

TATA MOTORS



# PRIMA THE WORLD-SMART TRUCK

International Business Commercial Vehicles Quarterly Newsletter on Tata Prima

VOL 2 | ISSUE 1 | AUGUST 2015



**PRIMA**  
Trucks | Tractor-Trailers | Tippers





**Mr. RT Wasan**  
Head (International Business),  
Commercial Vehicles Business Unit

"I am really elated that the T1 is a great success and enthusiastic to ensure that the Prima T1 is made an annual event. The Tata Prima is an international Brand and there is no one else who has done truck racing in this part of the world, making our series truly unique. The Tata Prima T1 truck racing Championship is conceived as a platform to showcase the Prima Trucks. We are in the leading position in India in terms of market share and are a global brand. We will always try harder and harder to please our customer around the globe. Transporters all over the world are demanding, and are looking for proper return on their investments, which we will ensure through Prima."

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## 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 266 CXOs.

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

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

### Best Innovation

Tata Motors Limited CVBU - Tata T1 Prima Truck Racing

### Most Popular MD and CEO (Poll Based)

Most Popular MD & CEO India (CV)

- Cyrus Mistry, Tata Motors Limited

Most Popular MD & CEO India (PV)

- Cyrus Mistry, Tata Motors Limited

### Trucks and Buses (CV) Makers

Best Manufacturing Head

- Prasann Chobe, 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 CXO's each year.

## Editorial Team

PMG M & HCV  
[www.tataprima.com](http://www.tataprima.com)

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# 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, industry 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, primarily

- Total cost of operation, safety, reliability and the demand for trucks fulfilling these requirements are the need.
- Advanced powertrain technologies with improved power, torque are a necessity for the fleets.
- Technology, around comfort, convenience, safety, connectivity and durability of trucks emerge as the design focal points for value trucks.
- Packaging Services and Solutions tailoring it to specific Market Requirements.

"Tata Motors took up the challenge of providing a comprehensive solution to all these challenges and has come out with THE TATA PRIMA"

The TATA Prima has been designed and built keeping all these challenges in mind and ensures to be the smart solution for all the trucking needs. 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 6 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 Dubai, 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 truly  
The World Smart Truck.



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## Interview with Mr. Vinay Pathak,

Head-Product Planning and Program Management (PPPM-CVBU)



THE PRIMA MAGAZINE HAD THE OPPORTUNITY TO CATCH UP WITH MR. VINAY PATHAK – HEAD PRODUCT PLANNING AND PROGRAM MANAGEMENT. MR. VINAY HAS BEEN ASSOCIATED WITH TATA MOTORS SINCE 1992 AND HAS PERFORMED EXCEEDINGLY WELL IN ALL THE ROLES ASSIGNED TO HIM. CURRENTLY HE IS RESPONSIBLE FOR THE ENTIRE LIFE CYCLE OF ALL TATA PRODUCTS FROM 0.5T TO 49T VEHICLES.



**Mr. Vinay Pathak,**  
Head-Product Planning and Program Management (PPPM-CVBU)

**Q&A**

*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, Metalsa 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 season 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 won many awards in various forums including the best innovation at World Auto Forum, 2015.

*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.

*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 "NPI-Gen3" 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 challenges of running a successful product planning and execution?*

Tata Motors has widest product portfolio of products in India, starting from 0.5T to 49T in goods & 0.5T to 21T in passenger transportation, and we also enjoy highest market share in commercial vehicles. We keep launching products in niches to meet needs of specific applications. To simultaneously deliver projects across segments, while competitors work in select segments is challenging. With high growth plans in international markets, we are entering various geographies. These international markets

have specific demands and to work on customised transportation solutions of varied IB markets has been very demanding. With futuristic product planning and focused project execution by VLTs, we are able to meet these challenges.

*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.



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# 60 Years of Manufacturing Excellence: A True World Class Prima Manufacturing Facility (Jamshedpur, India)

**W**HEN 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 60<sup>th</sup> 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 forerunners, in what was the here-and-now present to them, has yielded ripe fruit in the form of world-class designs and technologies of today's generation of trucks.

## LAYING THE FOUNDATION

**T**he 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. diesel shunters in 1962. With the passage of time, the plant modernized consistently, and today, its ultra-modern assembly lines bring out a new truck every five minutes, ready to roll on the roads bearing global standards in design and technology.

## LEADING THE TRANSFORMATION

**C**all it redefining or remaking, keeping up with market trends, more so in the last decade, ensured that the products met 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, foundry, 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.



## JAMSHEDPUR HAS LED THE TRANSFORMATION IN THE INDIAN CV SPACE, SETTING BENCHMARKS THROUGH THE INTRODUCTION OF CLASS-LEADING TRUCKS, WITH THE MOST RELEVANT GLOBAL TECHNOLOGIES

- Ravindra Pisharody,  
Executive Director, CVBU.

## ADOPTING GLOBAL PRACTICES

**T**he 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 three 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 proactively 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 DRONA – 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

**3**6% of the production at 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 know-how 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.



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## 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.

Commercial vehicles as we know are traditionally associated with noise, high-fuel consumption and heavy emissions. In the present economic scenario, consumers want CVs to be more fuel efficient, less polluting and less noisy. Tata Motors therefore, is constantly working towards enhancing the fuel economy of CVs it manufactures across multiple parameters as part of the Horizonext philosophy.



### 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 lifeline of the town, the plant has been deeply committed to the community, in keeping with its Group philosophy.

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 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 striking of waves of design and manufacturing technologies that have defined 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.

## MADE BY THE UNITED TRUCKING NATIONS A WORLD-SMART TRUCK.



THE TATA PRIMA IS A CULMINATION OF THE EXPERTISE FROM THE WORLD'S FINEST TRUCKING NATIONS. RAISED ON A CHASSIS CREATED BY KNOW-HOW FROM MEXICO WITH A STYLISH ITALIAN CAB DESIGN. POWERED BY AN ENGINE DEVELOPED ON TECHNOLOGY FROM THE USA. BUILT USING SHEET METAL DIES FROM JAPAN AND KOREA AND PUT TOGETHER ON A ROBOTIC WELD LINE WITH SWEDISH PRECISION BY ENGINEERS FROM INDIA AND KOREA, THE TATA PRIMA IS TRULY A WORLD TRUCK. AND THEREFORE THE SMARTEST CHOICE FOR YOUR TRUCKING NEEDS.

**TATA PRIMA**  
Trucks | Tractor-Trailers | Tippers  
THE WORLD-SMART TRUCK



# Superior Aggregates of the World Smart Truck



Truck Aggregates Range that works globally – TATA Prima is featured with the best in class and Proven Global Aggregates therefore a true World Smart truck made by The United Trucking Nations.

## Engine Technology:

Tata Prima delivers power with economy and safety. The Prima comes with three engines and three power options: Cummins ISLE 8.9L 380 & 400 Hp, Cummins ISBe 6.7l 230 & 280 Hp and the Cummins ISBe 5.9L 230Hp. Cummins Inc USA is a world renowned player in design and manufacturing of Diesel engines and is better where it counts.



Better fuel Economy- Load based speed control (LBSC), Gear down protection (GDP) and vehicle acceleration management (VAM). Working in Trios really optimized the output and hence better fuel economy. Cruise Control and auto idle shutdown are the other add on features to cut down on fuel burning rate.

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.

Better Safety: As a responsible manufacturer we need to consider every aspect of truck specification to ensure optimum fuel economy and performance.

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 transmission 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 gearshifts are no longer a problem.

- **Robust Transmission** - (Input Torque capacity of Max.1500 / 1750 NM) with 8 Forward (Equipped with best-in-class Crawler Gear ratio of 14.39:1) + 1 Reverse Gear to meet the demanding applications.
- **Single H / Double H Shift Pattern** - Ideally suited for the Drivers of Tipper/ Tractor application provides best Gear shifting accessibility to the Driver (Enhanced Driver's comfort).
- **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 + Safeguards against other driveline component damages including the Clutch)

- **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 / Synchronizers.
- **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 tyre 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 Metalasa, 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 vehicles 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. The flange fasteners used have an increased contact area, this would mean no weakening of the chassis frame under load conditions. To ensure the life of the chassis in adverse conditions of rain and ill weather, the chassis frame is CED coated and is tested for 1000hrs of salt spray test. Apart from a CED coated



frame there is in an additional top coat which is used to enhance the life of the chassis. Add on to that V torque rod and Anti roll bars are used 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.

## 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.



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# Global Launches

Tata Prima - The world Smart Truck, now has foot prints 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 1<sup>st</sup> 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.

Prima Launch  
**Dubai**  
9<sup>th</sup> March'15



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

Prima Launch  
**South Africa**  
2<sup>nd</sup> March'15



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

Prima Launch  
**Bangladesh**  
20<sup>th</sup> May'15



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

Prima Launch  
**Kenya**  
28<sup>th</sup> April'15



1. Performance at the Tata Motors Launch  
2. From (L-R): Mr. Xavier, Mr. R. Maitre - 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

Prima Launch  
**Oman**  
1<sup>st</sup> March'15



1. Sultan Al Kharusi - Managing Director, Al Hashar Mustafa Al Talib - Al Hashar  
2. Top Executives of Tata Motors and AL Hashar Group near the display vehicles at the launch.

Prima Launch  
**Uganda**  
29<sup>th</sup> April'15



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



"It was an amazing experience, great fun"

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 Castrol Vecton** grab team title.

**Steve Thomas** of **Team Allied Partners**, who qualified fastest on Saturday, was the first runner-up, with **Steven Powell** of **Team Tata Technologies** clinching the second runner-up spot.

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 huge 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, Mathew Summerfield, David Jenkins, Paul Alan McCumisky, Graham Powell, Ben Horne and Chris Levett 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"



TWO NEW GOLDEN FEATHERS IN THE T1 CAP

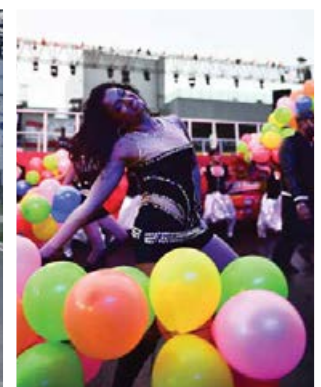
- Winner of GOLD Award in the 'Sports Event Property of the Year' Category
- Winner of Gold Award in the 'New Property of the Year' Category

The wow awards have been instituted by Events faqs Media in 2008 to recognize excellence in events and experimental marketing all over Asia. The awards celebrate innovation, evolution and unique initiatives.

Congratulations to Team T1 and all Partners & Associates for the grand success.



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.







## Customer Feedback

### Nabina Transport QATAR



**Mr. Khalid Nabina**  
Managing Director Nabina Transport,  
Qatar - Prima 4038.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 gave 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 Prima vehicles 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 Prima in future.

### Nationwide International WLL, QATAR



**Mr. Ronald Quadros**  
Managing Partner,  
Nationwide International WLL,  
Qatar - Prima 4038.K

Nationwide International is one of the key customers of Tata Prima, with 4 Prima 4038.K tippers in their fleet. At the time of Prima Launch, Mr Ronald made his mind to add these vehicles to his fleet. These vehicles are used in Qatar Metro Project, where the working conditions are very hard.

As per Mr. Quadros these vehicles have always been available for work with almost no breakdowns. And because of the good performance of these vehicle and its good aesthetics they also gained other contracts like road construction & also for Stadium.

He also mentions that Prima is a good value for money product. With a highly reliable drive line consisting Cummins Engine & Eaton Gearbox 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 be it exterior styling or the interiors fit & finish.

### Orion 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 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.

### Meetse Civils SOUTH AFRICA

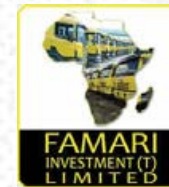


From right to left:  
**Mr. Francois Swart**  
Owner, Con. Eng. and  
**Mr. Meshack Mahlangu**  
Prima Driver.

The Tata Prima has been successfully selling in South Africa since some time now. Meetse 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 6 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. Meetse 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 the vehicle is performing well in this aspect also. The maintenance is also low is the last 6 months. We anticipate a long production track record and performance from our Tata Prima Truck.

### Famari Investments Limited TANZANIA



Mr. Abdul the owner of Famari Investments Limited is highly satisfied with the TATA Prima 4938 (6x4) versions that he is using for the long hauls from Dar-E-Salam to many parts of East Africa like Malawi, Zambia, Uganda. They have an extensive use of trucks in the long haul and are pleased with the uptime 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

- Best 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



**Mr. Kelvin Kiruri**,  
Operations Director,  
Happyland Timber & Hardware Limited,  
Kenya - Prima Lx 2528.K

M/S 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 in Kenya which have now completed an extremely satisfied 8 months of operations. Mr Kiruri says that he is very happy with the vehicles service. The vehicles are used into major off road conditions and for severe overloads with absolutely no problems, & even in these severe conditions, the fuel efficiency of the vehicle is 2.5 KMPL.

Drivers are also very satisfied with the vehicle. The ability to carry load with an ease because of its powerful 280 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.

### Anurag Transport NEPAL



**Mr. Dilip Dhariwal**  
- Prima Key handover

The Tata Prima was launched in Nepal in Dec'14 and was received with a great anticipation. Mr. Dilip Kumar Dharewal



**PRIMA**  
Trucks | Tractor-Trailers | Tippers



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.

## NATIONAL AGENCIES BANGLADESH



We are a logistics service provider to large infrastructure projects in Bangladesh privileged to work in projects such as the Dhaka-Chittagong 4 Lane Highway Project and Padma Bridge Construction Project.

Recently, we have purchased 02 units of Tata Prima 4023 LX on March 2015 from NITOL Motors. The vehicles are transporting goods on regular basis between Chittagong and Dhaka for transportation of equipment and materials for the above projects and to other destinations as well.

In terms of usage, the vehicles are functioning reliably with faster turnaround times per trip and is found to be comfortable and reliable by the drivers assigned to them.

We have covered approximately 10,500 kms with the vehicles so far. The Kmpl (Kilometer per Liter) is 3.3 and our average and maximum payload is 14 tons and 28 tons respectively. Tata Prima 4023 LX.s has got good power and torque and we are supported well with service and genuine parts back up through Nitel Motors.

We hope to purchase more vehicles in the near future and we are thankful to you for your cordial support and service for the vehicles supplied. We wish you success in marketing these great vehicles in Bangladesh and would recommend these to anyone interested in purchasing Prime Movers for their transport needs.

**Mr. Zahid Hasan**  
Partner

## Dilshan Gas Distributors Pvt. Ltd SRI LANKA



**Mr. Samantha Hemal**  
CEO of Dilshan Gas Distributors Pvt. Ltd.

Mr. Samantha Hemal, CEO of Dilshan Gas Distributors Pvt. 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 say's "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 "I would definitely recommend the Tata Prima to each and every operator".

## Califolink Logistics Pvt Ltd. SRI LANKA



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

Sri Lanka has been a very strong market for TATA Motors in SAARC region. The customer 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".



# 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.



**24 Hour Helpline Support Available Through  
Tata Motors Channel Partners**



Drivers attending a driver's training at Bangladesh



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



Exclusive Prima vehicle for attending to Prima Customers

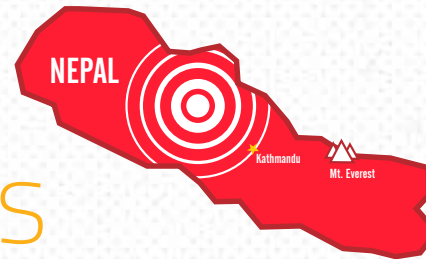


# TATA MOTORS - Beyond Business

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 4,800 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 team and Tata volunteers stationed in Kathmandu, Dolakha and Birgunj. 12,500 individuals have received relief kits comprising tents, floor mats, solar lanterns, blankets, hygiene kits, water purifiers and other necessary items.
- **Shelter:** As you are reading this 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 6 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 6<sup>th</sup> 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".



The students attending the training



Individual welcome to each students

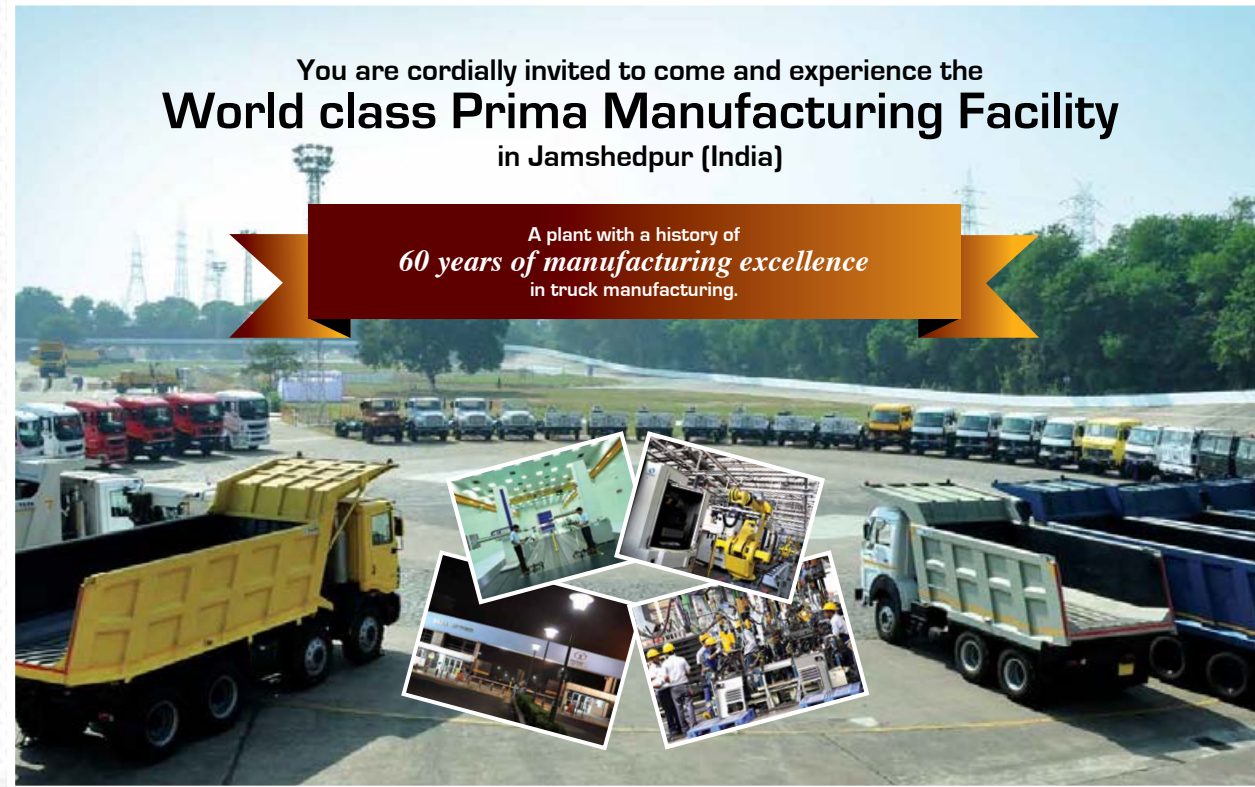


TML Officials as a part of this initiative





# Come, Experience the World Class Prima Manufacturing Facility



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.



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

# Tata Motors Fulfilling Every Transport Need





# Prima

## Global Foot Print



For further information, write to:

### **TATA MOTORS LIMITED**

International Business - Commercial Vehicles,

14<sup>th</sup> Floor, Tower 2A, One Indiabulls Centre, S B Marg, Elphinstone, Mumbai 400013. India.

Tel : 91 22 67577200, Fax : 91 22 67577225

Website : [www.tatamotors.com](http://www.tatamotors.com); [www.tataprima.com](http://www.tataprima.com)

