



Our Future export plans include expanding distribution network in Africa, Middle East and South East Asia. The new products, especially the Pro Series that are being revealed now will also be adapted for exports to these markets

S.S. Gill, Senior V.P. Sales, Marketing & After Market- VE Commercial Vehicles Ltd.

Tell us about the products you have launched during this financial year

In beginning of this year we commercially launched the Eicher Pro 6000 series in Northern and Southern market and recently launched the Pro 6000 in Tamil Nadu. Further we will further strengthen our heavy duty trucks portfolio with the launch of Eicher Pro 8000 series in the coming months.

How is your sales performance during 2015? What are your expectations for your business till the end of this year?

In 2015, January through to July, VECV sold 23148 units. Compared to last year, we had sold 21476 units in the period. Our YTD growth is 7.8%.

This year has been positive for us and we expect this trend to continue.

VECV's stated mission is to achieve a strong market share and HD segment is the biggest contributor toward achieving this figure. We have invested close to Rs 2,300 crore in the last 4-5 years on infrastructure development, new products and revamping and modernising the entire set up which shows our commitment towards the growth opportunity in HD segment.

The last 2 years of downtrend has seen