

TATA MOTORS



PRIMA

THE WORLD-SMART TRUCK

International Business Commercial Vehicles Quarterly Newsletter on Tata Prima

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PRIMA
Trucks | Tractor-Trailers | Tipper



Mr. Rudrarup Maitra

Head Sales, Commercial Vehicles
- International Business.

We are happy to present to you the release of the 2nd edition of "Prima.... The World Smart Truck" a quarterly magazine designed especially for our international customers. Great business is all about the smart choices and they just don't get any smarter than the TATA Prima the new "World Smart Truck", from Tata Motors. Its a combination of performance and economy to meet your every business need and hence results in great savings. To top it all, it comes with the best in class warranty and a wide after sales service network and you have a Truck that delivers unmatched value for money.

2014-15 has been the year of Launch for the Tata Prima in various global markets. The Qatar and Nepal launches saw some tremendous response from customers and channel partners alike. The Vehicle also received a very good response when the Tata Motors Brand was launched recently in Malaysia. We are looking forward to launch the Prima in Oman and South Africa followed by a GCC launch in Dubai in March.

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From right: Chairman of Tata Sons, Cyrus P Mistry, Prime Minister of India, Narendra Modi and Minister of State (Finance), Jayant Sinha at the 175th birth anniversary of Jamsetji Nusserwanji Tata

Commemorative coin released to mark the 175th birth anniversary of Jamsetji Tata

To mark the 175th birth anniversary of Jamsetji Nusserwanji Tata: the pioneer of India's industrialization and the founder of the Tata Group, the Prime Minister of India, Narendra Modi, recently released a commemorative coin, issued by the GOI, at a special ceremony in New Delhi, in the presence of the Minister of State (Finance), Jayant Sinha, the Chairman of Tata Sons, Cyrus P Mistry, senior functionaries of the government and leaders of Tata Companies. Two coins have been issued – a Rs. 100 limited edition commemorative coin and a Rs. 5 coin to be used as currency. During the event, the Prime Minister paid tribute to Jamsetji and praised him for his vision of environment-friendly energy, and for his initiatives for the welfare of the people associated with the Tata Group.

Editorial Team

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Designed by doocreative.com



Tata Prima Going Global

Ushering in the new era of international trucking, Tata Motors introduced the TATA Prima Series of heavy trucks in various international markets. The Prima has a combination of overall vehicle performance and lowest overall life cycle cost. The Prima range of heavy commercial vehicles caters to all segments inclusive of haulage, construction, mining, port operation, steel plant, special vehicle requirements and many more.

The idea of TATA Prima was conceived in 2004 to enhance TATA Motors' Portfolio as a Global Trucking Giant. The TATA Prima was launched in 2008 in the Indian Market and took the market by storm. The looks, comfort and most importantly the technology was best in the class and no other manufacturer in India had any similar offering in the same range. As the Prima was benchmarked to be among the best in the world, the global launches followed. The first international showcase of the Prima was at the Johannesburg International Motor Show in 2012. It was followed by a grand scale laser show launch in Sri Lanka in April'13 and in Qatar in May'14. The other key markets where the launches have taken place are Kuwait, Uganda, Nepal & Malaysia. There are many more launches that are slated to happen in 2015. The Prima shall live up to its name of the global truck.

With a new-age design, coupled with more utility and optimum performance, the Prima enables customers to upgrade to a new world smart truck. Prima range built on a global platform sourcing its driveline aggregates from the best of the trucking nations - Engine technology from USA, Gearbox expertise from Europe and USA, Chassis frame knowhow from Mexico, and the tried and tested suspension has its origin in USA. Tata Motors further invested to convert this Global design and proven aggregates in world class build quality truck in their new plant set up in Jamshedpur (India) for Prima manufacturing. TML sourced the best of technology and processes in making of Prima - Sheet metal die design from Japan and Korea, and fabrication with Swedish precision on a robotic weld line. The result of customer feedback and extensive product trial carried out in more than 10 international markets combined with years of experience in the trucking business, the Prima will enable our customers meet challenges of an ever evolving trucking landscape, with a wide range of future ready trucks to choose from.



The Prima range consists of a series of configurations with different combinations of drivelines and load body options, deployed across all possible applications giving International trucking a modern commercial vehicle experience. All the vehicles are equipped with international standards of cabin features, power-to-weight ratio, safety aspects, advanced technologies, quality and reliability, return on investments, and hence is the world's smart truck available internationally. It is the ideal trucking solution, keeping in mind all important aspects of the trucking business and most importantly the profitability of a fleet business. Besides focusing on the mechanics of the vehicle, the uniqueness of the Tata Prima is that its cab focuses on driver comfort. The cockpit of the Tata Prima is both functional and attractive with a separation in terms of the working and living areas. The smartly designed dashboard is attractive and can be comfortably accessed by the driver. The cabin is air conditioned, includes suspended and adjustable seats, arm rests, an adjustable steering system, music system, with Global Positioning System provision (GPS), besides roomie occupant space. A combination of increased productivity and longer life makes the Prima range an indispensable asset - be it to large captive users, miners, transporters or owner-drivers who operate small fleets. With the range extending up to 49 tonnes and engine options upto 380 hp (EIII & EV), and meeting the stringent Regulatory norms of ME (GSO), South Africa (SABS) and Russia (GOST), the Tata Prima is an ideal work horse for movement of goods and material across distances.

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Tata Prima delivers power with Economy and Safety

Prima Comes with Three Engine and three power options: Cummins ISLe 8.9L 380HP, Cummins ISBe 6.7L 280 & 230HP, Cummins ISBe 5.9L 230HP.

Cummins Inc, USA is a world renowned player in design and manufacturing of diesel engines and **it is...**



Better. Where It Counts.

From dotted white lines to double yellow lines, business seems to be filled with lines. But there's only one that really counts: your bottom line. And being better on the bottom line is what makes Cummins the most popular engines in Medium and heavy duty Truck Industry

Better Fuel Economy.

There is not always a Return On Investment (ROI) calculation needed when it comes to obtaining relevant fuel economy savings. **Load Based Speed Control (LBSC)**, **Gear Down Protection (GDP)** and **Vehicle Acceleration Management (VAM)** are still three inexpensive ways to obtain effective fuel economy improvements.

Load Based Speed Control (LBSC) function helps to optimize the power output based on existing operating conditions. This means, that the Electronic Control Module (ECM) would be monitoring operating conditions and limiting the maximum engine speed, while the vehicle is being operated under low or intermediate power requirements. This is also true for normal operating conditions, such as lightly loaded, bob-tail or level terrain operations, which also only requires low or intermediate power and not high engine speed vehicle performance.

However, if the vehicle is loaded and climbing at a significant grade, the power requirements are high. Limiting the engine speed in this situation will have a negative effect on the driveability of the vehicle. This is where the LBSC feature allows for higher engine speeds, to extend the operating range and significantly enhance vehicle performance.

Gear Down Protection (GDP) feature forces the driver to utilize progressive shifting techniques to operate as effectively as possible in top gear, where fuel consumption is lower, in order to promote an increased fuel economy. By doing so, it limits the vehicle speed one gear below the top gear. GDP also senses the engine load while ensuring that the limit imposed does not have any adverse effect on performance.

Vehicle Acceleration Management (VAM): One key for customers to get the best possible fuel economy is smooth, steady acceleration - using only the amount of power (and fuel) necessary to get up to speed. This is what experienced efficient drivers know. Cummins has developed an engine electronic control feature called Vehicle Acceleration Management (VAM) that can help any driver operate as efficiently as an experienced one. In typical line-haul and regional-haul duty cycles, your customers could save up to a 2 percent fuel economy.

VAM senses operating factors - including the weight of the load being pulled - and adjusts the amount of horsepower and torque available, delivering the exact amount of power that will result in a smooth, constant rate of acceleration as the vehicle builds road speed going through the gears. VAM's smoother acceleration also reduces driveline and tire wear while simultaneously increasing fuel economy.

This is especially effective in operations such as less-than-truckload (LTL) operations dropping off multiple shipments on a single route, or bulk hauler (line-haul) operations running deadhead or empty. In essence, VAM makes the vehicle accelerate at the same rate whether the vehicle is a full load or a bobtail.



The LBSC, GDP & VAM working in trios really optimized the output and hence better fuel economy.

Cruise Control feature maintains vehicle speed at an operator selectable value and a very useful feature for long haul operation. This feature not only enhances fuel economy but also reduces driver fatigue.

Auto Idle Shutdown is another added feature to save fuel while vehicle is operating in idle conditions. Further, Cummins has modified the Variable Geometry Turbocharger (VGT™) to reduce the parasitic losses that increase fuel economy and lower operating cost.

Better Reliability and Durability.

Cummins designs, develops and supports every critical component from air handling to exhaust after treatment as a totally integrated system. This allows us to optimize every function better than any other engine manufacturer.

The ISLe 8.9 and ISBe 6.7 meet 2014 Environmental Protection Agency (EPA) and United States Department of Transportation (DOT) regulations for fuel economy and greenhouse gas reduction a year ahead of schedule without major hardware changes. This means you can expect the same proven reliability and durability you've come to expect from Cummins engines.

Better Safety.

As a responsible manufacturer, we need to consider every aspect of truck specifications to ensure optimum fuel economy and performance. While aerodynamics, engines, drivelines, and electronics controls greatly contribute to fuel efficiencies, the most critical aspect is still **safety**. The following features are embedded in the engine for better safety.

Engine Brake - Engine braking is what occurs when a driver removes their foot from the accelerator to allow the vehicle to slow down due to the compression and friction from moving parts of the engine slowing the vehicle. Engine braking has benefits in certain circumstances such as driving downhill and a combination of engine braking and foot brake is essential for safe driving and economically, can reduce costs.

Engine Braking Downhill - Whilst driving downhill a vehicles momentum will increase due to gravity. Heavier

use of the vehicles brakes than usual is needed in order to slow the vehicles progress. Under heavy braking, brake fade can occur. Brake fade is a result of overheating and reduces friction between the brake pads and discs. The reduction in the effectiveness of brakes is dangerous and is often more common in larger vehicles.

Engine brake downhill significantly reduces brake fade and will increase the lifespan of your brake pads and discs. Traveling downhill in 2nd or 3rd gear will use engine brake to keep your Trucks speed reduced. The steeper the hill, the lower the gear.

Engine braking in snow and ice: Driving on snow or ice is of course hazardous and using the brakes even slightly too harshly can lead to a loss of traction between the road surface and tyres. Engine braking helps to slow down the truck and safely than using the foot brake.

Engine braking during normal driving: Drivers may not be too impressed using the gears as a means to slow down the vehicle as one of the driver hands spend a good deal of time on the gear stick, where it would be better placed on the steering wheel to keep the attention on the road. Another issue is the extra wear on the clutch plates when using the gears to slow down instead of the brakes. We do of course need to change down gear frequently as the speed of the vehicle changes, but limit this for situations such as coming to a stop. An ideal solution is to use a combination of engine brake and foot brake. Reading the road well ahead and anticipating a stop at a red light for example allows a driver to ease off the accelerator and allow the engine to slow the vehicle along with light braking.

Engine Protection: The engine protection feature is designed to prevent progressive engine damage when the engine operates outside normal operating conditions. If an out of range condition is severe or persists for a period of time, the algorithm will de-rate the Engine and generate the error code.

Neutral start is another hygiene safety feature.

With all this Prima brings you a power package with Economy and Safety.

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Global launches

After its successful run in India, Tata Prima is going global with its successful launch in key markets - Sri Lanka, Qatar, Kuwait, Nepal and Malaysia. Prima is also currently being unveiled in many other African and Middle East markets - South Africa, Kenya, Tanzania, Uganda, Mozambique, Congo, UAE, Oman & Saudi with its intended launch in March '15. With an encouraging start and positive review, Tata Prima is steadily charting a successful course for itself and the brand looks forward to touching many more milestones.



Prima Launch Nepal 23rd December '14



1. From left to right: Lighting the lamp by Mr. Siddhartha Rana (Chairman Sipradi Trading Pvt Ltd), Mr. R.T. Wasan, Mr. Dinesh Bhandhari (President of Rashtya Yatayat Bewasahi Mahasang), Mr. Khageshwar Bohora (President of Nepal Petroleum Dhuwani Bewasahi Mahasang), Mr. Shambu Prashad Dahal (CEO, Sipradi Trading Pvt Ltd)
2. Traditional show on how trucking has evolved 3. 12 keys delivered to the customer on the day of the launch



Prima unveiling Kuwait 25th November '14



1. Prima Unveiled by Sheik Neil Zyani (Left) - Chairman Zyani Group and Mr. Asif Shamim (Regional Manager Tata Motors - Middle East) 2. Senior TML Officials and Channel Partners present at the time of event



Prima unveiling Malaysia 21st January '15



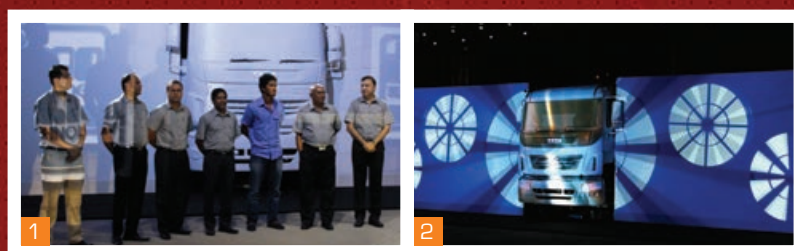
1. Left to right Mr Syahrul Yusuf, Acting COO DRB HICOM Commercial Vehicles, Dato Mohd Radzaif, Group Director, Automotive, DRB HICOM, Tansri Dato Sri Haji Mohd Khamil Jamil (Group Managing Director, DRB HICOM, Mr. Ravindra Pisharody, ED, TML, Mr. R.T. Wasan, Head IB CVBU, Mr. Firoz G R Khan, Area Manager-Malaysia/Vietnam
2. Customer Dato Shukri CEO KLB inspecting his brand new purchase


Prima Launch
Qatar
9th May'14



1. L-R: RT Wasan of Tata Motors, Mohammed Yousef Al-Mana, Executive Director, Al Hamad Automobile, Ravindra Pisharody of Tata Motors, HE Sanjeev Arora, Indian Ambassador to Qatar, Georges Annich, General Manager, Al Hamad Automobile, Khaled Al Nasr, CEO Emdad Equipment Leasing Company, Rafat Gerges, Finance & Admin, Al Hamad Automobiles 2. Officials interacting with guests at the show


Prima Launch
Sri Lanka
3rd April'13



1. L-R: Mr. Arup Baruah, Mr. Vijitha Bhandara of Dimo, Sri Lanka, Mr. Rudraup Maitra, Mr. RT Wasan, Mr. Dinesh Chandimal, Mr. Ranjith Pandithage Chairman of DIMO PLC and Mr. Avinash Gupta 2. Prima Truck & Tipper on display at the 2013 Johannesburg International Motor Show in South Africa Prima launch in Sri Lanka in May 2013

Prima Global Foot Print





Customer Feedback

PRIME LINK UAE



Jaideep Surendra,
Managing Director, Prime Link, United Arab Emirates

Prime Link, one of our biggest customers of Prima in the Middle East, with a 70-strong multi-brand truck fleet, has been enabling both multinational and local companies to focus on their core businesses whilst they take care of their logistics for over 30 years. The Dubai headquartered logistics firm owns 26 Tata Primas, having become the first company in the Middle East to take delivery of the model at the beginning of 2014.

"We have purchased Tata Daewoo models in the past," explained Jaideep Surendra, Managing Director of Prime Link. "Those particular vehicles were built in Korea. They were very good trucks," he added.

However, it was not only the existing business relationship between the two companies that persuaded Surendra and his colleagues to become the region's first Prima owners. The Prime Link boss said that the premium nature of Tata's latest offering was also appealing.

"The Prima truck has some pretty good technology," he told PMV. "The engine, for example, is Cummins, and the vehicle is built to a very high spec. Tata also outlined the improvements that have been made in terms of fuel efficiency, and of course, the price was good. This model is a lot cheaper than one from Scania or Mercedes, for instance," commented Surendra.

Fortunately for Tata, the Prime Link team was impressed by the performance of its first Prima trucks, and this has resulted in repeat business for the Indian vehicle manufacturer.

"Because of the market, we sometimes buy older trucks," said Surendra.

"To be honest, we haven't bought any new trucks from Mercedes or Volvo; we tend to opt for used vehicles that are between 10 and 15 years old. However, a truck of 10 years might come with certain reliability or performance issues."

Opting to buy new from Tata has enabled Surendra to avoid reliability issues associated with second-hand vehicles whilst keeping his overheads down.

"The Prima trucks are in line with what we were expecting," he said. "They are about the same as a Mercedes or a Volvo truck."



Polyfab Plastic Industry UAE

We have bought Tata Prima 4x2 tractor in November 2013 and found it to be very powerful, sturdy and reliable vehicle till now.

It has all superior aggregates like Cummins Engine and Eaton Gearbox and that was main reason of opting for Prima.

The average running is 200kms/day and drivers are very comfortable driving it.

The fuel mileage and maintenance cost of Tata Prima is better than our other fleet vehicles.

We are extremely satisfied with Prima and would recommend it to anyone contemplating to buy a 4x2 tractor.

T. R. Sudheer, General Manager - Polyfab Plastics

Polyfab
Plastic Industry LLC



Mr. Pim Pieterse SOUTH AFRICA



Mr. Pim Pieterse, Owner - D & H Plant and Machinery

Mr. Pim Pieterse the owner of D & H Plant and Machinery is one of the many satisfied customers of TATA Prima. They have an extensive use of trucks in the long haul application and are satisfied with their decision to go ahead and purchase the TATA Prima 4038.S (380HP 4X2 Prime Mover).

According to Mr. Pim the TATA Prima was purchased after extensive market research. During this research they had included both vehicles that were very expensive and the not very expensive Haulage trucks. He had seen the vehicle first at Edward and was keen to learn a lot more about the vehicle. In his words "he was blown away with the aesthetic appearance of the TATA Prima".

He did have a lot of pre-conceived notions of the brand and the vehicles but that all changed the first time he step foot in the TATA Prima. Not only was the cabin beautiful and comfortable (greater visibility, 9 way adjustable seats, steering mounted music controls, lots of storage space etc.) but also all these features were matched by a very strong engine and drive train. There was no doubt that this was the vehicle for his fleet.

There was a lot of expectations riding on the vehicle and the TATA Prima delivered. He has also come across customers with over 100,000 kms and a trouble free ride. "HE WOULD DEFINETLY RECOMMEND THE TRUCK TO OTHERS".

Benefits as per Mr. Pim

- Immediate delivery (always ready)
- Driver comfort (driver is always happy)
- Effective cost of the unit – Low fuel consumption, low usage cost, low maintenance cost.

Mr. Gary Boolah SOUTH AFRICA



Mr. Gary Boolah, Owner - ALLYSIA Transport

Mr. Gary Boolah, Owner of ALLYSIA Transport has considered to buy Tata Prima 4938.S (380hp 6X4 Prime mover) over his existing fleet of more than 10 vehicles including Mercedes, Freightliner and international. He was excited with the launch of TATA Prima and was quick to purchase the vehicle as he had complete faith in the TATA Prima and its driveline including Cummins Engine.

Mr. Gary says "The vehicle performed better than expected and is giving us 30% more saving over the other vehicles in his fleet and would definitely be purchasing another in the coming months." "I DEFINETLY RECOMMEND THE TRUCK TO OTHERS".

Benefits as per Mr. Gary

- Better in fuel consumption
- Increase in overall saving by 30%
- Longer warranty offered on the vehicle

QPS Rentals SOUTH AFRICA

Let me take this opportunity to thank you for choosing QPS Rentals to be included in your survey. We are a satisfied customer and look forward to many years of working together.

We bought the Prima 4028.S (280 HP Prime Mover) and we are using the vehicle for transporting heavy machinery.

The vehicle is handling easy and smoothly on the road.

Your CSI Consultant Ansie De Jaeger keeps in contact with us almost every day to monitor our truck and to make sure that we are satisfied all the way. We can honestly say that she is top in what she does. Your service and friendly staff are much appreciated.

We find our Tata truck top of the range, our driver is one proud driver and he extremely enjoys driving the truck, and recommends the truck almost every day.

Amanda Liebetrau, Owner - QPS Rentals



Happyland Timber & Hardware Ltd. KENYA



From left to right: **Mr. David**, Sales Executive - Tata Kenya, **Mr. Aravind Kumar**, Country Manager - Kenya & Uganda and **Mr. Kevin**, General Manager - Happyland

Happyland Timber & Hardware Ltd. is one of the oldest construction company in Kenya with more than 40 years in this business. With its vast experience in construction business HAPPYLAND Happily chosen to become the first company in Kenya to buy the Tata Prima 280 hp Tippers. With owning two units of Prima Tippers HAPPYLAND has a current fleet of 32 Trucks comprising of Mercedes, Scania, Isuzu and Tata Prima & Non Prima Trucks.

Mr. Joe Iregi the owner of HAPPYLAND says "they are very happy with reliability and running costs of their Tata fleet. The extra power of Tata Prima has come in handy for more challenging work they have in some of their sites and also helped to increase the turnaround time and increased their revenue. They also like the new cab design and fresh look of the Prima."

Kitale Main Millers Ltd. KENYA

Kitale Main Millers Ltd. is a flour milling and road construction company located in the northern rift valley region of Kenya. Having Mitsubishi and Isuzu in their truck fleet they were more than convinced to buy 4 Units of TATA Prima 230hp Tipper for their challenging business needs.

Mr. Gilbert Mwangi, the Managing Director of Kitale main Millers says "they like the modern look of the Prima and its performance is good, they will buy some more in near future."



From left to right: **Ms. Elizabeth**, Sales Executive - Tata Kenya, **Happy Prima drivers** and **Mr. Pattrik**, Transport Manager

Ayona General Enterprises UGANDA

A great product stands to be recognized irrespective of any physical contact and examination and the Prima truck from Tata Motors is a living testimony to this. For those who say seeing is believing, this success story from Uganda stands to challenge the thought.

Ayona General Proprietor and founder, Mr. Nabhongo Charles, decided to buy the first Prima truck that ever set foot on the Ugandan soil even before it actually set foot in Uganda. Such is the trust this warm-hearted and experienced professional puts in the Tata products which have helped him grow his business across the



country. Mr. Nabhongo Charles, like his many peers, was used to buying used Mercedes Benz and Scania trucks that ply the roads of Uganda by the dozen until the local Tata team met with him and shared the specifications of the Prima **4938 truck**. Mr. Nabhongo was sold on first contact and blindly called his bankers, Stanbic Bank, the country's largest vehicle and asset financing institution and ordered them to approve 1 unit for his procurement. The impressive specifications coupled with his long experience of having used several Tata products and strong value proposition along with a tried and tested after sales support team were all he needed to make up his mind.

He has been successfully running the Tata Prima for over 1 year and has successfully crossed **100,000 kms mark on the first unit and looking forward to procuring another unit. And this is the first Prima vehicle in East Africa to cross 100,000 kms mark**. He is associated with the Cement industry. The local team also took a lot of cautionary steps as this was the first sale in Uganda including driver training and certification, complementary technician available with customer 24/7 for 1 week to ensure zero hiccups in running the vehicle. The technician also helped the customer optimize the fuel consumption and with very tight control, the customer has managed to hold an unbelievable fuel mileage of 2.0 kmpl till date.



From left to right: **Mr. Aravind Kumar**, Country Manager - Kenya & Uganda, **Mr. Nabhongo Challs** - Proprietor, **Mr. Sunil Gusain**, Head After Sales - East Africa, **Mr. Gaurav Sharma**, Service Manager - Tata Uganda and the driver **Mr. David**



First vehicle in East Africa crossed 100,000 kms mark successfully

Ministry of Water & Environment UGANDA

The government, in any country, is the biggest spender and also poses the most stringent working conditions in the geography. The Ministry of Water and Environment plays a very crucial role in infrastructure development in Uganda and in most cases is found working in the worst possible terrains and under the most severe loads. With such conditions, the body has prescribed one of the harshest technical specifications in each segment and load points. When their recent tender came up for the procurement of such vehicles, the easiest solution would have been any European or Japanese product had the Prima LX tipper not played spoil sport with these world class companies. Who can combine performance, technology, service, and warranty with the best cost proposition. The ministry was blown away with lethal combination of all of the above and surprised to see that Tata had a product that successfully ticked off all the check-boxes they had prescribed. There was no second thought and no closest competitor to the Prima tipper and the team was quickly awarded the contract to supply the units. The technical evaluation committee consists of the in-house engineers to the Ministry who are the application experts combined with technical experts from the Ministry of Works and Transport, and the final authority on vehicles in the country.



From left to right: **Mr. Aravind Kumar**, Country Manager - Kenya & Uganda, **Mr. Chris**, Sales Executive - Tata Kenya and **Mr. Kimachu**, Ministry of water supplies Procurement incharge

King Star General Hardware UGANDA

A frequent user of TATA Non Prima Range of Trucks, this sole **proprietorship, owned and operated by Mr. Anadani Amyan Ali**, ferries bagged cement over a distance of 200kms across the varied terrain of Uganda. His dream of dominating the cement distribution business in his neighbourhood drove him to look for the best value proposition vehicle in the market. With the background and experience of the Tata products, Mr. Ali approached the Tata team in Uganda to help him achieve this ambition. The answer lay in the newly launched Prima **4938.S (380 hp 6x4 Prima Mover)** in Uganda and post physical and technical examination of the product, Mr Ali is the proud owner of 1 unit in Uganda. His vehicle consistently loads about 40MT over a distance of 200kms and has covered a total mileage of more than 50000kms with no complaints till date. Mr Ali compared the Prima with the European products and was convinced to procure the Prima 4938.S due to the technology it packs under the hood being at par with any other world class brand and a comfort of dealing with a company he was familiar with. He believes in service with a personal touch and the team endeavours to deliver just this.

Mr. Ali also took PRIMA 2528.K Tippers to their site and tested in varied terrains as he want to be completely satisfied with the product. He has done the same and now he is fully satisfied with PRIMA Tipper performance as well and he has also given an order of 1 No. **Prima 2528.K (280 HP Tipper)** in Jan-2015.



From left to right: **Mr. Aravind Kumar**, Country Manager - Kenya & Uganda, **Mr. Anadani Amyan Ali** Proprieter - King Star General Hardware, **Mr. Sunil Gusain**, Head Service - East Africa and **Mr. Gaurav Sharma**, Manager Service - Tata Uganda.

Ravji Construction TANZANIA

Ravji Construction a 30 year old, Class-I Contractor, headquartered in Moshi, and having projects all across Tanzania, the current running projects are in Dar es salaam, Kilimanjaro and Morogoro both in irrigation and road works. The firm owns 10 Units Tata Range of non Prima vehicles and became the first company in the Tanzania to take delivery of the 2 units - Prima 2528.K (280HP Tipper) in the month of Jan'15.

Mr. Kishan, Director of Ravji is very much impressed with Tata's latest offering of Prima range of tippers.

"The Prima truck has got very attractive looks and robust technology, he told during the demonstration of the vehicle. "The Cummins engine, heavy aggregates and bogie suspension makes the vehicle perfect for the various irrigation projects that we have in hand. Mr. Kishan also commented that the price is very attractive but at the same time its specs and other features equally matches with Scania and Mercedes range of vehicles.



Kishan Ravji Varsani, Director, Ravji Construction, Tanzania

Victoria Agencies SRI LANKA

We wish to inform you, that we are using 230 HP Prima Tractor (Prima 4023.S) in our operation of transporting Litro Gas cylinder from Colombo to Budulla. The Budulla town is in hilly terrain and product is equally capable to not only negotiate these terrains but also gives us the best in class fuel economy. We are happy and satisfied with the performance of the vehicle. We are glad to recommend the Prima to others in trade.

Mahalingum, Proprietor - Victoria Agencies

Skill Enhancement Initiatives



As part of Tata Motors continuous endeavor of capability building, a learning initiative of continuous training is conceptualized with an objective to train not only Tata Motors channel partner sales and service force but also to familiarize the drivers with the Prima features and drivability.

TML Sales Champion



Focusing on solution selling to suggest the right product for the right application, a TML Sales Champion initiative has been designed to train our Channel partner sales force to assist the customers in making the right product choices. More than 100 participants were trained across the Globe under this initiative.



A team of Distributors across the Globe trained in Prima Plant (India) under "TML Sales Champion Initiative"



A team of sales manpower in Qatar trained under "TML Sales Champion Initiative"

Service Technicians and Driver Training:

"To run your product trouble free" is the motto of Tata Motors & their channel partner. Therefore an exclusive manpower of service technicians is trained and certified for Prima Range. This team is dedicated to ensuring continuous support to all Prima Customers and we are making continuous efforts to update the technicians with newer technologies to understand changing customer needs from time to time so that our future products & services exceed customer expectations. But we don't let our customers here, we also give the training to their drivers at the time of product delivery and also On Site Training to familiarize them with product features and drivability.



Hand zone training experience for technicians



Onsite driver training



Driver felicitation for completing 100,000 kms in Qatar - Power Waste Management



Initiatives to serve you better



In collaboration with our channel partners many initiatives have been taken to serve the client better and always make their vehicle available for work.

- * Pan GCC Roaming warranty for Prima.
- * Tata X-Tend Roaming Warranty support - Southern and East Africa. Tata Motors is the first company in Africa to offer roaming warranty across 14 southern and east African countries there by offering peace of mind motoring to Prima Customers.
- * Exclusive Service Bays for Priority Service for Prima.
- * Exclusive All Time Mobile Service Van for Prima to attend Off Road Vehicles.
- * **Major Driveline aggregates** like Engine, Gear Box, FIP, ECU, Turbo charger are (being) placed by Tata Motors in Dubai, Qatar, Oman & Johannesburg to take care of any off road vehicles in the region.
- * Special Service Package designed for 100,000 Km, currently experienced by few of UAE
- * **High inventory of Prima Spare Parts** are stocked by distributors.
- * Exclusively Trained and Certified Technicians for Prima.
- * **Weekly tracking** of performance of vehicles personally by **Tata Motors Customer Care Executives**.
- * **Repeat purchase of vehicles by Prima Fleet Operators** like Prime link, Baniyas Transport in UAE, Nabina Transport and Power Waste Management in Qatar, Koos Boon Plant Hire & GT Logistics in South Africa bear the testimonial of Reliability, Quality and Never-Seen-Before Customer Support Activities.



Inauguration of Dedicated Mobile Van by TML Senior Officials



Guidelines to Prima Technicians by TML Senior Officials



Dedicated Mobile Van in UAE (Dubai) to support you anywhere anytime



24 Hour Helpline Setup for Prima Support:
 Helpline Number **(Johannesburg)** - 0861113370
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Come, experience the world class Prima manufacturing facility

You are cordially invited to come and experience the
World class Prima Manufacturing Facility
in Jamshedpur (India)

a plant with a history of **60 years of manufacturing excellence** in truck manufacturing.



Sri Lanka



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.

Ethiopia



A team from Ethiopia comprising of Directors of Paul Ries & NEFC Group, Dubai accompanied by our channel partner and senior official from TML visited the Prima manufacturing facility in Jamshedpur.

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

Nepal



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.

PRIMA
Trucks | Tractor-Trailers | Tippers

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