

Eicher trucks, buses complete 25 successful years in India

■ Business Reporter

EICHER trucks and buses (ETB), a business area of VE Commercial Vehicles Limited (VECV) has completed 25 years of operations in India in the month of June 2011. The first Eicher truck was rolled out from its state of the art manufacturing plant in Pithampur, Madhya Pradesh in 1986 and over the past 25 years, the products have got endorsement from happy customers of over 3,00,000 vehicles.

The company today has transformed into a complete CV manufacturer with a wide product range from 5t to 40t GVW trucks and 21 to 69 seater buses. The company's products strongly emphasise its customer orientation. Eicher trucks were one of the first in India to offer the tilt cabin, apart from ready to use built-up vehicle in accordance with customers' needs. Another example is the Eicher school bus which has been designed in conjunction with the IRTE (Institute of Road Traffic

Association), school and parent bodies and the IIT. The result has been a bus that is equipped with safety mechanisms to ensure an incident-free journey. Eicher products are well known in the market for its overall low cost of ownership and the reason can be found in the 'Eicher advantages'. At the core of 'Eicher advantages' is the Eicher vehicle's high fuel efficiency. In addition to being customer centric, the geographical expanse of its service network has ensured dominant position of Eicher Trucks and Buses. Last 3 years have been a Landmark year for Eicher Trucks and Buses. In 2008-Eicher Trucks and Buses became part of VE Commercial Vehicles Limited.(VECV), a 50:50 JV between Eicher Motors and Volvo Group. It is a partnership that brings together Global leadership in technology, quality, safety and environmental care along with the deep knowledge and understanding of the Indian CV market and low cost structure. The company is well on the way to achieve

its vision to be recognised as an industry leader driving modernisation in commercial transportation, in India and other developing markets.

The following points capture the achievements of ETB in the past 25 years:

1. Plant has a current capacity of over 50,000 units and further capacity enhancement is being implemented. Presently ETB is providing direct and indirect employment opportunities to over 10,000 people thus complementing the state government efforts of generating employments for its people. ETB has made immense contribution in developing Pithampur as a major Auto Industry Hub of the country.

2. ETB has a strong presence in the Light and Medium (L/MD) duty trucks segment with around 38% share in 7-12T category and 30% in 5-12T trucks. Eicher L/MD trucks have a proven superior performance especially with respect to fuel-efficiency and are tagged as "Mileage Ka Badshah".

3. ETB is also making very strong inroads into Heavy Duty trucks segment of 16t-40t with their "VE" series of Fuel Efficient heavy duty trucks. The VE series Eicher HD trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. Speaking on the occasion, Vinod Aggarwal, CEO, VE Commercial vehicles said, "It is a momentous achievement for all of us at Eicher Trucks and Buses and our team in the past 25 years has contributed in enhancing customer experience through superior products and has helped us achieve a dominant space in the LD/MD segment."

"In recent years, Eicher Trucks and Buses has continually invested in innovation, technology and expansion. As a result, we would continue to enhance our capacities and efficiency, while adhering to their core principal of quality and manufacturing excellence", added A K Birla, President, ETB.