



EICHER TRUCKS AND BUSES AIMS TO STRENGTHEN ITS PRESENCE IN THE AFRICAN REGION

Celebrates Eicher's 20 years' association with Africa at CII- EXIM Bank Conclave on India Africa Project Partnership between March 17-19 2019

New Delhi, March 19: Eicher Trucks and Buses commemorated the long-standing association with the Africa region with its participation at the 14th edition CII- EXIM Bank Conclave on India Africa Project Partnership at Taj Diplomatic Enclave, New Delhi. The company plans to expand its market share and double its volumes over the next few years in the African market.

With a presence in 22 countries in Africa, Eicher already has a strong position in the continent. It has significantly expanded the distribution network with a focus to ensure sustainable growth and a progressive market share. Many prestigious institutions and multinational corporations including large FMCG players are Eicher customers today. It has also made major contributions with its buses for public transport and educational field and special applications for trucks in multiple regions. It now aims to establish a strong presence in the Northern part of Africa as well.

Eicher currently operates in Africa with a robust portfolio including light-duty trucks, heavy-duty haulage trucks and tippers and an exhaustive bus range. It is the only CV manufacturer to offer products providing vehicles in the basic segment as well as the value segment. The company offers business solutions for cargo movement, public transport needs, sanitation requirements and infrastructure sectors to provide holistic solutions for each market. The success of Eicher in catering to the demands of African customers is due to the fuel efficient, reliable and rugged products being offered in Africa in line with the terrain and user preferences.

In recent years, the new generation of buses and trucks have been developed with the Volvo Group Technology and introduced to address the diverse and demanding applications. Eicher's Pro 3000 & Pro 6000 range of trucks compete with the best in these markets and have created a benchmark for profitable growth. Eicher has also introduced several innovative customer initiatives and Lifetime Support Solutions in the region to ensure easy parts availability and fast service response time.

Speaking at the event, **S S Gill, Sr Vice President & Head, International Business, VECV**, said, *"With the commercial vehicle demand in Africa growing rapidly over the last few years, the African market is a big opportunity for Eicher. We are excited to display our diverse portfolio suited for needs of various African markets according to their business and government needs"*

Eicher continues to improve its share in the current markets and plans to introduce new products to address additional segments and applications. It is in line with a strong focus on increasing its service and sales network to provide enhanced customer experience. Eicher plans to strengthen their network rapidly by adding one customer touchpoint every fortnight in the African market. The company is also connecting with international distribution centres electronically to optimise the inventories. Eicher also carries out training programmes in local regions to train the drivers and technicians, thus partnering in the sustainable development of transport sector in Africa.

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Adopting the most professional and holistic approach to modernize the Indian trucking industry, their brand philosophy, "Go Pro", promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle lifetime profitability. Eicher Trucks and Buses (ETB) is present in the LMD range with a strong presence in the 4.9T-16T truck segment and an ever increasing market share in 16T-49T heavy



duty trucks segment. Eicher Pro Series buses also have a strong presence in the Light and Medium segment along with leadership in the school bus segment.

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, VE Powertrain, Eicher's components businesses as well as the sales and distribution business of Volvo trucks within India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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