Transportation is All About SMART Trucking

The world is on the brink of major changes in transportation, similar to what was experienced over a 100 years ago when automobiles started to dominate our streets. Looking back we can see the huge impact that commercial vehicles have had on the global economy, urban planning, government, and our daily lives. With these changes the clients have become more demanding and the need of the hour is for longer distances to be completed in a shorter frame of time, to negate the rising cost of fuel by providing more fuel efficient vehicles and to ensure driver safety and comfort in order to maintain driver employability.

Tata motors which has been in the CV space for over 50 years now has gained a very deep understanding of the international market, over this period. The company is continuously working to improve the performance and reliability of its products along with the service infrastructure. In an industry which changing rapidly the features which seemed irrelevant till a few years ago are the necessity for today’s transporters all over the world are demanding, and are looking for proper return on their investments, which will ensure efficient vehicle usage.

The Tata Prima is truly The World Smart Truck. It is a comprehensive solution to all these challenges and has come out with THE TATA PRIMA” to meet these requirements. This product was taken up the challenge of providing a comprehensive solution to all these challenges and has come out with THE TATA PRIMA”. The Tata Prima is the perfect vehicle which embodies the basics of trucking and ensures the convenience of modern day trucking. The owner of the Prima is satisfied with the overall trip time, better fuel efficiency and a rugged body to withstand harsh operating conditions. The driver is satisfied with the comfort of the cabin and low fatigue in handling the vehicle after long drives ensuring the driver loyalty to the owner.

Tata Motors effort to provide the smartest trucking solutions globally saw 8 significant Prima Launches in 5 different markets around the globe. The first launch/Display of 2015 started in the Asian Region with Malaysia in January. Grand launches were organized in Dubai and South Africa which was very well received by the customers and prospective customers of the region. The launches included a good amount of entertainment and cultural performances. There were also launches in Kenya, Uganda and Bangladesh. The Prima & the Prima LX were very well received in these markets and every customer present did see value being added to their business using the Tata Prima and Tata Prima LX. The Tata Prima has proved its success in the harsh climate of the Omani, Kuwait, Qatar, in the tough road conditions of Uganda, Tanzania, Kenya on the plain and long road of South Africa and the hilly terrain of Nepal, Bangladesh and Sri Lanka.

The Tata Prima is the world’s smartest trucking solution and will continue to provide the customers a comprehensive solution to all their challenges and needs.

World Auto Forum, 2015 awards for auto industry CXOs announced

The 2015 World Auto Forum Awards, a platform to recognize the business & functional heads behind winning cars, bikes & trucks, was announced recently at New Delhi. The selection was made from a total of 38 auto makers and their 226 CXOs.

The awards were across 5 categories and the jury included Sunil Roychowdhury, group head HR & Customer Service, APAC, Middle East, North Africa - Apollo Tyres, Dilip Chenoy, MD & CEO, National Skill Development Council India and Gaurav Gulari, a successful serial entrepreneur.

Here are the award winners from Tata Motors amongst others in 3 categories:

**Most Innovation**
- Tata Motors Limited CBU - Tata T1 Prima Truck Racing
- Trucks and Buses (CV) Makers
- Best Manufacturing Head - Prasann Chobi, Tata Motors Limited

**Most Popular MD and CEO (Poll Based)**
- Most Popular MD & CEO India (CV)
  - Cyrus Mistry, Tata Motors Limited
  - Cyrus Mistry, Tata Motors Limited

**Best Manufacturing Head**
- Prasann Chobi, Tata Motors Limited

World Auto Forum has been connecting Auto suppliers, Auto Makers and Auto Dealers in 125 countries for the last 6 years now. World Auto Forum is an effort to establish the most stringent standards in a process to reward and recognize platinum performance amongst Auto Maker CXOs each year.

“Transportation is All About SMART Trucking”

The transportation industry is evolving, with increased demand for a smarter, more efficient transportation system. This has led to the development of advanced technology and innovations that are transforming the way we transport goods and people. The rise of smart transportation is driven by several factors, including the proliferation of connected devices, the increasing adoption of autonomous vehicles, and the growing emphasis on sustainability.

In addition to technological advancements, there is also a shift towards more sustainable and environmentally friendly transportation solutions. This includes the use of electric and hybrid vehicles, as well as the development of alternative fuels such as natural gas and biofuels. These changes are driven by increasing public awareness of environmental issues and the need to reduce carbon emissions.

Another trend that is shaping the transportation industry is the growth of shared mobility. This includes ride-sharing services such as Uber and Lyft, as well as car-sharing programs like Zipcar. These services are becoming increasingly popular as they offer flexibility and convenience to consumers, while also reducing the number of vehicles on the road.

Overall, the transportation industry is undergoing a significant transformation, with new technologies and approaches being developed to meet the changing needs of consumers and businesses. This shift towards a smarter transportation system is expected to continue as technology advances and environmental concerns become even more pressing.

The Tata Prima is truly The World Smart Truck.
As a Head of PPPM-CVBU, how does it feel managing entire PRIMA range of products? Could you give us a brief work profile on this?

PRIMA is the flagship product of Tata Motors. It has evolved as a result of our aspirations to provide the best in class product to our customers. While it is the benchmark truck in India, it is gaining good traction in many of our international markets like South Africa and Middle East and it is not surprising as it is designed to meet unique needs of diverse global markets in Trucks, Tippers and Tractors segments. It is a result of partnership between various multinational companies like Cummins, Eaton, ZF, Bosch, Motala and Hendrickson. So one feels very proud of PRIMA and I enjoy the pleasure of taking PRIMA to various new international markets and customer appreciation that comes subsequently.

The T1 truck racing is successful event and how did you feel organizing and making it happen on Product & managing the event?

After an action packed truck racing event in 2014, it was a thrilling experience to bring this grand spectacle of truck racing yet again to an audience of 45,000 in 2015. This session we raced PRIMAs with 370 HP and were pleasantly surprised with the top speeds that these trucks achieved on the circuit. Of course, it was 10% more this year in terms of speed and acceleration compared to last year, which was also a result of 10% weight reduction on the truck. PRIMA truck racing is a celebration of the passion of large number of engineers who work throughout the year in creating that incremental performance level on the racing track. The roar of audience as the PRIMAs race is the applause that we seek. While it is a challenge to up the ante year on year, it is something that we enjoy responding to. Incidentally, the T1 racing event earned many awards in various forums including the best innovation at World Auto Forum, 2015.

Can you describe some of the excellence or process initiatives that the PPPM group has adopted?

The genesis of PPPM is in the focus and the desire of Tata Motors to create and supply the best value to our customers through our products. In order to achieve this objective, a significant amount of time and efforts are spent by Tata Motors leadership team in conceptualising & defining the new products. Our role as PPPM is to run the product planning process and the review governance associated with it. For a vibrant and multi-locational organisation like Tata Motors, project management becomes the key success factor for marketplace performance. We, therefore are implementing a very robust process “NiGeraG” to ensure effective and efficient introduction of new products in our markets. Through this process, we have introduced the Forward Model Quality and Tata Motors Production System for the new products.

How all the members of different verticals are aligned to the overall Product mission?

Recently, Tata Motors has implemented a matrix organisation structure and the same has been deployed for the new products through Vehicle Line Teams (VLT). The VLTs are organised around product segments and are led by a Vehicle Line Directors. The format of the VLT is cross functional in nature and consists of members from design, development, purchase, manufacturing, quality, business planning, marketing and service. They take the ownership for all facets of products required for the segment. Products are at the core of our business and the mechanism through which we service our customers.

What are the newest or most advanced Product under planning for International Market?

We are ready with Euro 5 compliant range of Prima for Russian market. Currently we are working on a 400Hp engine, in the process to get 16 speed transmissions. These introductions will ensure that we are ready to face the most competitive brands in the world.

Overall what are the big challenges facing the auto industry today?

Fast evolving technology, stringent emission & safety regulations, quest to achieve lowest Total Cost of Ownership are accelerating the product development in Automobile Industry. Also today’s “smarter customer”, who has the access to latest information is demanding latest features and comfort in vehicles. With PRIMA, we are delivering high driver comfort while meeting regulations of various countries at competitive price.

What is special initiative taken on PRIMA to make it truly global trucks for trucking world?

PRIMA is conceived to be a “World Truck”. Tata Motors team from India & Korea (Tata Daewoo Commercial Vehicles) along with global partners of aggregates worked together to deliver PRIMA. It was designed while keeping the needs of global market in mind. It delivers power, durability and payload of global standards while it meets various emission and safety norms. Prima is built on a modular platform, which can be customised to more than 1000 applications. While Prima is launched in various geographies, we are ensuring that it meets specific market and customer requirements. In short, it is being customised to every road, load and need.

Could you share a few words to the PRIMA family?

It’s a privilege to be a member of PRIMA family and I thank you for providing me this opportunity. It is an important and interesting forum through which we communicate across the family, which is growing every month in size and in geography. I wish all the luck and world class trucking to the PRIMA family.
60 Years of Manufacturing Excellence:
A True World Class Prima
Manufacturing Facility (Jamshedpur, India)

When the Tata Prima truck proudly
burned the tracks at India’s first truck
racing event (T1), waving a flag in symbolic
gesture were two million commercial vehicles that the
Jamshedpur plant had rolled out until the year 2013.
Tata Motors’ Jamshedpur plant celebrated its 60th
anniversary of the roll out of its first truck in India in
1954. So let’s take a ‘selfie’ and see technological
leadership at work. It is after all, not the history, but
the future in the making.

Wherever we look in Jamshedpur, whether in its
history or its present, we will find the hallmarks of the
making of India’s wheels of progress, the iconic Tata
Motors trucks and commercial vehicles that carry
forward the economy each day. The tireless work of
the forbearers, in what was the here-and-now present
history or its present, we will find the hallmarks of the
future in the making.

When the Tata Prima truck proudly
burned the tracks at India’s first truck
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Laying the foundation

The Jamshedpur plant started as a
manufacturing stream for locomotives and in
1954 it brought in global trucking technology
to India with the production of commercial vehicles.

Leading the transformation

Call it redefining or remaking, keeping up with
market trends, more so in the last decade,
ensured that the products meet contemporary
challenges and thus, stayed in touch with the times.

In the plant, visitors can now admire sparkling new
engine and chassis assembly lines, robotic body shops,
founding, fabrication and assembly units and trim lines,
supported by Tata Cummins, TML Drivelines and a
deep vendor base. The technology that works behind
all this is awe inspiring – precision robotics, flex track
system (the first in Indian CV scene), automated lines,
ergonomic environment – and all fine tuned for energy
efficiency and green recycling methods.

Adopting global practices

The 42 Stations Vehicle Assembly Line is one
of the longest M&HCV lines in the world, co-
created with German & Korean experts.

Tata Motors has led technological shifts in the Indian
commercial vehicle space. In order to keep up with
its tradition of offering the best in standard for Indian
roads, it works in coalition with its stakeholders to
improve the performance and reliability of its existing
offerings.

The Horizonext strategy encapsulates this focus on
the essentials. The four-pronged customer oriented
framework works to achieve intense product focus
through research and innovation, integrated electronic
architecture and vehicle emission reduction. The high-
performing vehicles it produces today are a result of
these core fundamentals that they are required to
meet as part of Horizonext:

• DesignNext – In the past 60 years, Tata Motors has
innovated some of the highest performing designs
in commercial vehicles.

• PerformanceNext – Tata Motors is committed
towards providing industry leading standards in
terms of product innovation.

• FuelNext – The Jamshedpur facility of Tata Motors
practically coheres to the norms of environment
conservation. Through FuelNext, it is focused on
contributing to a cleaner and greener environment.

Today the facility can cater to CVs with payloads
ranging from 7 to 49 tonnes. This also incorporates
quality in terms of design and the ride overfeel of the
vehicles based on real driving and on-duty conditions.

The most noteworthy result to come out in the last six
decades is the drive for enriched customer experience
and consistency in quality and services. The CVBU unit
has adopted various initiatives to drive efficiencies
and better manage customer relations. These include
CRONA – for sales force and LEAP (Learn and Engage
for Augmenting Profitability) for channel partners,
which is a part of a larger capability building initiative;
elearning, and HR tools for employee engagement
for dealers.

The way the world trucks

30% of the production in Jamshedpur today
comprises new products. In 2009, it was time
to bring India’s trucking scene on par with world
standards. This was the year Tata Motors introduced
the Tata Prima. The shift was brought about with
technical inputs from across the world, which included
an Italian can design, engine technology from the
US and Europe, gear box expertise from Germany,
chassis frame knowhow from Mexico, and sheet
metal dies from Japan and Korea, all forged together
with the Swedish precision on robotic lines. Therefore,
the Prima is aptly named the “World” truck.
THE HIGH PERFORMING VEHICLE IT PRODUCES ARE THE RESULT OF THE 3 CORE FUNDAMENTALS OF HORIZONEXT

Rolled out from the Jamshedpur facility, Tata Prima emerged as the ideal trucking solution for Indian roads, a result of the company’s futuristic approach. It carries power, speed, capacity and runs economically. The low life-cycle range comprises multi-axle trucks, tractor-trailers, tippers, mixers, and special application vehicles all of which are built in Jamshedpur. The Prima is sold across the world, and was recently launched in Qatar, UAE, Sri Lanka and East Africa. Tata Motors is planning to launch Prima very soon in the markets of Nepal as well.

A COMPLETE PORTFOLIO

Tata Motors’ six-decade old drive to keep India abreast of global trucking technology has kept both histories running intertwined. As India’s numero uno trucking brand, Tata Motors led the transformation in the M&HCV space even before the entry of global players in the market. The complete portfolio in commercial vehicles testifies to this, catering to the diversified needs of every kind of customer, and backed by a vast pan-India sales and service network.

CUSTOMER FIRST, ALWAYS

Ensuring a great customer experience has been fundamental to this story. Buyers today look for better fuel economy, improved reliability and durability, greater comfort and a sense of improved safety. With the foray of an increasing number of manufacturers in the industry, Tata Motors has upped the ante in its bid to stay ahead in the intensely heated market. The state-of-the-art technologies in the CV space are thus meant to empower manufacturing units at Jamshedpur with the ability to produce best-in-class trucks.

Keeping the customer at the centre, Tata Motors recently tied up with leading UK-based telematics technology solutions provider – Microlise for advanced Telematics and Tata FleetMan, to bring the latest global Fleet Technology solutions to the Indian market. Through partnerships with various NGOs, the township has been nurtured from the beginning with various initiatives in health, education, livelihood and environment. The signs of success are visible in community and social forestry, sustainable development of wastelands, road construction, rural health and education, development of rural industries, water supply and family planning.

A TOWNSHIP THAT MOVES A NATION

Spread over 600 acres, the Jamshedpur plant offers manufacturing, engineering and support services. The township itself is spread over 1,250 acres, housing residential quarters, hospitals, schools and other amenities. If manufacturing vehicles forms the linchpin of the town, the plant has been deeply committed to the community, in keeping with its Group philosophy.

A JOURNEY THAT HAS JUST BEGUN

From ‘Tatanagars’ and Steam Loco to road rollers and to Prima trucks, charting through the history of Jamshedpur is like looking at the endless striding of waves of design and manufacturing technologies that have shaped how India’s roads and highways have looked in each era. In the 60th year of truck making, we can again look outside to see the next big advance, the latest look, the best in performance. It all happens here at Tata Motors and in Jamshedpur each year.
Superior Aggregates of the World Smart Truck

While aerodynamics, engines, drivelines and electronic controls greatly contribute to fuel efficiency, the most critical aspect is still safety.

Engine Brake, ECU Protection and Neutral start are the inbuilt hygiene features of the Cummins engine.

Transmission Technology:

High performance, reduced fuel consumption, greater versatility – and best of all, Eaton and ZF commercial vehicle transmission. These innovative transmissions are setting new benchmarks in terms of performance, economy and the ease with which it can be tailored to fit individual vehicles and applications. These gearboxes are the ideal choice of the transmission with the long rear axle ratios, which significantly reduce engine rpm in top gear and help save fuel. With easy shift gearshift system, the extra gears and the extra gears are no longer a problem.

- Protection against Partial Clutching / Driver’s Unintended Abuse: Automatic Electronic switching Circuit ensures Gears are only engaged when clutch pedal is fully depressed (100%). Avoids gear tooth Clashing and enhances the life of Gears / Synchro-izers.
- PTO: Best in Class Heavy Duty Power Take Off unit fitted to undergo continuous challenging Tipping / Auxiliary unit operations.
- Higher Oil capacity: 11.4 / 11.7 liters respectively for Haulage & Tipper application.
- Service & Spare Parts Support - TML network dealers / distributors are well equipped and trained to take care of any of the Field / Parts related support apart from Eaton’s own Service network and channels.

Power on Road

Tata Prima delivers power on the road through variety of axles and tire options depending on the application requirement. Tata Prima comes with single reduction and dual reduction drive axle option, while (Dual) Hub Reduction suits to Heavy Duty and Rugged applications, the Single Reduction commands light duty and more On Road applications. These Axles can be paired with a wide range of tyres & different Ratios to suit any of your application requirement be it a Light Duty / Heavy Duty, On Road / Off Road, High Speed / Low Speed Operation.

Chassis Frame Technology

The TATA Chassis frame has been developed in collaboration with Metalisa, Mexico – a world renowned chassis manufacturer. The chassis plays the most important role of holding all the components and balancing various loads of the vehicle. The Tata Prima uses a rolled straight frame technology which ensures enough strength for all loads. The Tata Prima Chassis are tested in worst possible road and loading conditions to ensure that the vehicle serves the client throughout the vehicle life and beyond. The chassis frame is a combination of riveted and bolted chassis which gives the strength and the flexibility as required. In this chassis frame is a combination of riveted and bolted chassis which gives the strength and the flexibility as required. In this chassis frame is designed to dampen the relative articulation between axle and chassis to ensure that they serve the customer longer. With all these Tata Prima ensures the strongest and most durable frame of all, ensuring the safety of the driver and the cargo being carried.

Transmission Technology:

- Robust Transmission: [Input Torque capacity of Max. 1500 / 1750 NM] with 8 Forward (Equipped with best-in-class Caterp iller Gear ratio of 14.38:1) + 1 Reverse Gear to meet the demanding applications.
- Pneumatic Power Assisted (PPA) Gear Shift: [Lesser effort required for each Gear Shifting (Avoids Drivers fatigue) operation.]
- Electronic Range Inhibitor: [Automatic safety Protection available against Driver’s inadvertent change from High to Low range at higher vehicle speed] Completely eliminates risk of Vehicle Overturn + [Safety against other driveline component damages including the Dutch]
- Electronic Clutch: [Fully automatic] avoids gear tooth Clashing and enhances the life of Gears / Synchro-izers.
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Suspension Technology

6 Rod Tandem Bogie Suspension available from 26T to 48T capacity has a low ride frequency in laden conditions which reduces tyre wear & tear and overall vehicle stress while increasing driveline life. Completely noise free, it consists of a pivot arrangement which is independent of spring friction.
Global Launches

Tata Prima - The world Smart Truck, now has footprints in over 12 countries across the globe and continues to increase its network. After 5 successful launches in the year 2014, the Tata Prima has been launched in 6 new countries in the 1st half of 2015. Tata Prima is emerging as an ideal value trucking solution for the global roads, a result of Tata Motors’ futuristic approach. The launches have taken place in South Africa, Dubai, Oman, Bangladesh, Kenya and Uganda. With an encouraging start and positive reviews, Tata Prima is steadily charting a successful course for itself and the brand looks forward to touching many more milestones.

1. Press Conference
2. Mr. R. Pisharody ED Commercial Vehicle, Mr. R T Wasan Head International Business
3. Huge support for Tata Motors in Dubai
4. L-R: George Anish – GM, Al Hamad, Sunil Sinha – Resident Director (MENA), Tata Sons, RT Wasan, Marwan Al Rostamani – Owner, United Diesel, Ravindra Pisharody

1. Facilitation of prima key customers
2. Prima Key handover
3. Happy clients after the launch
4. A client ready for a test drive.

1. Performance at the Tata Motors Launch
2. From L-R: Mr. Xavier, Mr. R. Maitra – Head Sales CVIB Tata Motors, Mr. Naresh Leekha (Head Tata Africa Kenya), Mr. Noel Tata MD Tata International, Mr. R T Wasan Head CVIB Tata Motors

1. Top Key customers who booked their TATA Prima at the launch
2. Mr. R. Pisharody – ED Tata Motors CV & Mr. Matloob Ahmed – Chairman Nitol group

1. Cultural activity during the launch
2. Huge turn out of customers for the Tata Prima Launch
Stuart Oliver Captures Glory Again at the T1 Prima Truck Racing Championship 2015

The massive and powerful Tata Prima race trucks proved to be a treat for motorsports fanatics in an intense race at India’s F1 track, the Buddh International Circuit, as the event witnessed over 45,000 spectators. Edge-of-the-seat action for overtaking and high speed corners had the audience roaring with each twist and turn. The championship points were granted to the winning driver, and combined team driver points determined the winning team.

Stuart Oliver, T1 Prima Truck Racing Champion 2015 says “It was an amazing experience. I think one thing I want to say is a big thank you to all the fans coming out all this way, all the flags, all the caps, everything, it made such a difference this weekend. I really, really do appreciate it. Both Steve and Steven were phenomenal competitors. They did an amazing job today of keeping me on my toes, pushing me all the way up to the podium. It means even more than the first one. I feel so blessed.”

Stuart Oliver further went on to add, “The Tata Prima race trucks were fantastic. It’s been an amazing championship with so much improvement to the truck that it just goes to show the capability of the vehicle and how the sport can be scaled up, with more power and speed, a delight for every motorsports fanatic. I would like to thank Tata Motors for having all of us over and for having done an incredible job with the Tata Prima.”

Commenting on the successful weekend, Mr. Ravi Pisharody, Executive Director - Commercial Vehicles, Tata Motors said, “We have had a tremendous day here for truck racing with a really pumped-up atmosphere and we are delighted by the response received today. The Tata Prima race trucks proved their racing prowess and build quality in this high intensity race. We are extremely delighted with the performance of T1 teams and drivers who have been supportive throughout the event. We would like to congratulate the winning team, sponsors and all participants for making this first of its kind, debut racing event, a historic day and all of the audience for a wonderfully electric atmosphere.”

Each of these 12-modified Tata PRIMA race trucks of 370 horsepower were built for the purpose, and driven by experienced international truck racing drivers, from the acclaimed British & European Truck Racing championships. The Tata PRIMA race trucks for Season II boasted 10% more speed (upto 130 km/hr), a new aerodynamic design, with 10% increased acceleration and 10% weight reduction, over Season I of the T1 Prima Truck Racing Championship.

Besides the winning drivers Oly Janes, Simon Reid, Richard Collett, Matthew Summerfield, David Jenkins, Paul Alan McCumisky, Graham Powell, Ben Horne and Chris Levezz, were the other top British truck racing drivers, who participated in Season II of the T1 Prima Truck Racing Championship.

The T1 PRIMA TRUCK RACING CHAMPIONSHIP is organized by MMSC (Madras Motor Sports Club) and is being conducted under the aegis of FIA & FMSCI. The FIA is the governing body for world motor sport and the federation of the world’s leading motoring organizations. One of the core responsibilities of the FIA is the development of motor sport worldwide. Through its national member clubs the FIA is involved in every level of motor sport and its remit extends to the millions of amateurs and professionals who enjoy motor sport in all of its variety. The FMSCI is a long-standing member of the FIA and is the only national motor sport federation recognized by the Government of India, for the promotion and control of motor sport in India, and is affiliated to the prestigious Indian Olympic Association.

For Season II WABCO, JK Tyres, Cummins, Castrol and Tata Technologies are the main sponsors, Setco Automotive and Tata Motors Finance, are sponsors of Team Allied Partners.

“I was clocking 142 km/h in the straights and 132 km/h in the curves with my TATA Prima”

“At the action-packed, rain-hit Season II T1 Prima Truck Racing, Stuart Oliver of Team Castrol Vecton captured glory yet again. Starting second on the grid in super qualifying, he went on to clinch the title for the second time, in the 16-lap final race, helping Team Allied Partners grab team title. “It was an amazing experience, great fun”

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Steve Thomas of Team Allied Partners, who qualified fastest on Saturday, was the first runner-up, with Steven Powell of Team Tata Technologies, second runner-up spot. Two new golden feathers in the T1 cap

• Winner of GOLD Award in the ‘Sports Event Property of the Year’ Category
• Winner of Gold Award in the ‘New Property of the Year’ Category

The World Auto Forum Awards have been instituted by World Auto Forum, a body that connects auto suppliers, auto makers and auto dealers in 125 countries. The Awards follow the most stringent standards through exhaustive research, multiple jury rounds and reference checks, to reward and recognize performance.
Nabina Transport QATAR

Mr. Khalid Nabina
Managing Director, Nabina Transport, Qatar - Prima 4238.K

Nabina Transport is one of the first owners of Prima Trucks in Qatar with a total of 29 Primas in their fleet. They have major infrastructure projects where the vehicles operate in a very severe loading and operating conditions.

While making a new purchase they were looking for a workhorse which could serve their severe demands. To gain the confidence the local Tata team gives them trial of the Prima vehicle in one of the most challenging operations. With trial performance the company had no other thought into making their decision of the purchase.

The Company’s Managing Director, Mr. Khalid Nabina says that even with round-the-clock operations and heavy loading Primas have given them very satisfactory performance and has helped them to keep their customers happy.

Vehicle’s reliability & uptime is second to none (comparable to the European brands) & he would like to increase his fleet of Tata Primas in future.

He also mentions that Prima is a good value for money product. With a highly reliable drive line consisting Cummins Engine & Eaton Gears the vehicle performance is undoubtedly best in class. Its 4 Point Suspended cabin is extremely comfortable and is comparable to European brands in all respect & it’s exterior styling on the interiors fit & finish.

Customer Feedback

Onion Metals SOUTH AFRICA

Mr. Lourens Cawood
Site Manager, Orion Metals, South Africa - Prima 2528.K

As a site manager Mr. Lourens Cawood’s main responsibility is to get the work done in the most efficient way. And in order to achieve that Tata Prima 2528.K has been his most reliable and most cost efficient partner.

Before using the Tata Prima he was a bit apprehensive with the idea of shifting from his existing fleet of European & American brands, but after using the Tata Prima his perception has changed completely.

In his words that the best thing about Tata Prima is that it works double the speed of any other vehicle on the site. It’s a very safe machine to drive and carries higher load than any other vehicle.

His drivers are very satisfied with the vehicle performance and the comfort of the vehicle and till date no problem with the vehicle has been reported.

Meetea Civils SOUTH AFRICA

Mr. Meshack Mahlanga
Site Manager, Meetea Civils, South Africa - Prima 4938.K

The Tata Prima has been successfully selling in South Africa since some time now. Meetea Civils is a Bulk Steel Water Pipe line, Concrete Reservoir, Civil and Mechanical Engineering Company and proud owners of the Tata Prima.

They mainly specialize in Bulk Steel Welded Pipelines, Booster Pump stations, Concrete reservoirs and Bulk-Earth Works. Their main plant complement consist of excavators, TLB’s, Compaction Rollers, Flatbed Trucks 2X4 and 4X4 and Tipper Trucks. They have purchased the 6 m3 Tata Tipper Trucks more than 5 months ago, which are giving them good work satisfaction till date. After comparing the Tata Prima with Scania, Man and UD they decided to purchase the Tata Prima for their current projects.

Meetea Civils is currently operating in the Limpopo and Mpumalanga area of South Africa. The company was founded in 2001. The site foremen and site agents are very pleased with the Prima Truck as it has been working without any concerns. We make use of it on all our various sites, from mass cut to spoil or cut to fill earth works and the transport of sand and aggregate stone for our concrete structures and on some sites also for boulder excavation and spoil. To date the fuel consumption are being monitored by our Technical Department and it is performing well in this aspect also. The maintenance is also low in the last 6 months. We anticipate a long production track record and performance from our Tata Prima Truck.

Mr. Abdul the owner of Famari Investments Limited is highly satisfied with the Tata Prima 4938.K (6x4) version that he is using for the long hauls from Dar-es-Salam to many parts of East Africa like Malawi, Zambia, Uganda. He has an extensive use of trucks in the long haul and are pleased with the performance and reliability of the vehicle.

Mr. Abdul has a huge fleet of more than 200 vehicles including the Scania, a few Volvos and some HOWO trucks. The trucks do provide their drivers with comfort comparable to any of the top models in the world and he sees that as a huge benefit to keep his drivers happy and content.

The instruments on the cluster to monitor the average and advise their drivers is also an advantage as he can differentiate the better drivers from the good drivers.

The initial hesitation that he had during the purchase has all gone away seeing vehicles perform for more than 70,000 kms. The friendly staff at the dealership helps his staff during the routine maintenance. The vehicle has delivered to his expectation and more.

He Would Definitely Recommend the Truck to Others.

Benefits as per Mr. Abdul
- Beat cabin comfort among his fleet.
- Prompt delivery
- Effective cost of the unit - best in class fuel consumption, usage cost, maintenance cost.

Mr. Abdul
Owner of Famari Investments Limited

Happyland Timber & Hardware Limited, KENYA

M/Š Happyland Timber & Hardware Limited is a 15 year old company in the heart of the Nairobi city. It majors into the road construction projects for making highways & link roads. Along with this they are also into supplying construction material to other operators.

Being the first owners of Tata Prima Lx 2528.K in Kenya which have now completed an extremely satisfied 8 months of operations. Mr. Kiruri says that he is very happy with the vehicle service. The vehicles are used into major off road conditions and for severe overloads with absolutely no problems, & even in those severe conditions, the fuel efficiency of the vehicle is 2.5 KMPH.

Drivers are also very satisfied with the vehicle. The ability to carry load with an ease because of its powerful 290 HP engine & highly comfortable 4 Point Suspended Cabin with a world class fit & finish makes them clock more trips as compared to other vehicles. In his words Tata Prima is a very good buy to have in your fleet and it is helping their company to increase their business by carrying more load.
of Anurag Transport was one of the few customers who were handed over the keys on the launch itself. Mr. Dilip had placed his trust in the brand Tata Motors and has been happy since. The Prima 2523.T was delivered in a couple of months and he has been using the Prima with his smooth operation since. Mr. Dilip uses the vehicle for general goods transportation in the plain and hilly terrain of Nepal. He is pleased with the higher fuel efficiency provided by the Prima 2523.T. “The fuel efficiency is excellent and the service interval is much higher in comparison to other competition models that were under consideration,” says an elated Mr. Dilip. He is pleased with the after sales support provided by dealership. The drivers are happy with the cabin comfort, the pick up of the vehicle, the responsiveness in hilly terrain and are willing to drive the Prima for a longer period of time. Mr. Dilip would definitely recommend the Tata Prima to others.

Mr. Samantha Hemal, CEO of Dilsan Gas Distributors Pvt. Ltd. Ltd, is a loyal customer of Tata Motors for many years. He is involved in the distribution of gas cylinder and uses Tata LPT 1615 and Prima 4023 of his business. It has been over a year since he has been using the Tata Prima and is very satisfied with the product in all aspects. Mr. Samantha says “the cabin comfort of the vehicles is simply awesome and has been very well accepted by the drivers. The drivers are able to complete more trips and are less fatigued”. During the time of purchase he was also considering DAF and Renault but decided to go ahead with the Tata Prima. He is completely satisfied with the overall performance of the vehicle. His applications requires his vehicles to move for over 150 kms a day and is happy with the fuel efficiency even on crowded roads. The support received from the local dealers is fantastic and can be approached at any time for any minor issue. Mr. Samantha say’s “I would definitely recommend the Tata Prima to each and every operator”.

Mr. Nirmal Wijesinghe, Managing Director of Califolink Logistics Pvt. Ltd., has been in the transport industry since long and has been using the new vehicles launched in the market. Mr. Wijesinghe has been a very strong market for Tata Motors in SAARC region. The customer’s are very supportive in using the new vehicles launched in the market. Mr. Nirmal Wijesinghe, Managing Director of Califolink Logistics Pvt. Ltd., has been in the transport industry since long and has a mixed fleet of vehicles. He has recently purchased the Tata Prima 4023 tractor head for his car carrier business. When he had seen the vehicle for the first time at the launch he was very impressed with the aesthetic appearance of the vehicle. He has purchased two vehicles since and is very happy with the vehicles. “Operators are very happy with the comfort of the Tata Prima and can complete back to back trips in a day” say Mr. Wijesinghe. He also adds “apart from completing more kms per day the fuel efficiency of the vehicle is better than his existing fleet”. The client finds these vehicles more profitable than the competition vehicles. As per Mr. Wijesinghe “an excellent vehicle combined with excellent sales and service support from the dealer, makes the Prima a must have for any transport operator, I would definitely recommend the Tata Prima to each and every operator”.

Mr. Nirmal Wijesinghe
Managing Director
Califolink Logistics Pvt. Ltd.

Dilsan Gas Distributors Pvt. Ltd
SRI LANKA

Mr. Samantha Hemal
CEO of Dilsan Gas Distributors Pvt. Ltd.

Sri Lanka has been a very strong market for Tata Motors in SAARC region. The customer is very supportive in using the new vehicles launched in the market. Mr. Nirmal Wijesinghe, Managing Director of Califolink Logistics Pvt. Ltd., has been in the transport industry since long and has a mixed fleet of vehicles. He has recently purchased the Tata Prima 4023 tractor head for his car carrier business. When he had seen the vehicle for the first time at the launch he was very impressed with the aesthetic appearance of the vehicle. He has purchased two vehicles since and is very happy with the vehicles. “Operators are very happy with the comfort of the Tata Prima and can complete back to back trips in a day” say Mr. Wijesinghe. He also adds “apart from completing more kms per day the fuel efficiency of the vehicle is better than his existing fleet”. The client finds these vehicles more profitable than the competition vehicles. As per Mr. Wijesinghe “an excellent vehicle combined with excellent sales and service support from the dealer, makes the Prima a must have for any transport operator, I would definitely recommend the Tata Prima to each and every operator”.

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Sri Lanka

Mr. Samantha Hemal
CEO of Dilsan Gas Distributors Pvt. Ltd.

SRI LANKA

Mr. Hemal nostrohu.
It was the usual Saturday noon, and the life was like any other day. But for the earth beneath had different plans for many. At around noon an earth quake of magnitude of 7.8 Mw on Richter Scale had shaken millions of life’s forever. Also known as Gorkha earthquake, it killed almost 9000 people, and injured more than 23000 & left many more homeless.

As Tata Group we are committed to our social responsibility. And in these difficult times we continue to extend our support along with our channel partner – SIPRADi Motors in the disaster relief work to the affected people of Nepal. The disaster relief work is spread out in three major areas as follows:

- **Well being:** It comprised of medical camps and trauma counselling. Tata medical teams were deployed in 2 phases across 10 districts affected by the earthquake. Over 4,900 patients were treated by Tata medical teams. 1,500 households were supported and over 100 cases documented for clinical intervention.

- **Relief Distribution of hygiene kits:** With the help of local teams and Tata volunteers stationed in Kathmandu, Dillit and Birgunj, 12,500 individuals have received relief kits comprising tents, food, mobile solar lanterns, blankets, kitchen sets, water purifiers, and other necessary items.

- **Shelter:** Another stone is laid for the construction of individual and community shelters.

Increasing the Skilled Manpower

In line with our Group Chairman’s directive of touching a quarter of the population across the world and in keeping with the Group’s time honored philosophy and tradition of giving back to the society, TATA Motors International Business has rolled out a CSR project for Skill Development for unemployed youth in our global markets.

Under this initiative, Tata Motors shall provide an in-house Skill Development training to unemployed youths who have been identified and selected by our equally understanding and supportive Channel Partners. Post the successful completion of a 9 months intensive training at our Jamshedpur Training Centre, they will undergo an on-the-job training with our Channel Partners, following which they would be eligible for employment with them. The first batch of 25 participants of skill development program has started from 6th July’15 and the participation has been received from various countries like Sri Lanka, Nepal, Bhutan, Bangladesh, Myanmar, Nigeria & Mozambique.

Mr. R T Wasan, Head, International Business - Commercial Vehicles during the announcement at Tata Motors One World event said “We believe this initiative, leading to their employability in automotive trade, would certainly make an appreciable difference and improvement to the quality of their lives and in turn for their families as well. This will also create a new set of Brand Ambassadors for Tata Motors in the international arena”.

TML Officials as a part of this initiative

Individual welcome to each students

The students attending the training
Sri Lanka Key Customers visited Jamshedpur Plant. Customers were overwhelmed by the world class manufacturing facility and the strong quality process after witnessing robotic weld line and assembly processes.

A group comprising of 27 Key Customers from Nepal operating in construction field, having a total fleet of 450 trucks & tippers among themselves was taken to visit world class Prima plant facility. They were pleased by the TML and were in awe of the state-of-the-art facilities and product range they witnessed at the JSR Plant.

Channel Partner/Customer Feedback:
- World Class Manufacturing Facilities
- Strong & awe inspiring Legacy of TML in CV Business
- Detailed orientation on Product, Assembly Lines / Service Training / Aggregates Training / Cummins plant visits & comfortable stay and reception / service