation, and Culture led research and Workshops. A post graduate in design communication management from Mudra Institute of Communication(MICA), she is responsible for conceptualizing and conducting several workshops, and solving brand problems for leading organizations like Amazon, Titan, Cadbury/ Mondelez, Bacardi, Unilever, Tata Group, Mahindra, and Pepsico. She was the Branch Head at DY (erstwhile DMA Branding), a brand & design consultancy. She is considered a naming expert and is responsible for conceiving the brand name model-Identikit. She has received Godrej Superbrand Award and Brand Equity Award. Priyanka is also a national-level tennis player and considers sports as a metaphor to life.

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SPEAKERS BIOS:

**Joel Chang, COO, Scorpio Electric & Eurosports Technologies, Singapore**

Former CEO of multiple automotive and tech start-ups in China & the ASEAN region, Joel Chang successfully raised US\$ tens of millions and achieved US\$100m exits. He is passionate about sustainable mobility with a clear mission towards realizing clean air through clean mobility by accelerating the widespread adoption of electric vehicles through next-gen E-Motorcycles that are as practical as they are desirable.

**Naveen Munjal, Managing Director, Hero Eco Group & Hero Electric Vehicles**

As an entrepreneur, Mr. Naveen Munjal, is widely recognized for his role in shaping the Indian Electric Two-Wheeler Industry as well as his contributions to various forums in the Electric Vehicle Sphere both in India and globally. He is responsible for building the Hero Electric brand into a leading manufacturer and marketer of Lithium Ion Battery for hi-speed 2 Wheelers, the concept of Mobile Electric Bike Assistance, and charging stations for EV's. His vision has led to introduction of other electric vehicles like

Delivery vehicles, E-Karts, Electric Cycles, E-Tippers, etc. for commercial operations in the E-commerce, food delivery, Smart City projects, and the fast growing segment of E-bike rental and sharing business.

**Amit Gupta, Co-Founder & CEO, Yulu**

Amit is a Co-Founder at InMobi & Yulu. Post his graduation, Amit chose a career with startups to fulfill his desire to learn a few tricks on running a business. The passion of entrepreneurship really took over him and he founded a product company called AnalyticsWorks, that created a business intelligence platforms focused on media, retail and commerce. Post this, Amit was fascinated by the exponential growth of mobile phones and thus embarked on the journey to start InMobi. He then co-founded

Yulu - built on a simple philosophy to make Urban Mobility Seamless, Shareable and Sustainable. What started off as an initiative to reduce traffic congestion and pollution in Indian cities is now redefining urban mobility in the global context.

**Arun Vinayak, Chief Product Officer, Ather Energy**

Arun Vinayak, is a graduate of Mechanical Engineering (2013 B.Tech) from IIT-Madras. He heads the Product Design and Vehicle Platform team at Ather Energy. From founding the Auto Club at the Centre for Innovation (CFI) - a student run lab to leading the Formula Student team of IIT-M (Raftar) - to racing at the Hockenheimring FL circuit in Germany, Arun has worked on many industry projects. Arun strongly believes in the "Less is More" approach to product design and is paranoid about any

redundancy or extra weight. As CPO for Ather. Arun defines the product design philosophy and closely works with the team on everything vehicle related - from styling to dynamics to user interface on the dashboard.

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**Cedrick Neba Tandong, CEO, Three Wheels United**

Cedrick is the co-founder of a global tech enabled finance company for light electric vehicles in emerging markets. The company used behaviour data from vehicles and a loan management platform to reduce risk in loan management, outperforming the market. They have financed thousands of electric vehicles and have achieved less than 1% defaults on loans vs 30% seen by local banks financing the same clients. They have been recognized globally by the European union, the United Nations and endorsed by the Climate Policy Initiative as one of the most innovative finance solutions for green light vehicles. Cedrick loves turning visionary ideas into reality. Before starting TWU, Cedrick worked with a French company which transformed ideas from university research labs into successful businesses or patents.

**Vinay Raj Somshekar, Co-Founder & Chief Designer, Emflux Motors**

Vinay Raj Somashekar is the Co-founder & Chief Designer of Emflux Motors Pvt. Limited, Bangalore. Emflux Motors was founded in 2016 by technology Enthusiasts who believed in the potential of Electric technology to completely change the landscape of transportation & mobility. Vinay built India's first electric Superbike with his well-rooted belief that India produces all the required raw materials to "Make in India", but designers generally import the necessary components from foreign nations. He succeeded in building his Superbike from scratch, with all the products used "Made in India".

**Yuvraj Sarada, Head of Strategy, SUN Mobility**

Yuvraj Sarada is a business professional who is passionate about sustainable mobility and has been in the field of electric vehicles for the past 6 years. He has been exploring and converting market opportunities for the deployment of electric vehicles in commercial applications. During his tenure with Mahindra Reva Electric Vehicles Pvt Ltd in Strategy and Business Planning, he explored various niche transport segments for deploying electric vehicles such as last-mile commuting, employee transportation, intracity goods transport, carsharing and city taxis. He was part of the team which deployed India's first fleet of pure electric cars for employee transportation (in a project with Lithium Urban Technologies Pvt. Ltd.), and the nation's 1st fast charging station network for the commercial electric cars. Yuvraj has supported various state and center-level policymakers in developing EV policies, including NEMMP 2020, FAME, EV Policies of Karnataka, Andhra Pradesh, Telangana, Delhi etc. His thoughts have been published in several leading dailies such as TOI, ET, Mint, etc. and magazines such as Pure Eco India, Modern Manufacturing India, Automotive Products Finder, etc.

**Naresh Narasimhan, Architect Principle & Urban Planner, Venkataramanan Associates (VA)**

Architect, Urbanist, Activist and Creative Entrepreneur. Managing Partner of Venkataramanan Associates (VA), an award-winning architectural firm. Through Metaform, a multidisciplinary conceptual design firm, he's worked with municipal agencies to renew valuable markets and neighbourhoods. As a co-founder of MOD Institute, an international collective of urban designers, researchers and curators, Naresh has also been responsible in making cities like Bangalore and the urban processes that drive them: visible and participatory.

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As part of the erstwhile Bangalore Agenda Task Force; a founder and trustee of Imagine Bangalore, and regular advisor to government bodies, Naresh has fuelled many progressive causes for the city. Naresh also has a keen interest in design theory, economic modelling and information systems.



Vishal Krishna, Business Editor, Your Story

In his 2.5 years at YourStory, Vishal Krishna has met 885 startups. As Business Editor, he is the bridge between corporate and startup innovation. Vishal has over 15 years of experience under his belt and specialises on the impact of technology on consumers and industries such as automobile and retail.



Madan Padaki, Co-Founder & CEO, 1Bridge

Madan is an entrepreneur & angel investor working at the intersection of youth transformation, creating entrepreneurs, driving rural growth & empowering social changemakers. Madan started his entrepreneurial journey when he co-founded MeritTrac in 2000 as a pioneering idea in skills assessments and scaled it into one of the leading assessments companies in India. With a vision of transforming rural youth to be entrepreneurs, he founded 1Bridge, a platform that empowers rural entrepreneurs to accelerate abundance of access, choice & convenience to rural citizens, leveraging technology. Today, 1Bridge is present in 40+ districts across South & East India and has over 1000+ rural youth engaged in delivering services to rural consumers.



Nruthya Madappa, Managing Partner - The CoWrks Foundry & Director - New Products, CoWrks

Nruthya Madappa is the Founder and Managing Partner of The CoWrks Foundry – a rigorous 24-week accelerator for early stage Indian startups, that brings together academia, industry and government. Nruthya leads an interdisciplinary team in crafting a program that blends the best of the Indian ecosystem with exposure to global standards in product and company building. As the Director of New Products at CoWrks, Nruthya drives innovation, conception and development of new products and new lines of businesses at CoWrks. She derives from both her strategic and deep technical expertise to build and deploy scalable solutions that span tech, real estate and retail.

Nithya Ramesh, Architect, Urban Designer, Jana Urban Space

Nithya is an architect – Urban designer with a decade of experience in designing, implementing and managing projects of public value in Indian cities. She has been part of Jana USP since 2013 and leads the Urban Design Studio. As a part of Jana USP, she has worked on the design and implementation of Project Tender SURE – the redevelopment of 7 roads in the central business district of Bangalore, apart from other mobility and city infrastructure projects. Prior to joining Jana USP, she has worked in Ahmedabad on the Sabarmati Riverfront Project for three years and on several architectural projects in Chennai.

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