

VE Commercial has Exceeded Our Expectation: Rosenberg



At a time, when Indian commercial vehicle market saw several joint ventures breaking up within three to five years of its being

set-up, VE Commercial Vehicle, the joint venture between Eicher Motors and the world's largest heavy truck maker Volvo Group has deepened its relationship. Over the last four to five years of its operation, VE Commercial Vehicle has seen its volumes (44,000 units) and market share double (13.8%) and has already crossed a turnover of a billion dollars. It claims to be the most profitable truck maker in India. With the new range of Eicher Pro-Series Trucks & Buses range developed for the emerging markets which was unveiled on Monday, VE Commercial Vehicle is set to begin a new chapter of transforming trucking in India and use India as a base to reach out to South East Asia, Africa and Middle East, claims **Joachim Rosenberg**, executive VP, Volvo Group Trucks sales & marketing and JVs, Asia Pacific in an interview to **Ketan Thakkar**. Edited excerpts:

What is your assessment of VE Commercial Vehicle's performance so far? How big is the Pro-Series range of Trucks from VE Commercial Vehicle perspective?

What VECV has done since inception, it has doubled the volumes and doubled the market share. And it hasn't been a choppy ride, we have been on a consistent growth curve.

If you take a step back and ponder for a minute, here I have a company, which has improved a lot and if you add to that a whole new infrastructure, a whole new product range, a whole new way of working and processes in the after-market. It is quite impressive. It must mean that if you are at a gradient so far, there is no reason why the gradient should not take off more. We think, we are at an inflection point and the 'Pro Series' is the biggest thing the Eicher brand has done ev-



er. We didn't just talk about the hardware, we spoke about the whole solution for the customers, we didn't talk about the price and we spoke about the value being created for very demanding and knowledgeable Indian customer. We do business in 192 countries around the world, the markets generally follow the same evolutionary curve, when they start, and evolution as such is generally the same. We fundamentally believe, India is at a point of taking off.

Is this how you had envisaged? Or has it exceeded your expectations?

From the Volvo Group's perspective, VE Commercial Vehicle has exceeded our expectation, within the group; Eicher Motors JV is seen as a role model. Some of our other ventures are also successful but this is clearly amongst the best. The joint alignment between the owners, that is the Eicher Motors and Volvo Group, I can honestly say over the last five years, I can't remember a single instant, wherein we fundamentally disagreed and didn't find a way around it. Trust between the owners is the strength of our partnership.