



Eicher Inaugurates New Dealership in Madurai.

June 08, 2012, Madurai: Eicher Trucks and Buses - inaugurated their new dealership, M/s Anamallais Agencies (Stadium), in Madurai today. With the opening of this new set up Eicher has further strengthened its network in Tamil Nadu. The new dealership setup is a 3S facility (Sales Service & Spares) comprising of 15 bays & spanning over 12,000 sq. Feet. It has state of the art fully equipped set up, with contemporary tools and equipment. Located at D1, SIDCO INDUSTRIAL ESTATE, KAPPALUR, MADURAI, the professionally trained team of M/s Anamallais Agencies (Stadium), Madurai has also undergone training at the Eicher Training School in Mysore, Karnataka.

While addressing the gathering during the Inauguration, Mr. G. Sekar, Senior V.P. –Sales and Marketing, VECV said “We are happy to partner with M/s. Anamallais Agencies, Madurai in this initiative. Being one of the oldest dealers of Eicher trucks and buses, opening of a new touch point with them will further strengthen Eicher’s resolve and commitment to provide sales and after sales support to the rapidly growing customer base in T.N. and specifically Madurai command area”.

“The dealership having its head office at Coimbatore has been receiving the best overall performance award for the last many years and is still setting benchmarks in customer service .The dealership has one of the highest market shares for Eicher Light & Medium duty trucks in the country . I am sure the new 3S facility with its state of the art equipment and best in class operating standards will help us enhance customer experience and confidence and ensure that our customers are able to get their products serviced faster and with much ease”, added Mr. G Sekar.

The dealership inauguration was attended by large no. of customers, financiers and other invitees. Anamallais agencies handed over the keys to more than 10 new customers.

Eicher trucks and Buses is making strong inroads into Heavy Duty trucks segment of 16T-40T with “VE” series of Fuel Efficient heavy duty trucks. With more than 14,000 VE series, the trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. Market share of Eicher’s heavy duty trucks’ in TN is increasing and with this new state of the art facility, it will further keep the momentum going. Eicher Promise” has also been launched recently which will reduce downtime and lead to increased profitability for its “VE Series” of Heavy Duty trucks and buses. “Eicher promise” is a commitment to time bound enroute service as an assurance to its Heavy Duty trucks & Bus customers of restoration and putting the vehicle back on road within 48 hours of it being reported. This promise is available 24x7 on the Golden Quadrilateral & N-S/E-W

Corridors. In case the company is not able to deliver within 48 hours the customer is entitled to compensation.

The Eicher range of commercial vehicles are known in the market for their low overall cost of ownership and the reason for this can be found in the 'Eicher advantage'. At the core of the 'Eicher advantage' is the vehicle's highly rated fuel-efficiency. In addition to that, all Eicher CV's are also known for their right cargo body sizes, good ability to take the gradients as well as for low maintenance and longer life.

These are well supported by an ever increasing network of dealers. Service coverage is being enhanced by the following measures:

- Wide network of over 200 dealers across the country
- Higher availability of Parts
- Mobile service vans available at all dealerships

Also speaking on the occasion Mr.C.S. Vigneshwar, Deputy Managing Director of M/s Anamallais Agencies (Stadium), Madurai said "We feel honored to partner EICHER TRUCKS AND BUSES and with our experience and deep understanding of market, we would do our best to provide our customers best in class service. This expansion of Anamallais Agencies (Stadium) at Madurai is yet another step in that direction"

About VE Commercial Vehicles Ltd (VECV):

VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV aims to become a full-range commercial vehicle company whose products will drive modernization in commercial transportation in India and other emerging world markets.

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