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THE ADAS SHOW

AT
ADAS TEST CITY



ADAS TEST CITY

 12 DECEMBER 2025  ADAS TEST CITY, ARAI - PUNE

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DIRECTORS MESSAGE

DR. REJI MATHAI

DIRECTOR | AUTOMOTIVE RESEARCH ASSOCIATION OF INDIA (ARAI)

ARAI will be inaugurating "ADAS TEST CITY" on 12th Dec 2025 during THE ADAS SHOW in presence of esteemed Industry experts and Govt Officials. ARAI will demonstrate live ADAS testing using its State of Art Test Instrumentation showcasing its testing and certification capabilities.



"Advanced Driver Assistance Systems (ADAS) are pivotal to enhancing road safety, and ARAI remains committed to driving the adoption of safe, smart, and sustainable mobility solutions across India. Our upcoming ADAS Smart City Track represents a landmark initiative—India's first dedicated proving ground designed to enable automotive and auto-tech manufacturers to rigorously test and validate their technologies in real-world conditions. This facility will play a crucial role in advancing ADAS capabilities by empowering manufacturers to deliver best-in-class safety solutions to consumers. Moreover, this ADAS Smart City Track will not only facilitate but will boost indigenous ADAS/ AV technology development from the budding start-up ecosystem. Hence, events such as the ADAS Show 2025, organized in collaboration with Aayera, are instrumental in fostering open dialogue and collaborative innovation in the realm of intelligent mobility. We look forward to insightful deliberations and a successful event on 12th December 2025."

About ARAI

The Automotive Research Association of India (ARAI) is a co-operative industrial research association of the automotive industry with the Ministry of Heavy Industries, Government of India. It works in harmony and complete confidence with its members, customers and the Government of India to offer the finest services. ARAI has been playing crucial roles in assuring safe, less polluting and more efficient vehicles. ARAI provides technical expertise in R&D, testing, certification, homologation and framing of vehicular regulations. ARAI is well-equipped with state-of-the-art infrastructural facilities and highly qualified and trained human resources is its main strength.

About THE ADAS SHOW

The ADAS Show is a unique opportunity for industry leaders, experts, technologists, and enthusiasts to come together and explore the cutting-edge technologies driving automotive safety forward. , THE ADAS SHOW has emerged as India's most prestigious platform for ADAS and Autonomous Vehicle technologies. The event has been widely covered in national media and is recognized as the largest gathering of OEMs, Tier-1s, technology companies, and regulators in the future mobility space. No other platform in India offers this level of real-world testing on a track built specifically for ADAS validation.

About ADAS TEST CITY

"ADAS Test City". Built on 20 acre land in Takve near Talegaon Pune. This pseudo city will offer road infrastructure set up which simulates our Indian City Road Network.

Multiple road types , junctions , cross roads , signals and road lighting conditions are designed and created.

This will help Industry to validate behaviour of ADAS systems on vehicle in safer , secured , repeatable and under controlled conditions.

This will 1st Dedicated road network meant for validation of ADAS features under On Road conditions.

AUTOMOTIVE OEM TRACK DEMONSTRATION LINKS:

CLICK ON THE THUMBNAILS TO VIEW



BMW



HONDA



VOLVO



MG Motor

12TH DECEMBER 2025

AGENDA

- 09:00 – 09:45** **REGISTRATION, REFRESHMENTS AND NETWORKING**
- 09:45 – 10:00** **CONFERENCE INAGURATION AND OPENING SPEECH BY CHAIRPERSON**
- 10:00 – 10:30** **Policies, Regulations & Government Perspectives**
- ADAS roadmap under Bharat NCAP
 - Harmonization with global standards (UNECE, Euro NCAP)
 - Infrastructure readiness for ADAS/AV
 - Government support for ADAS R&D & local manufacturing
 - Role of government in infrastructure (road markings, V2X corridors)
 - Public-private partnerships for safer mobility
 - Role of regulators in ensuring consumer adoption & trust
- 10:30 – 10:40** **TEA BREAK WITH NETWORKING**
- 10:40 – 11:00** **TECHNOLOGY PRESENTATION**
- 11:00 – 12:00** **PANEL DISCUSSION**
ADAS for the Indian Market – From Premium to Mass Adoption
Objective: Explore how ADAS solutions can scale from premium models to affordable segments in India.
- Cost engineering – making ADAS viable for sub-₹10 lakh cars.
 - Localization challenges: road conditions, signage, lane markings.
 - Consumer mindset – ADAS as “safety” vs. “luxury”
 - OEM roadmaps for Level 1–2 features in India
 - Role of Bharat NCAP in pushing OEMs & suppliers
- 12:00 – 01:00** **PANEL DISCUSSION**
Sensing & Perception – Radar, Camera & LiDAR Fusion for India
Objective: Explore sensing and perception stacks crucial for safety.
- Radar, LiDAR, and camera — optimal sensor mix for India.
 - Radar adoption in mass vehicles – 77GHz, 4D radar
 - LiDAR cost reduction & scalability for India
 - AI perception frameworks for adverse conditions (dust, rain, glare).
 - Night-time and low-visibility performance challenges.
 - Driver monitoring and in-cabin sensing systems.
 - Cost vs. performance trade-offs in sensor selection.
- 01:00 – 02:00** **LUNCH BREAK WITH NETWORKING**

12TH DECEMBER 2025

AGENDA

02:00 – 03:00

PANEL DISCUSSION

Compute, AI & Software Frameworks - The Brains Behind ADAS

Objective: Explore compute platforms, AI stacks, and middleware powering ADAS.

- ADAS SoCs and MCUs for real-time decision making.
- AI accelerators & sensor fusion frameworks.
- Middleware & AUTOSAR Adaptive for SDV readiness.
- Cybersecurity, ISO 26262, and functional safety in ADAS compute.
- OTA updates and edge/cloud computing for ADAS lifecycle.

03:00 – 03:20

TECHNOLOGY PRESENTATION

03:20 – 04:20

PANEL DISCUSSION

Validation, Simulation & Testing for ADAS in India

Objective: Ensure safe, certified, and repeatable ADAS validation under Indian conditions

- Role of **ADAS Test City** and proving grounds in validation.
- Digital twins, synthetic data, and simulation for rare events.
- SIL/HIL testing, data replay, and system benchmarking.
- Scenario generation aligned with Bharat NCAP. Certification & compliance frameworks for ADAS systems.

04:20 – 04:30

TEA BREAK WITH NETWORKING

04:30 – 05:30

PANEL DISCUSSION

Connectivity, Mapping & Integration of ADAS

Objective: Role of connectivity and vehicle architecture in enabling ADAS features.

- GNSS/RTK, HD mapping, and localization for Indian use cases
- 5G & C-V2X for cooperative safety features
- Telematics integration with ADAS and SDV platforms
- ECU consolidation, gateways & domain controllers for ADAS
- Integration of ADAS into EV & connected vehicle platforms

05:30 – 05:45

CLOSING REMARKS

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PRESS RELEASES

20-acre ADAS Test City is ready for action

HT Correspondent

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PUNE: The Automotive Research Association of India (ARAI), an autonomous body under the aegis of the ministry of heavy industries, Government of India, during a press conference on Wednesday announced that its ambitious and pioneering project, the ADAS Test City, is ready. This state-of-the-art facility, built across 20 acres in Talegaon near Talegaon, is designed as a pseudo city that replicates Indian road networks.

It is the country's first dedicated road network exclusively created for Advanced Driver Assistance Systems (ADAS) validation under 'on road' conditions, marking a milestone in India's automotive testing and safety ecosystem.

The ADAS Test City will enable the automotive industry to test and validate ADAS in a safer, more secure, repeatable, and controlled environment, ensuring that ADAS features



The Test City will enable automotive industry to test ADAS in a safer, secure, repeatable, and controlled environment. HT.

perform effectively in real-world Indian driving conditions.

The ADAS Test City will host the ADAS Show on December 12, 2025. Gracing the ADAS Show with their presence will be eminent government officials, industry experts, and global automotive leaders. The ARAI will showcase live ADAS testing demonstrations using its

cutting-edge instrumentation, highlighting its advanced testing and certification capabilities. Major automotive OEMs, tier 1 suppliers, and technology innovators will be invited to test their vehicles and technologies at India's first ADAS proving ground.

Reji Mathai, director, ARAI, said, "ADAS are pivotal in enhancing road safety, and

IT IS COUNTRY'S FIRST DEDICATED ROAD NETWORK EXCLUSIVELY CREATED FOR ADVANCED DRIVER ASSISTANCE SYSTEMS VALIDATION UNDER ROAD CONDITIONS

ARAI remains committed to driving the adoption of safe, smart, and sustainable mobility solutions across the industry. Our upcoming ADAS Smart City Track represents a landmark initiative - India's first dedicated proving ground designed to enable automotive and auto-tech manufacturers to rigorously test and validate their technologies in real-world conditions. We thank the ministry of heavy industries for their gracious support under their 'Capital Goods Scheme' which has

enabled us to install the modular infrastructure for verification and validation of ADAS at the Test City."

"This facility will play a crucial role in advancing ADAS capabilities by empowering manufacturers to deliver best-in-class safety solutions to consumers. Moreover, this 'ADAS Smart City Track' will not only facilitate but also boost indigenous ADAS/AV technology development from the budding start-up ecosystem. Hence, events such as the ADAS Show, organised in collaboration with Aayera, are instrumental in fostering open dialogue and collaborative innovation in the realm of intelligent mobility. We look forward to insightful deliberations and a successful event on December 12," Mathai said.

Syed Fareed Ahmed, director, Aayera, said, "The ADAS Show is a definitive platform where automotive leaders, technologists, and innovators converge to showcase and discuss the most advanced driver-assistance and safety technologies."

ARAI's test city in Talegaon ready to evaluate self-driving

Shashank Didmishe
@timesofindia.com

PUNE: The Automotive Research Association of India (ARAI) has completed an advanced driver assistance system (ADAS) test city which may be used by automobile manufacturers to test self-driving solutions in Talegaon.

ARAI has collected data from 37,000 km of roadways and 20 other cities in 24 states. The repository for assisted driving technologies is suited to Indian road conditions since it is based on city and rural stretches along with state highways. The data also takes into account stray animals wandering on roads, potholes and localised environmental conditions.

ARAI director Reji Mathai spoke at a conference on Wednesday and announced the association would conduct an exhibition on Dec 12, inviting car manufacturers to demonstrate their ADAS solutions.

He said, "The Indian mobility sector is evolving at a fast pace and regulations are also catching up. Over the last few years, we have spearheaded some ideas and a key one is the ADAS track - which was a huge investment. We spent Rs50 crore, with the govt paying Rs12 crore, to lay the infrastructure and acquire certain equipment."

The test track can replicate roundabout junctions, S-bends, parking lots, overhead barriers, iron bridges, man-

FUTURE TECH

► The test track can replicate roundabout junctions, S-bends, parking lots, overhead barriers, iron bridges, manhole covers and boom barriers from real-life traffic infrastructure

► It will also support automated reading of signages in different languages and cross-traffic suited to local needs



hole covers and boom barriers from real-life traffic infrastructure. It will also support automated reading of signages in different languages and cross-traffic suited to local needs. At present, the country has achieved level-II and is moving ahead in ADAS technology. It includes alerting the driver using sensors and cameras, and taking over some of the driving functions temporarily, Mathai said.

The current global norms for ADAS do not consider two and three-wheelers, which are a significant part of Indian traffic and not adopted in advanced countries. The database and the test city replicate the Indian road network in a controlled environment. Additionally, India has one of the worst traffic implementations, with rampant wrong-side driving and signal jumping - and the assisted driving technology needs to take it into consideration.

Mathai said there was a

need to develop India-specific solutions and validation. "The nation has to take a leadership position in this space. I believe it will be a game-changer for the Indian ecosystem since we will host a space where car companies and startups can evaluate their products," he added.

ARAI senior deputy director Ujjwala Karle said automakers and other stakeholders in the mobility sector would have access to the track and database since the objective is to establish a system which can support, test and validate assisted driving.

Instead of testing ADAS solutions directly at the final stage, the test city will provide a platform able to validate solutions at various stages of development. The ARAI test track will allow car companies to use the Indian database translated into a digital format and perform simulations tested at the final stage, she added.

ARAI says India's first ADAS testing track in Pune to be completed by Dec

SOHAM SHAH
PUNE, SEPTEMBER 3

INDIA'S FIRST dedicated Advanced Driver Assistance Systems (ADAS) testing track by the Automotive Research Association of India (ARAI) is over 90 per cent complete, the organisation announced on Wednesday.

The 'ADAS Test City' is built across 20 acres in Talegaon near Talegaon in Pune and is designed to be a pseudo city that replicates Indian road networks. It will be completed in time for the ADAS Show to be held on December 12.

The test city will enable the automotive industry to test and validate ADAS in a safer, secure, repeatable, and controlled environment, ensuring that ADAS features perform effectively under real-world Indian driving conditions. It is the country's first dedicated road network exclusively created for ADAS validation under "on-road" conditions.

ADAS refers to various tech-

ARAI currently has 37,000 kilometers of data from the golden quadrilateral and 20 cities which is being used for testing and simulations.

nologies added to modern vehicles to assist human drivers improve on-road safety. These include systems like blind spot detection system, forward collision warning system, pedestrian detection system, and automatic emergency braking system.

Ujjwala Karle, Deputy Director at ARAI, said that India has major road safety issues with data showing 1.68 lakh fatalities in the past year. Around 80 per cent of these fatalities are due to driver faults, highlighting the need for action, Karle said.

"We have cars but we also have three wheelers that are not there globally. Animals like cows or dogs on roads are also India-

specific. Other Indian road conditions also will be taken into account at this track," she said on the need for special training in India.

ARAI currently has 37,000 kilometers of data from the golden quadrilateral and 20 cities which is being used for testing and simulations. Dr Reji Mathai, Director at ARAI, said that ARAI had promised to invest Rs 500 crore in 2021 and that the goal had been met much before that. Currently, ARAI is investing over Rs 200 crore every year.

The ADAS Show will take place on December 12 at this facility. The event, being organised by Aayera, will be attended by government officials, industry experts, and automotive manufacturers.

ARAI will showcase live ADAS testing demonstrations to highlight its advanced testing and certification capabilities. Major automotive OEMs, Tier-1 suppliers, and technology innovators will be invited to test their vehicles and technologies at the facility.

THE ADAS SHOW FEATURES:

- **Live demonstrations**
- **Conference with keynote speaking sessions and panel discussions**
- **Product Launch - branded product launch area with stage, LED, AV setup, 60-seat theatre, and full custom branding**
- **Exhibition showcasing global mobility innovations**
- **Exhibitor March - CTOs and senior leadership visiting exhibitor booths**
- **Pre-scheduled 1:1 meetings with OEMs and Tier-1 decision makers**

THE ADAS SHOW HIGHLIGHTS

2000+ ATTENDEES

5000 sq.m EXHIBITION SPACE

100+ EXHIBITORS

80+ ADAS DEMONSTRATIONS

20+ VEHICLE DISPLAYS

10+ SESSIONS

50+ MEDIA GROUPS

ADAS LIVE DEMO

THE ADAS SHOW 2025 will feature 'ADAS LIVE DEMO' at the ICAT testing track, it's a dynamic and engaging event that brings together key players in the automotive industry to showcase the latest advancements in ADAS technologies. This collaborative effort involves vehicle manufacturers, ADAS technology companies, and ADAS testing equipment providers coming together to present their innovative solutions in real-world driving scenarios. Visitors will have the opportunity to witness and participate in live demonstrations of different ADAS features.

These demonstrations typically take place on closed and controlled test track of ICAT to ensure safety and precise evaluation. Here's a brief overview of each participant's role in these live demonstrations:



Vehicle Manufacturers

During ADAS live demonstrations, vehicle manufacturers showcase their vehicles equipped with various ADAS features.

They demonstrate how these systems enhance safety,

assist drivers and mitigate potential collisions.

The demonstrations highlight how ADAS technologies seamlessly integrate with the vehicle's overall functionality and offer a firsthand experience of how ADAS technologies seamlessly integrate into modern vehicles and contribute to a safer driving environment.



ADAS Technology Companies

ADAS technology companies participate in live demonstrations to exhibit their cutting-edge ADAS solutions and components. They may present specific ADAS features such as adaptive cruise control, lane-keeping assistance, automatic emergency braking, and more. These demonstrations focus on the effectiveness, accuracy, and innovative aspects of their ADAS technologies.



ADAS Testing Equipment Providers

ADAS testing equipment providers play a crucial role in these live demonstrations by showcasing their specialized testing instruments and equipment.

They demonstrate how their testing solutions can accurately evaluate and validate the performance of ADAS features in different scenarios. These demonstrations highlight the precision, reliability, and comprehensive nature of their testing methodologies, ensuring the reliability and effectiveness of ADAS systems.

Together, these participants collaborate to create a comprehensive ADAS live demonstration, providing a holistic view of the advancements in ADAS technology, their practical applications, and the rigorous testing procedures to ensure their effectiveness and safety. Such events serve to educate stakeholders, build trust in ADAS technologies, and promote their wider adoption across the automotive industry.

MANEUVERS ON TRACK



FCW



AEB - ccrm



AEB Pedestrian



AEB - Cyclist



AEB - ccrs



LDW/LKA Test

Instruments used for live demo

- Euro NCAP Vehicle Target
- Guided Vehicle Target
- Pedestrian Target
- Cyclist Target
- Powered Two-Wheeler
- Car to X Communication System
- On Board Data Processing System

WHO IS ATTENDING

ADAS SHOW is attended by a wide range of professionals and stakeholders involved in the automotive industry, ADAS technology development, research, policy-making, and related fields. Here are the key groups of people who will be part of the event:

Automotive Manufacturers (OEMs)

Representatives from automotive companies, including executives, engineers, and product managers responsible for ADAS integration and development within vehicles.

Technology Suppliers

Professionals from companies specializing in ADAS technologies, such as sensor manufacturers, software developers, connectivity providers, and component suppliers.

Research and Development Institutions

Researchers, scientists, and academicians from research institutions, universities, and government organizations working on ADAS-related projects and advancements.

Regulatory Authorities

Officials and policymakers from government agencies and regulatory bodies responsible for formulating and implementing regulations related to ADAS technologies.

Industry Associations

Representatives from industry associations and trade organizations focused on the automotive sector, technology, and safety standards.

Automotive Designers

Professionals involved in automotive design, user experience, and interface design, with a specific interest in incorporating ADAS features into vehicle designs.

Testing and Validation Experts

Individuals responsible for testing, validation, and certification of ADAS technologies to ensure safety, performance, and compliance with industry standards.

Suppliers and Component Manufacturers

Representatives from companies involved in manufacturing and supplying ADAS components, including sensors, cameras, radar systems, LiDAR, and connectivity modules.

Consultants and Industry Experts

Professionals providing consulting services, market analysis, and strategic guidance to automotive companies and stakeholders in the ADAS ecosystem.

Startups and Entrepreneurs

Individuals representing ADAS startups and innovative companies that are disrupting the industry with new technologies, business models, and solutions.

Academia

Professors, researchers, and students from universities and educational institutions with a focus on automotive engineering, computer science, and related fields.

Media and Press

Journalists, reporters, and media representatives covering the automotive industry, technology, and innovation.

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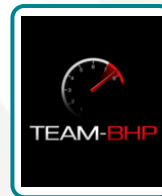
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EDITION 1



EDITION 1 HIGHLIGHTS



EDITION 2

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