



EICHER BRANDED SERVICE OUTLET INAUGURATED IN PUNE

Feb 25, 2013, Gurgaon: VE Commercial Vehicles Limited (VECV) inaugurated a new Eicher trucks and buses service outlet in Chakan- Pune. This new service outlet “ Talson Motors” from Talwar group is the fifth Eicher branded sales and service centre in Pune and is located at 148/1A, Nr. Rinder, Chakan-Talegaon Road, Chakan, 410501. It has a modern equipped set up of 8 bays spread over 19,000 Square feet with contemporary tools and equipment. The new service outlet will further strengthen the company’s resolve and commitment to provide after sales support in this rapidly growing customer base of Eicher in the Western part of the country. Eicher has nearly 250 dealerships nationally with 50 dealerships in the western region and would be continuously expanding its foot prints to be close to its customers.

Talwar Auto Group (TAG) has been associated with the Eicher trucks and buses from the very beginning and in the past 26 years it has helped strengthen Eicher’s position in key markets of South. They are Eicher’s number 1 selling dealer. Talsons Motors started its operations in Pune in August 2012 with Akurdi Sales and service facility and then expanded with Thathawade service centre. The new service centre at Chakan is its third service outlet in Pune. The service team at the new touch point has been trained at the Eicher training centre.

Eicher products strongly emphasize its customer orientation and its effort to provide value to its customers has also borne fruit with increased customer acceptance reflected in growing vehicle sales. Eicher products are also known for their overall low cost of ownership and the reason can be found in the 'Eicher advantages'. Another important area that the company has worked upon is strengthening the Eicher sales and service network through advanced go-to-market processes.

The focus of the organization is to improve customer experience at the dealerships and get closer to our customers to ensure that they get their products serviced much easier and faster. The standards of the workshop facility are being improved so that best-in-class service and uniform customer experience is provided to the end customer.

Eicher today has transformed itself into a complete CV manufacturer with a wide product range from 5t to 40t GVW trucks and 15 to 65 seater buses. It is making strong inroads into Heavy Duty trucks segment of 16T-40T with “VE” series of Fuel Efficient heavy duty trucks. With more than 16000 VE series, the trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. The first Eicher branded truck rolled out from its state of the art manufacturing plant in 1986 and over the

past 26 years, the products have got endorsement from happy customers of over 300,000 vehicles.

Eicher promise initiative has also been launched to ensure enhanced service coverage for its VE series of heavy duty trucks and buses which help in maximizing uptime and thereby better the operating economics for the operator. Besides Eicher promise, the other initiatives by Eicher to help increase the vehicle utilization leading to higher profitability include the Eicher freedom, mobile service camps, container workshops, Eicher on road service, cashless insurance in association with insurance companies and driver training programmes

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

- Wide network of over 250 dealer outlets across the country
- Higher availability of Parts
- Mobile service vans available at all dealerships
- 24x7 helpline with an all-India helpline number

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. The vision of VECV is to be recognised as the industry leader driving modernisation in commercial transportation in India and the developing world.
www.vecv.in

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