



Eicher Trucks and Buses announces upto 5% price reduction on its entire product range post GST rollout

New Delhi, July 18 2017: Eicher trucks and Buses in a bid to pass benefits of the new tariff regime under GST has announced the reduction of prices on its entire product range. The new rates came into effect from July 1st, 2017.

Eicher Trucks and Buses are offering the price reductions from 1.5% up to 5% on its range of trucks and buses. The price reduction varies model wise and state wise.

Commenting on the price reduction, Vinod Aggarwal, Managing Director & CEO, VE Commercial Vehicles said, “The GST is the biggest tax reform that we have witnessed and it will bring in a lot of efficiencies and productivity benefits. The immediate impact is some reduction in taxes on an average basis and we have passed on the expected benefits from the new tax regime to the customers. The reduction in prices ranges from 1.5% to 5% for most of the product categories’.

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Eicher Trucks and Buses (ETB) is present in the L/MD segment with a strong presence in the 4T-15T truck segment and an ever increasing market share in 16T-49T heavy duty trucks segment. Eicher has unveiled its entire new range of future generation trucks and buses, named the “Eicher Pro” series. Adopting the most professional and holistic approach to modernize the Indian trucking industry, the new brand philosophy is to “Go Pro”. Eicher’s new Pro series trucks and buses promise to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability

About VE Commercial Vehicles Ltd (VECV)

VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher’s components businesses as well as the sales and distribution business of Volvo trucks within India. VECV vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

WWW.VECV.IN

Disclaimer:

All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although VE Commercial Vehicles believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and VE Commercial Vehicles undertakes no obligation to Update or revise any forward- looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits can be derived from them.