



EICHER TRUCKS & BUSES STRENGTHENS ITS RETAIL FOOTPRINT IN KERALA; INAUGURATES A NEW 3S DEALERSHIP IN TRIVANDRUM

Trivandrum, November 29th, 2019: [Eicher Trucks & Buses](#), part of [VE Commercial Vehicles Limited](#), and the manufacturer of high-performance light, medium and heavy commercial vehicles, inaugurated its new 3S (Sales, Service & Spares) dealership facility in Trivandrum, Kerala. The state-of-the-art facility has been set up in association with **Kuttikkatt Motors** to provide best in class service support to Eicher customers. Located on the NH By-pass in Trivandrum, the new facility will cater to the availability and after-sales services for Eicher's Heavy Duty, Light & Medium Duty Truck and Bus range in the nearby region.

The facility was inaugurated by **Mr. Vinod Aggarwal, MD and CEO, VE Commercial Vehicles**. With this dealership, Eicher now has **16 dealerships** in Kerala, including **ten 3S facilities** in the state. The dealership's inauguration was attended by a large number of customers, financiers and other dignitaries from all over the city. Kuttikkatt Motors has **25 service bays** for Eicher in their three facilities spread across Kollam, Kozhencherry and Trivandrum.

With this dealership, Eicher is working towards expanding its presence in the Southern market of the country. Eicher now has **290 dealerships** across India, catering to customer needs across its entire range of trucks and buses from 5-55T. Over the years, Eicher has developed a robust presence in Kerala with a market share with 25% in Light and medium duty trucks, 22% in buses and 6.30% in heavy duty trucks.

Commenting on the occasion, Vinod Aggarwal, MD and CEO, VE Commercial Vehicles said, *"This is a moment of great pride for us to inaugurate the state-of-the-art dealership in Trivandrum. This is in line with our focus on Kerala as a key market for the sale of all our Heavy Duty, Light & Medium Duty and Bus range. The ultra-modern facility features our entire range of Eicher Trucks and Buses and offers advanced aftermarket support much closer to all our customers in Kerala, a major economic and agricultural centre for India. With the recent addition in Chennai, followed by Trivandrum, we have over 90 dealerships in the southern region. This 3S facility in Trivandrum would be a one stop solution for an excellent sales and service experience."*

Further commenting on the aftermarket support solutions to the customers, he added, *"Eicher Trucks and Buses offers innovative and customized service solutions to meet specific customer needs. Our warranty offerings are among the best in the industry; where customers can opt for extended warranty programs as well. Apart from on-site services, we offer additional after sales programs like "Eicher Freedom" – annual maintenance contests and "Eicher Promise" – to put the vehicle back on road in promised time for superior uptime and a higher level of productivity. These programs are in line with our "Pro Customer" philosophy where we strive to ensure maximum profitability and prosperity for them. With our vision to lead the modernization of the Indian trucking industry, we are taking our partners, customers and the Indian trucking ecosystem to a whole new level."*

About VE Commercial Vehicles Limited (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, exclusive distribution of Volvo Trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines and Eicher component business. A multi-brand, multi-division company, backed by innovative products & services, VECV today, is recognised as an industry leader for modernizing commercial transportation in India and developing world.

www.vecv.in

<http://www.eicher.in/etb/>

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