

VE CV to supply rear engine buses to GSRTC

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VE Commercial Vehicle (VE CV), a 50:50 joint venture between the Volvo Group (Volvo) and Eicher Motors, has bagged an order from Gujarat State Road Transport Corporation (GSRTC) to supply rear engine semi-low-floor buses. To start with, the company will be supplying 20 buses to the corporation within the next two to three months.

"We started working on the project earlier this year and will be able to supply to the GSRTC within the next two to three months. The buses will be fully built units and will have semi-low-floor," CEO, VE CV, Vinod Aggarwal told Auto Monitor. The company sells buses under two brand names—Skyline and Starline. Its strength lies in the school bus segment where the sales is seasonal. "We work with

four to five bus body builders to keep up with the demand," he said. The company has increased its market share to ten percent last year from around seven percent few years ago.

VE CV has five business units—Eicher Trucks and Buses, Volvo Trucks India, Eicher Engineering Components, Eicher Engineering Solutions and the Medium-duty Engine Project. In the truck business division, the company has products in the range of five tonnes to 40 tonnes gross vehicle weight (GVW). Last year, it saw maximum growth in the five to 12 tonnes categories. While the company is aiming to steadily increase the market share in the same categories, it hopes to strengthen its presence in the heavy-duty segment where it has about three percent of market share. The company churns out around 650 units per month and the plan is to ramp up to about



Vinod Aggarwal, CEO, VE Commercial Vehicles

1,000 units in the near future. Ditto is the case with tractor-trailer segment, in which the company currently sells around 15 units per month. Asked if capacity has been the constraint for the limited volumes, he said it was due to non-representation in certain geographies. Currently, the company has chalked out plans to increase its sales and service—both 2S and 3S networks across the country. At present it has 210 dealerships and the plan is to add at least 40 more every year, in the next four years, which will take the total number close to 400.

VECV has recently introduced a 6x4, multi-axle tipper—Ter-

ra 25. Launched in selected locations, the company is now looking at increasing the sales volumes. "We have sold 141 units of the product and are working on increasing this number," Aggarwal said. The company also has a 25 tonne 6X2 twin axle tipper—Terra 16. The tipper segment has been doing good numbers off late, which according to Aggarwal got a push due to

Terra 25 in tipping condition

