



FIRST STEP TO SUCCESS

Tata OK

- Best resale price for your vehicles
- Buy back assurance at 3rd, 4th, & 5th year of operation
- Pre-owned vehicles with Tata warranty at very attractive price



Fleet Management

Fleet Management Solutions (FMS) is offered to large customers/fleet owners, covering the gamut of vehicle maintenance. Tata Motors takes complete ownership of vehicle repair & provides 24x7 service facility. FMS is presently provided to DTC, CTU, APSRTC and some key accounts.



HAPPY TIMES

The following unique loyalty programmes with attractive features provide a happy ownership experience:

Tata Delight

Launched in February 2011, it is the first-ever customer loyalty programme in the commercial vehicles industry in India. All customers who purchase Tata vehicles automatically become members of this loyalty programme. Members can earn loyalty points on every ₹ 1,000 spent at Tata Motors Authorised Service Outlets, Spare Parts Outlets and Programme Partners. The programme membership is valid for 5 years and the loyalty points are valid for 3 years. All drivers driving member chassis are covered under unnamed vehicle-linked insurance - Accidental death/disability benefit up to ₹ 10 lakh and accidental hospitalisation benefit up to ₹ 50,000. The loyalty points earned can be redeemed against purchase of spares & services in Tata Motors' network. Earn as well as redeem points at CEAT Tyres & JK Tyres. Moreover, these points can be spent at partners like Croma, Titan, Westside, Taj Hotels Resorts & Palaces, Make My Trip, Cleartrip, Big Bazaar, Reliance Retail, Hypercity, Prestige, etc. or redeem as Paytm mobile recharge. More than 10 lakh retail customers are already part of the programme.



Call 1800 209 7979 or email: delight@tatamotors.com or visit www.tatadelight.com



Call 1800 209 8188 or email: keycustomers@tatamotors.com or visit www.tatamotorsease.com

Tata Emperor

This is an exclusive loyalty programme for key account customers offered complimentary on enrolment. Key highlights include exclusive benefits by providing instant loyalty points earning against vehicle spends at Tata Motors Authorised Network and Programme Partners. These points can be redeemed for vehicle servicing & programme partner offerings. The programme member enjoys exclusive benefits like Key Accounts Portal access, dedicated call centre, auto service escalations, vehicle blocking, plant visits and much more.

SPECIAL TREATMENT

National Customer Care Day

Celebrated on 23rd October of every year, it's a date on which the first commercial vehicle rolled out from TELCO Jamshedpur in 1954.

Performance Monitoring Cell

To help the customer realise the lowest cost of ownership, Tata Motors had come up with the unique solution of measure, monitor and improve philosophy. Tata Motors have deployed a dedicated team for performance monitoring and company trained **Drona** drivers to help customers improve their vehicle performance and reduce cost of their operations.



Customer Meets & Service Campaigns

Customer contact programmes are conducted across India, with the aim to collect feedback, for a better understanding about real-time customer needs and issues. During these meets, products & services are offered at discounted rates.



CUSTOMER CARE APP



TATA MOTORS

For more information, visit: www.customercare-cv.tatamotors.com
You can also contact our Sales Office: Tata Motors Limited, 4th Floor, Ahura Centre, 82, Mahakali Caves Road, MIDC, Andheri (East), Mumbai - 400 093 or call toll-free no. 1800 209 7979.



*Terms & Conditions apply

TATA MOTORS
Connecting Aspirations



BY YOUR SIDE, READY TO SERVE

Customer First



GRAHAK SAMVAAD

www.customercare-cv.tatamotors.com

Call 1800 209 7979

CVBU – Customer Care (Domestic)

October 2018



HELP ALWAYS AT HAND

Network Reach

Widest network reach. Assistance of over 1500 Channel Partners covering 29 State Service Offices, 250+ Tata Motors engineers. Modern equipment & facilities and 24x7 Mobile Vans.

Tata Alert

Roadside assistance programme with assurance of problem resolution within 24 hours for all Tata Motors commercial vehicle models under warranty period, anywhere across the country irrespective of location. Acknowledgement time of 30 minutes & reach time of 4 hours, else a compensation paid up to ₹1 000/day.

Tata Zippy

This is a repair time assurance programme applicable for any BS4 vehicle which is reported at Toll-free/ Workshop within 12 months from its date of sale or 14 months from its date of production (whichever is earlier). Assurance of problem resolution within 48 hours, else a compensation paid up to ₹ 500 to ₹ 2 000/day and up to ₹ 5 000/day post 24 hours on Prima Tippers.

Tata Kavach

This programme is for accidental repairs with assurance of 15 days repair time or else compensation upto ₹2 000/day is paid to customers on account of delayed delivery for accidental vehicles. It is applicable for vehicles that are insured under Tata Motors Insurance, at selected workshops only.

Priority First : Prima-Ultra Desk

Special priority desk to support premium vehicle segment i.e. Prima & Ultra. 100 % job card monitoring for vehicles reported at workshop. 24 hours vehicle delivery commitment for Prima Tippers or else compensation paid up to ₹ 5 000/day.

24x7 Call Centre

- **All vehicle needs:** Toll-free number **1800 209 7979**
- **Key account:** Dedicated helpline number **1800 209 8188** for key customers to address all their queries and complaints for breakdown, servicing, repairs and loyalty programme. Delivery commitment of 24 hours for breakdown vehicles, else compensation is paid up to ₹ 1 000/day.
- **AMC customer:** Dedicated helpline number **1800 258 2589** for AMC customers. Delivery commitment of 24 hours for breakdown vehicles, else compensation is paid up to ₹ 1 000/day.
- **Priority customer desk:** Dedicated helpline number **1800 209 8188** for platinum customers with proactive approach.

Onsite Support

Available even at remote locations through this programme, with choice of on-site packages.

Mobile Service Vans

Customers can avail of quick doorstep services, with just a phone call.



Mobile Workshop & Container Workshops

For servicing all types of vehicles on-site, to save time & repair cost. Equipped with workshop tools & equipment required for scheduled service & repairs. There are 212 Mobile Workshops & 513 Container Workshops operating across India.

UPGRADATION OF SKILLS

Driver Training Institutes

Imparts practical & theory classes to drivers, besides training in different trades for skill development. In collaboration with various State Governments, Tata Motors has set up institutes in Punjab, Assam, Nagaland, Rajasthan, Maharashtra and Bangladesh. Plans to set them up in Himachal Pradesh, Haryana, Tripura, Odisha, Jharkhand, Uttar Pradesh, Sikkim & Chandigarh. Till date 2.2 lakh plus drivers trained.

Project Dronacharya

Produces Driver-Trainers who in turn train customers' drivers. Your drivers can be re-skilled to become Dronacharyas or we can depute them to train your drivers in safe & economical driving practices. To date, 5 000+ drivers have been trained as Dronacharyas.

Service Training Centre

5 Service Training Centres & 1 Regional Training Centre, each headed by qualified & competent Trainers. Training in automotive maintenance & repairs to personnel of channel partners, fleet owners and customers. In addition, we have 27 RDTC Pan-India. Also conducting Service Certification Programme in-line with Govt. of India's National Occupational Standards.

Mobile Training Van

Tata Motors has 9 Mobile Training Vans to provide training at the doorstep. These training vans are equipped with Vehicle Simulator, Training Aggregates including BS4 technologies for delivering theoretical and practical trainings. Every year approximately 4 500 technician & drivers are being trained through these vans.

CONVENIENT CONNECTIONS

Key Accounts Portal

www.tatamotorsease.com

Tata Motors e@se, the online portal, is for key customers and fleet owners. They can access information like service history of entire fleet anytime, anywhere; spare parts catalogue; spare parts availability/prices at authorised service stations; and attending live job cards.

Online Payment Facility

The Key Accounts Portal also offers easy online payment facility for any service at authorised workshops, using internet banking, debit card or credit card.

Customer Care Website

www.customercare-cv.tatamotors.com

A single platform for customers to get all information on customer service offers. Provides details on nearest service station, value-added services, campaigns & training schedules, feedback forms, list of offices, etc.

EXTRA VALUE

Suraksha (AMC)

Complete preventive & scheduled maintenance, and breakdown repairs of the vehicle driveline - at a pre-determined price. Also a 3-year contract for M&HCVs. There are 5 packages to choose from: Platinum Plus - comprehensive coverage at doorstep; Platinum - comprehensive coverage; Gold - preventive maintenance + labour on other repairs; Silver - preventive maintenance coverage; Bronze - labour. Currently, we have 73 000+ live contracts.

Tata Motors Prolife

Offers re-conditioned aggregates on exchange basis to reduce both vehicle downtime & total cost of ownership. Re-conditioned aggregates range covers over 240 products, including engine long block, gearbox, pressure plates, turbocharger, power steering, etc. Priced at 40 % to 80 % of MRP of new spares, they are also warranted against re-conditioning & material defects.

QUALITY FIRST

Tata Genuine Parts

Tata Genuine Parts (TGP), a division of Tata Motors Limited is an integral part of the Tata Motors' commercial vehicle business. TGP provides the all-important spare parts to all Tata commercial vehicles, from Tata Ace to Tata Prima. With lakhs of Tata vehicles plying on Indian roads, TGP's extensive network of over 52 000 Tata Gurus (Registered Mechanics), 17 000 Tata Champions (Registered Retailers) and the 60 Distributors ensure minimum downtime of these vehicles. TGP offers over 1 50 000 different spare parts built to exact Tata vehicle specifications and warranty for 6-month/50 000 km, whichever is earlier (T&C apply), which makes TGP the original choice. For more information on Tata Genuine Parts, visit its website - www.tgpindia.com. Also visit the Facebook page 'Tata Genuine Parts' and subscribe to the YouTube channel 'TATA GENUINE PARTS' to watch interesting videos and TGP's web series.

Tata Motors Genuine Oil

Tata Motors Genuine Oil exclusively for Tata Motors Commercial Vehicle range in the Indian Market was launched in January 2018. Formulated and tested for Tata Motors vehicles, this range of superior quality multi-purpose oils are suitable for the new generation engines and other aggregates, thereby encouraging their customers to use the right oil in the right environment for better performance. The product range includes high performing engine oils, gear oils and rear axle oil for commercial vehicle range manufactured by Tata Motors for both on & off road applications segment. Tata Motors Genuine Oil is exclusively available across 1 500 Tata Motors CVBU-authorized workshops.

OUTSTANDING OFFERINGS

FleetMan Telematics

Unique system to monitor all vehicles in fleet - individually & collectively, on real-time basis. It enables better fleet management and increases business profitability. Available as a company provided fitment and also after-market fitment, the system is fitted in over 1 lakh+ vehicles.

