

Volvo Eicher aims for 15% share in heavy duty trucks



RAKESH BIHARI JHA ■
NEW DELHI

Joint venture between Volvo and Eicher Motors, VE Commercial Vehicles is eyeing 15 per cent of market share in the heavy duty truck segment in the next three years.

“Our aspiration is to become strong player in the heavy duty segment, that is 16-49 tonnes category. The three trucks launched will help us achieve the target of 15 per cent market share in the next three years,” said VECV CEO Vinod Aggarwal

“The company currently has around 4 per cent of market share in the segment,” he added.

When asked more about product and investment plan, Aggarwal said: “We have invested close to ₹2,300 crore in the last 4-5 years on infrastructure development, new products and revamping and modernising the entire set up.”

The company on Tuesday launched three trucks under the Pro 6000 series of next generation heavy duty trucks, which is supposed to achieve the

desired target.

“The three trucks, launched in 21-31 tonnes category on Tuesday, would be priced in the range of ₹21 lakh to ₹30 lakh range depending on variants,” he informed.

“The Eicher Pro 6000 Series marks yet another milestone in journey of Eicher Trucks and Buses, to become a strong player in the commercial vehicle industry, especially in the heavy duty segment,” Aggarwal said, adding as commercial vehicle industry was expected to revive, the firm was ready with the new range.

Volvo Group Senior Vice President Philippe Divry said the launch of the new range reiterates the company’s commitment to change Indian commercial vehicle scenario.

“With the launch of the Pro Series by Eicher, our strategy to expand in Asia and other growth markets gets further strengthened,” he added.

The Pro series of trucks are being launched in a phased manner with Pro 1000 and Pro 3000 series already being introduced in the country.