

VE Commercial Vehicles' performance

Mumbai, April 22

VE Commercial Vehicles Ltd (VECV), a joint venture between Volvo Group and Eicher Motors, has sold about 175 units of its next-generation heavy duty trucks Eicher Pro 6000 series in India. The trucks were launched in New Delhi in January. "Our objective right now is not to push sales, but to seed the trucks into various segments and we are monitoring their performances," said AK Birla, Executive Vice-President Sales, Marketing & Aftermarket at VECV. The company is also looking at increasing its market share in the heavy duty segment to 15 per cent in the next couple of years from the present 3.6 per cent, Birla added. OUR BUREAU