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TRUCKS AND BUSES

Eicher trucks and buses Pavillion inaugurated by Shrimant Yashodhara Raje Scindia at the 12th Auto Expo

Feb 6, 2014: Hon'ble Minister for Commerce, Industry and Employment, Madhya Pradesh Government, Shrimant Yashodhara Raje Scindia inaugurated the Eicher trucks and buses Pavillion at the 12th Auto expo today. An eminent personality, Shrimant Yashodhara Raje Scindia is an active proponent of the industry.

VE Commercial Vehicles Limited (VECV), a Joint Venture Company between AB Volvo, Sweden and Eicher Motors Limited launched an entire new 'Pro Series' of Trucks and Buses at this Auto Expo in the 5 to 49 ton segment. Starting with a single location in Pithampur, VECV has now spread to seven industrial locations in Pithampur, Baggad and Dewas. Over the last five years, the Company has invested over Rs 1900 Crs in the State in these facilities. It has also set up India's first Euro 6 engine technology manufacturing plant at Pithampur which has become a global hub for meeting the medium-duty automotive engine requirements of Volvo globally for five and eight litre engines. The same platform is being adapted to Euro 3 and 4 engine (BS3/BS4) technologies to meet the Eicher requirements in the new Pro range and other Volvo group requirements for this type of engines in Asia.

The Eicher commercial vehicle manufacturing unit in Pithampur was the first plant in MP to roll out trucks from its state of the art manufacturing plant in 1986. Over the past 28 years, the products have got endorsement from happy customers of over 400,000 vehicles and with the launch of the Eicher Pro series at the Auto expo, there will be further consolidation of Eicher's presence in the Indian CV market.

The setting up of the plants has led to the mushrooming of the auto component industry which has grown to a sizeable number now. This has created around 60 supplier and ancillary units around Indore/Pithampur.

The large industrial base created by VECV along with its ancillaries has helped to provide direct and indirect employment to over 45000 persons in the state.

VECV is all set to deliver many more world class products from its manufacturing bases in Madhya Pradesh. VECV will not only contribute to the growth of the Indian CV sector but also towards the growth of Madhya Pradesh in the coming years.

About VE Commercial Vehicles Limited (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, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.



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