



525th Eicher branded truck delivered to Siddhi Vinayak Logistics Ltd, Surat

May 30, 2012, Surat: 525th Eicher branded truck was delivered to Siddhi Vinayak Logistic Ltd at a key handing ceremony in Surat.

“This is a momentous occasion for us at Eicher. The journey began in 2006 when we executed the first bulk order of 15 units of Eicher 20.16. Today it gives me immense pride to announce the delivery of 525th Eicher branded truck to Siddhi Vinayak. This would not have happened if it was not for the constant support and encouragement of Mr. R.C Baid, Mr. Kamal Baid and the entire management team and support staff of Siddhi Vinayak” said Mr. G. Sekar, Senior Vice President-Sales and Marketing, VE Commercial Vehicles Limited.

Siddhi Vinayak Logistics Ltd started in a modest way a few years back and today has over 3700 trucks of various models and configuration deployed across all its hubs in India. Their Logistic operations are scattered across various segments and they strive to achieve leadership position in every segment they operate. Under the able guidance and leadership of Mr. RC Baid, they have expanded very aggressively in the Logistic segment and are undoubtedly amongst the top players.

“The expansion of Siddhi Vinayak Logistics fleet size with the induction of our Eicher branded trucks is an example of the confidence bestowed on us by our key partner” added Mr. G. Sekar

Mr RC Baid is a very renowned person in the transport fraternity and is a recipient of many awards in the field of Transport Excellence. In a very short time, to get a company of this size, stand on solid foundation and secure Logistic contracts with most of the blue chip companies, bears testimony to his speed and aggression. When people think of trucks, he thinks of drivers and ways to improve respect for a profession which is increasingly seeing a huge deficit of skill and manpower.

Siddhi Vinayak Logistic has been a Key customer of Eicher ever since 2006 and owns every single product model produced so far. Right from Eicher 10.90, 11.10, Eicher 20.16 and multi axles like Eicher 30.25 and 35.31 to the tractor trailer version Eicher 40.40, all such models have continuously supported their operations successfully. The VE Series of

Eicher Heavy Duty trucks, especially, introduced after JV with Volvo are delivering well on the performance and aftermarket care commitments.

“Our association with VE Commercial Vehicles has been long and continuing due to the product line they offer and the excellent after sales service they provide for their Eicher branded trucks.” said Mr RC Baid.

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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