

TATA MOTORS' commitment to sustainability extends to every aspect of **MOBILITY**.

Tata Motors' trucks have played a pivotal role in nation-building for more than seven decades. As India's growth trajectory accelerates, Tata Motors trucks have remained at the forefront, consistently delivering unparalleled value across diverse applications. The increased funding for infrastructure development from the Indian Government for sectors such as infrastructure, road construction and aggregate transport has bolstered the demand for tipper trucks in the country.

At Tata Motors, our singular focus is on creating and delivering value to our customers. We offer a compelling, holistic proposition designed to make logistics and fleet management seamless and more efficient.

Tata Motors boasts the widest range of mining trucks in the industry. This has been continually enhanced with the introduction of innovative models, state-of-the-art technology, and advanced features – all

geared towards optimising efficiency and ensuring high uptime for customers. We like to go beyond the mandatory norms to make our vehicles safer, smarter and greener at every opportunity such that they are ready to service the immediate needs of the customer and also their evolving needs of tomorrow. Tata Motors' BS6 Phase 2 trucks promise enhanced drivability, faster turnarounds, increased productivity, and greater revenue, ensuring consistent profitability for businesses. These tippers are a testament to the company's dedication to incorporating cutting-edge technology, ensuring top-notch performance, and prioritising safety throughout their operational lifespan.

Tata Motors range of trucks is distinguished by its promise of high productivity coupled with a low Total Cost of Ownership (TCO). Engineered with cutting-edge technology, these trucks deliver unparalleled performance without sacrificing safety. This exceptional performance is complemented by our suite of innovative value-added services. Our vehicles now boast cutting-edge features including cruise control, electronic anti-fuel theft alerts, Gear Shift Advisor, Multi-mode fuel economy switch, Mode Shift Advisor, Hill Start Assist, 7" infotainment touch screen, Unitised Bearings and Engine Brake. These unique features reduce driver fatigue, improves comfort & convenience and productivity and enhance fuel efficiency; making operations more profitable for customers. Prioritising operator comfort, Tata Motors presents the luxurious Prima cabin and the versatile Signa cabin. These platforms are equipped with tilt and telescopic steering wheels, adjustable seating, optimal ergonomics and intuitive digital displays. The revamped Prima range introduces some of India's foremost advanced active and passive safety features. Tata Motors not only underscores the safety of the driver,





passengers, and cargo but also cements its position as a trailblazer in championing safer commercial vehicles. Additionally, the Tata truck line-up boasts advanced connectivity features, highlighted by Fleet Edge – a connected vehicle platform powered by data analytics. This platform is crafted to enhance business operations through comprehensive trip management, expense monitoring, maintenance scheduling and inventory management of spare parts.

Tata Motors' commitment to quality and service is exemplified through its extensive service network, comprising over 2500+ touch points staffed by trained specialists and backed by Tata Genuine Parts. Key highlights of the Sampoorana Seva initiative include Tata Alert, which promises a rapid response time of 30 minutes and a reach time of 2 hours, as well as problem resolution within 24 hours for vehicles under warranty. Tata Zippy provides a repair time assurance program with problem resolution within 48 hours. Tata Guru boasts a network of over 50,000 trained technicians offering roadside and workshop assistance for repairs and services across the country.

Tata Motors' commitment to sustainability extends to every aspect of mobility. Inaugurating its Registered Vehicle Scrapping Facility (RVSF) represents a significant step towards responsible scrapping of end-of-life vehicles. The facility employs globally benchmarked and optimised recycling processes to maximise the value of scrap materials for future use and minimise waste for the greater good.

The state-of-the-art Re.Wi.Re. facility is designed to safely dismantle end-of-life passenger and commercial vehicles, regardless of brand, in an environmentally



friendly manner. The facility operates with a fully digitalised, paperless approach and dedicates stations for the safe dismantling of components like tires, batteries, fuel, oils, liquids, and gases. Stringent documentation and dismantling processes are tailored to both passenger and commercial vehicle requirements.

Tata Motors stands as a testament to India's growth and development. Tata Motors' advanced range of tippers and commercial vehicles is not just a symbol of excellence but a testament to its commitment to safety, innovation and sustainability. As India moves forward, Tata Motors remains a driving force, guiding the nation toward a brighter, greener, and more prosperous future. Tata Motors is optimistic about the tipper segment's future. Given the government's reinforced emphasis on infrastructure enhancement, rural development, and Atmanirbhar Bharat initiatives, we anticipate a notable surge in this sector in the forthcoming years. ■



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