

## **Tata Motors hosts Grahak Seva Mahotsav to enhance customer experience**

### ***Rolls out Nationwide free check-up Camp for Commercial Vehicles***

#### **Key Highlights:**

- Organizes nationwide free check-up camp from 23<sup>rd</sup> October-31<sup>st</sup> October
- Free Service Check-ups across 1500 dealer workshops & Tata Authorized Service Stations (TASS) in India
- Special promotional offers associated with Prolife engine, spare parts, lubricants and labour
- Initiated the Grahak Samvaad Campaign to apprise customers of the 26+ initiatives for an enhanced after sales experience

**27<sup>th</sup> October 2017, Mumbai:** In a bid to strengthen its commitment to offer innovative solutions to customers, Tata Motors recently announced the launch of Grahak Seva Mahotsav. A popular event amongst customers and channel partners, this free check-up camp is being held from 23<sup>rd</sup> October- 31<sup>st</sup>, across all the 1500 workshops in India and will cater to all Tata Motors' commercial vehicle owners. The Grahak Seva Mahotsav was launched on 23<sup>rd</sup> October which is celebrated as the National Customer Care day and the Mahotsav has been witnessing over 16,000 customers visiting on a daily basis.

Reiterating its commitment towards providing an enhanced customer experience, the company also recently initiated the **Grahak Samvaad** campaign with the objective of educating customers about the innovative offerings for the commercial vehicle customers and fleet owners. Launched on October 9th, 2017 the campaign reached out to over 8,000 customers within a span of 10 days. With yearly launches of customer-oriented initiatives, Tata Motors is driven by its robust product pipeline and strong aspirational values.

Commenting on the occasion, **Mr. R. Ramakrishnan, Senior Vice-President, Customer care (Domestic and IB) CVBU, Tata Motors Limited, said,** *"We at Tata Motors aim to provide consistent quality service, backed by new technologies, to ensure our customers have a pleasant after sales experience. With the very first truck rolled out back in 1954, Tata Motors has been instrumental in paving the way for enhancing customer experience. Grahak Samvaad Mohostav is a special initiative to celebrate the connect with our customers and channel partners, providing them with a host of distinctive facilities and services. With regard to spare part distribution, we are focusing on improving the efficiency and, on the service front; our objective is to provide best comfort to our customers. In specific areas, we are also providing container workshops and mobile vans on sites. Through these initiatives, Tata Motors continues to enhance customer satisfaction."*

In continuation of our commitment to provide best in class services, Tata Motors also offered attractive discounts on spare parts, labour, lubricants and Profile Engine purchases.

To provide a wholesome after sales experience, Tata Motors provides its customers with over 26 initiatives, including:

- **Customer Care App:** Single window mobile application which gives access to a host of features including emergency SOS, Service Booking facility, Maintenance tips, Service History, Dealer location GPS Trip Meter etc.

for immediate use

**PRESS RELEASE**

- **Tata Alert:** Road Side Assistance program for ICV, M&HCV range of trucks & buses plying along Golden Quadrilateral, N-S/ E-W corridor, National Highways & State highways. Customers are offered restoration of Vehicles within 24 hrs. If Vehicle is not delivered within 24 hours, Rs. 1000/ is paid for each day as compensation.
- **Tata Zippy:** It offers shortest uptime of vehicles which come in for repair at the authorized service stations. The offer is valid for vehicles reporting to the workshops within 12 months from its date of sale or 14 months from its date of production. Compensation is provided customers in case the vehicle repair time exceeds 48 hours.
- **Tata Kavach:** This programme provides an assured accident repair time to customers. The key feature of Tata Kavach is assured repair time of 15 days for accident repairs. If repairs are not completed within the assured time, a TGP coupon per day would be payable for certain types of vehicle models & repairs.
- **Service Onsite:** To meet tight project schedules, tippers are deployed on-site, which are away from town-based dealers or TASS, get on-site service through on-site packages.
- **Mobile Service Van:** With this service, customers can avail quick services at their doorstep.
- **Mobile Workshop & Container Workshops:** 165+ Mobile Workshops and 360+ container workshops across India provide onsite service to vehicles, to save time and cost of repair.

Tata Motors continues to invest in its products and sales & service network, redesigning, developing & deploying modern dealerships, with an aggressive customer centric approach of anticipating customer requirements. With over 1800+ touch points across the country, the company hopes to develop and deploy effective modern dealership models, to significantly improve customer experience and convenience across its network, while also improving penetration and driving quality, building strong, lasting relationships with its customers.

#### **About Tata Motors**

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. In India, Tata Motors has an industrial joint venture with Fiat. Engaged in engineering and automotive solutions, with a focus on future-readiness and a pipeline of tech-enabled products, Tata Motors is India's market leader in commercial vehicles and among the top in passenger vehicles with 9 million vehicles on Indian roads. The company's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centres located in India, the UK, Italy and Korea, Tata Motors strives to pioneer new products that fire the imagination of GenNext customers. Abroad, Tata cars, buses, and trucks are being marketed in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: <https://twitter.com/TataMotors>)

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