



## **“Eicher Promise” -An initiative towards customer Satisfaction Enroute repair within 48 hours**

**May 23, 2012:** In an endeavor to enhance customer satisfaction, “**Eicher Promise**” has been launched for Eicher branded trucks and buses. Eicher promise will reduce downtime and lead to increased profitability for its “VE Series” of Heavy Duty trucks and buses.

“**Eicher promise**” is a commitment to time bound enroute service as an assurance to its Heavy Duty trucks & Bus customers of restoration and putting the vehicle back on road within 48 hours of it being reported. This promise is available 24x7 on the Golden Quadrilateral & N-S/E-W Corridors. In case the company is not able to deliver within 48 hours the customer is entitled to compensation.

According to **Mr. Vinod Aggarwal, CEO, VECV ( VE Commercial Vehicles Limited)** “Providing service & ensuring 100% uptime to existing customers and operators to increase their productivity and profitability has always been our top most priority and motto. By initiating “**Eicher Promise**”, we are cementing our commitment to be the **number one after sales service provider in the country**”

This is one of the several initiatives being driven by the company to ensure enhanced service coverage for its “VE Series” of heavy duty trucks & Heavy duty buses which help in maximizing uptime and thereby better the operating economics for the operator. There are over 200 authorized service centre and over 10,000 private road side mechanics trained by Eicher, ensuring that the vehicles are maintained as per recommended service protocols, he added.

Besides “**Eicher Promise**” the other initiatives by Eicher to help increase the vehicle utilization leading to higher profitability include:

1. “**Eicher Freedom**”- The Zero Worry Service agreement (AMC) that helps in protection from unexpected costs ensuring high uptime of Eicher vehicles with Eicher Genuine parts and regular maintenance by Eicher trained mechanic.
2. **Mobile service vans** at dealerships to ensure service at doorsteps and far flung locations in case of emergency

3. **Eicher On Road Service (EOS)** -Eicher On Road Service (EOS) -24X7 toll free call centre assistance for emergency breakdowns
4. **Cashless Insurance** in association with Insurance Companies which helps in speedy repair with no burden to the owner
5. **Various driver training programmes** which help in making the driver more effective and productive leading to high fuel efficiency, better upkeep and maintenance and more profits

In addition, for specific locations and especially for its “VE” Series of Eicher Terra Tipper, Eicher has put special focus in specific tipper cluster locations to provide on the spot service to the vehicles. The company is in the process of setting up **Container workshops** at the tipper cluster site to ensure high uptime and greater utilization of the vehicle.

Eicher launched its “VE” Series of Fuel efficient heavy duty Eicher in Jan 2010. The last 2 years has seen around 14,000 VE series trucks on the road gaining wide customer acceptance and helping the company outperform the industry. The various customer support initiatives would further help Eicher increase customer confidence and acceptance

#### **About VE Commercial Vehicles Ltd (VECV):**

VE Commercial Vehicles Limited (VECV) is a 50-50 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 and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV aims to become a full-range commercial vehicle company whose products will drive modernization in commercial transportation in India and other emerging world markets. [www.vecv.in](http://www.vecv.in)

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