

Truck industry hopeful of growth

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THE recent move to revive mining in Goa and the cement sector picking up in some pockets are likely to bring back some demand in the trucks segment in the coming few months, according to Shyam Maller, vice-president, sales and marketing, VE Commercial Vehicles, the 50-50 joint venture between the Volvo Group and Eicher Motors.

Maller said the company is looking to increase its market share to 35 per cent from the current 32 per cent in the light and medium category trucks, which are five to 14 tonne capacity. In the heavy category, which are 16 tonne to 40 tonne upwards, it is looking to increase its share to six per cent from the current four per cent. Overall, it is aiming 15 per cent share of the domestic commercial vehicle (CV)

market this year, as against 13.8 per cent 2013.

The firm is also hopeful of increasing its share in the buses segment to 15 per cent from the current 14.4 per cent. It is hopeful of getting orders from two governments—Telangana and Andhra Pradesh, he said.

Mining apart, movement of goods, perishables, FM-CG, infrastructure and cement segments will generate the demand. It will also offer customised vehicles to suit the domains, he said.

Many of the fleet owners were buying to replace aging trucks, he said. "A lot of discounting is happening in the sales, which is unfortunate from the manufacturers' point of view. We are trying to educate buyers on buying on the value like after sales service, engine longevity, resale value and other traits," he added.

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