

**TATA** MOTORS



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# PRIMA

## THE WORLD-SMART TRUCK

International Business Commercial Vehicles Quarterly Newsletter on Tata Prima



**PRIMA**

Trucks | Tractor-Trailers | Tippers





**Mr Ganesh Shetty**  
Head Customer Care CVBU  
- International Business

Friends, Warm Welcome to The World of Tata Prima!!!!

Prima range of vehicles are true presentation of our Advanced Technology in Trucking Industry & we are glad that you are associated with it. These vehicles have a world class aggregates like Prime over from Cummins, Transmission from Eaton/ZF & a heavy duty axles etc. A simple & robust Diagnostic system adding value in the life of these aggregates which lasts for a longer duration.

With World Truck Prima, we have kept all the maintenance parameters like longer drain intervals, better life of wear & tear parts,

consumable etc., which will reduce down time & increase the efficiency of your vehicle.

Our Workshops are equipped with 24x7 Road side assistance, Exclusive work area for Prima vehicles, Ample Spares availability & a team of well-trained Technician who are always available at your Service. For our esteemed customer of Tippers, we have Container workshops that facilities to reach your place. A tailor made Service & Maintenance plan suitable to your fleet is available with our channel partners.

Thanking you for adding Prima vehicle to your fleet. We wish you a happy Trucking!!!

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# Editorial Team

PMG M & HCV  
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# Awards & Recognition



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# Prima Cabin

## – Its your home on the wheels.



They say a truck is as good as its driver, and given the rigorous driving schedules it was essential for Prima to be designed to meet the high expectations of the drivers & owners. And to ensure that we have designed the Prima Cabin so that your driver always remains safe & comfortable whatever be the road. It's striking masculine styling coupled with the comfort features makes the Prima a home away from home. The truck offers comfort & ease of driving at par with the best in the world.



### Features that ensure your Safety:

- Crash tested ECE R29 Cabin.
- Wider **all round visibility** and ergonomically designed cockpit.
- **Projector Head lamps** for better night visibility. In addition vehicle also has LED rear lamps and Door Ajar Lamp for better illumination.
- **All Steel Bumper** to take the minor impacts that your vehicles are inevitable to.
- Corrosion resistant cabin which is tested for almost 1200 Hrs of Salt Spray. In real life it means Shimmering Beauty for years.

To ensure your comfort, Prima cabin is loaded with features like:

- **Fully floating 4 Point Suspension** that ensures much dampened road vibrations getting transferred to the cab. This ensures lower fatigue to the driver and longer working hours.
- **Pneumatically suspended 9 way adjustable seat** with 48 deg reclining so that the driver gets the best driving posture along with almost no road vibrations.
- Temperature control and heating and ventilated air conditioner as an option to ensure that your driver is comfortable.
- **Ergonomic sleeper & non sleeper berths** too ensure a comfortable resting arrangement for up to two occupants as a time, with anti-roll system to prevent from roll over while vehicle is on the move.
- Ergonomically placed & pneumatically assisted ABC Pedals to ensure lower driving fatigue & hence higher productivity.

And what comes hand in hand to comfort is convince at your finger tips. This is made possible by features like:

- **Bunk control** unit for improved convenience.
- Electrically and manually operated cab tilting.
- **Steering mounted control** for Driver Information system and Audio System.
- **Cabin Space / Volume**
- Adequate **storage space** to store all the possible belongings like documents, clothes & others that are required for a long trip. A separate storage situated outside the cab for the clearing equipment & for tool kit.
- **Cab door** that opens full wide 85 deg for easy entry & exit.
- **Floor Height, first step height**
- Remote **keyless entry**.
- Ergonomically placed control Switches.



Just like the Vehicle, Prima Cabin is SMART too. It is designed in a way that you get the best performance from your vehicle.

- **Body control** module with multiplex wiring that ensures higher safety and lower offroading conditions caused by fuse and relays.
- **Aerodynamically** designed cabin for lower fuel consumption.
- Instrument cluster consisting of **multi-function LED display**, shows information like the gear in which its moving, distance traveled, ambient & coolant feature, fuel consumed, distance to empty and other details that are useful to the driver.



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## Interview with Dr. AK Jindal

Head, ERC (Engineering Research Centre), Commercial Vehicles Business Unit, Tata Motors

PRIMA BEING A VERY PRESTIGIOUS PRODUCT FROM TATA MOTORS, WE AS COMPANY IS COMMITTED TO DELIVER THE BEST OF THE PRODUCTS & SERVICES SO THAT YOUR VEHICLE REMAINS ON ROAD AS MUCH AS POSSIBLE WITH BEST IN CLASS PERFORMANCE.



**Dr. AK Jindal**  
Head, ERC (Engineering Research Centre),  
Commercial Vehicles Business Unit, Tata Motors

Q&A

*What are the new technologies that are changing the face of CV industry and how do you see Prima Range in lieu with it?*

Prima vehicle has been established as a platform product. The vehicle is capable of meeting some of the most Stringent emission norms & safety standards. As far as performance is conserved the key focus is deliver the improvement on Fuel Efficiency on continuous basis by involving various technology breakthrough & downsizing that would help customer to save on its fuel bill significantly.

Furthermore, improved vehicle reliability is also taken as a target to ensure the maximum uptime to the end user.

Another focus considering the global trends is on Connected vehicles with our telematics services of Fleetman in which we are working rigorously to add more and more new features like remote diagnosis, service alerts, performance tracking, advance warnings and in long-term Prognostics.

Alternative Fuel is another field where we are doing a lot of research. The Prima LNG vehicles is already running on road and has been tested without any issues. In the same line we also had showcased the Prima Hybrid in which we could establish a fuel efficiency of 8-10% over conventional. But these technologies can only progress with the pull coming from the markets.

*How has been the performance feedback for Prima vehicles from global markets & what are its major advantages over any other global brand?*

Prima is one of the flagship product from Tata Motors. Sold in more than 20 countries with almost 8000 vehicles running on road in India & across various international markets we have not received any major issue with the vehicles. Also Prima is a SMART truck when it comes to the total value proposition as we have not gone overboard in configuring the same. We have kept a balance between features and other specifications keeping in mind the requirements of our key markets like South Africa, Middle East, Asian etc to ensure it remains the best fit product for delivering best in class Total cost of Ownership. Many customers have been giving feedback that a Prima can deliver 95% of the performance that any European brand can deliver at a 70% cost.

*Prima is establishing itself as the World Smart Truck. How do you see its future in respect of the new variants focusing the Global Markets?*

With the platform approach, we have considered various current & future needs of World Markets. The vehicle is designed to package a host of different aggregates like engines ranging from Cummins ISBe 5.9l to ISX 15l with Euro 5 ready and Euro 6 already in horizon, the ZF & Eaton transmissions in 9S & 16 S Manual & Allison Automatic and many more.

So with increasing global footprint and customer requirements more and more new features are getting added. Currently we are focusing is on enhanced safety with features like Electronic Braking, Adaptive Cruise Control, ESP & EBS. Another future technology upgradation which will happen is ADAS which stands for Advance Driver Assistance System offering various safety features.

*What were the major challenges that you faced while developing Prima range?*

The biggest challenge we faced while designing the Prima range was the Paradigm Shift that we had to bring in our design philosophy. If you compare our earlier models they were mostly no frill products that focused more on acquisition cost and less on the comfort and other expectations. So in order to develop the world class product we brought together know how from our subsidiary Tata Daewoo along with our frugal engineering to get the right product at a very competitive cost.

Another challenge was achieving the targeted reliability and to achieve this we left no stone unturned. All the best of the suppliers of the global brands were taken on board to ensure the reliability remains comparable to any European brand.



*Can you please share some of the Best practices that we have entailed into designing the Prima Range?*

While designing Prima almost entire world was considered as the customer base and hence a detailed market study was done right from the beginning. We had benchmarked almost all the possible brands in those markets and the targets were set based on that.

A host of proto vehicles were made and were tested across globe into very harsh environment and in various operating conditions clocking more than 1mn Kms along with thousands of rounds of torture tests before hitting road.

*The T1 Truck Racing is a big hit. How do you see its benefits with respect to design and technology? Also with the 3rd Season of T1 Trucks Racing what more can we expect?*

Prima being a premium brand it became the obvious choice for the T1 truck racing which by the way is the first in India & Asia.

Along with a very high customer pull with T1 we have also been able to stretch ourselves into advanced engineering into the field of light weighting, improved handling, riding comfort, cornering etc.

Also as we have progressed from Season 1 to Season 3, we have been able to cut the race timings by almost 15 sec.

*Kindly share a few words for the Prima Family.*

Prima being a very prestigious product of Tata Motors, we as a company are committed to deliver the best of the products & services so that your vehicle remains on road as much as possible with best in class performance.



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# Service Initiatives

## East Africa:

Africa has been a great testing ground for all the leading brands across the Globe, Tata Motors had always been in forefront to understand Customer needs and converting these needs into new Products & Services.

Prima has been a success story in South & East Africa, retailed over 250 units with high number of repeat purchase shows the satisfaction of our Customers both with the Product and the Services.

Some of the key initiatives to ensure best of the customer services are:

- 100% availability of Fast Moving Parts at Distributors
- Dedicated Telephone lines and CRM for Prima Customers.

- Onsite support and 48 hours commitment to put any Prima on Road.
- Daily contact to all Drivers/Customers for any need done in SA.
- Onsite Dronacharya Driver training for Prima Drivers.

Prima has been Tata Motors Flagship Product launched in Africa Market comes with excellent support of Dealer Network with over 40 number of workshops in Africa equipped with state of the art Workshop machinery, Tata trained Technical team and an adequate stock of parts to service our Customers. Prima comes with an Industry unique warranty of 400000 kms or 3 years whichever comes earlier with a service interval of 10000 kms which reduces overall vehicle uptime in Workshop.



Prima – On Site Campaign/Support



Prima Dedicated – Kenya...



Formation of Prima Team:  
(M&HCV I/c, Team Leader, 2 Technicians, Electrician and PDI Technician)



Dedicated Bays with Service Pit

In view of our Customer requirements in certain offsite locations where the Prima Trucks have to run 24X7, Customer's team is trained on site for handling service related issues & for Customer's Managerial staff a feature based training is done for general knowhow and maintenance. Keeping in view of various applications our Customers are using Prima Tata Motors provide Roadside assistance in case of a technical emergency with a dedicated 24X7 telephone lines for any query or a concern.

The training courses for Customers are surgically designed as per their requirement, applications and needs of business operations, such trainings are imparted on a regular basis to build a strong Customer confidence in Tata Motors Prima.

Since Aftersales is an ongoing support mechanism for Customers and Prima being a flagship product of Tata Motors, we have developed an exclusive technical Team dedicated only for Prima range of products, this team is dedicated in ensuring a continuous support to all Prima Customers and continuously will work upon understanding changing Customer needs from time to time so that our future Products & Services exceed Customers expectations.





# Customer Case Study

## South Africa:

### SOUTH AFRICA - SM STRUCTURES 2 PRIMA 4938.S 6X4 TRACTORS

Started by the veterans Mr. Steve Maycock along with his son Marco & Technical Head Chris Nkosi, SM Structures is one of the fastest growing company in Industrial Structures. The company specializes into making & installing the industrial structures having their cliental based across the African Continent and also beyond the seas such as Middle East & UK.

The company does on an average 2000 Tons of material installation per month across the border. And in order to manage such a quantum of work they have to invest special care to logistics. In order to manage it properly the company operates with almost 10 vehicles which include Japanese as well as European Brands. In last purchase of 2 vehicles the company analyzed various options available in the market and finalized on Tata Prima 4938.S a 6x4 Tractor. What attracted them the most is the astonishing looks of the vehicle and the powerful driveline of 8.9L Cummins Engine coupled with Eaton 9Speed Gearbox & a Hub Reduction Axle.

The vehicles operate in a severe conditions carrying 27T of load, running average of 700 Kms per day with 50% operations in on highway where the vehicle runs in high speed & the remaining is off roads. Even in such conditions the vehicle has been performing excellent. Its spacious & comfortable cabin makes it a favorite amongst the drivers. But the real advantage is on the operating cost of the vehicle. When compared to Merc 440 Tractor running & maintaining a Prima saves 5% additional ZAR per Kms. In actual figures every month the vehicle saves almost ZAR 4000 per month over Mercedes 440.



## Indonesia:

### INDONESIA - TRANMAJU EXPRESINDO 20 TATA PRIMA 4023 4X2 TRACTORS

Started as an agency for Custom Clearance PT Transmaju Expresindo has been operating in Indonesia since 1990. In past 25 years the company has integrated businesses to become one of the prominent Total Logistic Solution provider in Indonesia with a fleet size of around 200 vehicles.

Their fleet includes European & Japanese brand trucks. In 2015 after testing one **Tata Prima 4023.S**, the company went ahead and has added more than **20 PRIMA** Tractor Heads in its fleet. As per the President Director Mr. Sarwan Kumar due to increasing competition and costs, operating margins had been one of the biggest concern for the company. **With Prima vehicles in comparison to the existing Japanese vehicles they are able to have 10% extra fuel efficiency. On a trip between Jakarta Port to East Java of typically 220 Kms a Prima vehicle consumes 65 to 70 L of fuel whereas other brands the fuel consumption ranges around 80L. The powerful engine and Comfortable cabin of Prima Trucks has made it the most preferred truck amongst the drivers of this fleet company.**

Mr. Kumar is very excited with Tata Prima and feels that with Tata Prima he would be having the best operating efficiency in his business.





# Customer Case Study



## UAE:

### UAE - ALFA ONE LOGISTICS DUBAI 41 PRIMA 4438.S 4X2 TRACTORS

Almost 25 years back Alfa One was started by Chairman Mr. Luthufuddeen as a cargo consolidation company in 1992 with just two staff and a small office in Dubai. In 2006 the company expanded its operations into heavy trucks, with offices across gulf countries. Since then the company's fleet size has become 80 vehicles with vehicles operating into FMCG, Logistics & Construction applications.

After the launch of Tata Prima vehicle sin UAE, the company has added 41 vehicles in their fleet. What

made the company to place the repeat order was the powerful driveline of 8.9L Cummins Engine, extremely comfortable cabin that ensured the drivers are happy while driving.

The vehicles operate in a high speed of 100 KMPH and travels almost 700 Kms per day across the borders. In harsh weather conditions the Prima Cabin ensures the driver's performance is not affected and the timely deliveries are maintained always. In addition to that as per Mr. Ajith Kumar Maketing Manager of company, the biggest advantage over many competition vehicles is the service support across GCC backed by single toll free number for Prima vehicles. This means absolutely seamless service backup with no hassles.

When compared to European brands running a Prima saves 5% on fuel bill per Km. In actual figures every month the vehicle saves almost US\$150 per month over any other brand just on fuel.



## Malaysia:

### MALAYSIA - BIFORST LOGISTIC 10 PRIMA 4938.S 6x4 TRACTORS

Biforst Logistis is one of the leading 3 PL companies in Malaysia started in 2003. The company expertises into the FMCG transportation & warehousing. There fleet of 400+ vehicles mostly consists of European & Japanese brands with whom the company had been loyal since 2003.

In 2015 the customer was looking for adding numbers to his fleet, and was approached by the local distributor for Prima 4938.S a 6x4 Tractor Head. Before making the purchase the company took the feedback from other operators and also took a test in real usage in their application.

As per Mr. Raul one of the senior member from Bifrost Logistics his drivers were very positive about the vehicle performance, cabin comfort, drivability & safety.

Based on this customer had made a purchase for 2 number in the month of August 2015, and since then the vehicles have clocked more than 60000 kms. The vehicles have been running very well, fuel consumption

is lower than any other brand in their fleet and the reliability is comparable to any European Brand. The customer expects that these vehicles will serve for atleast 10 years as the aggregates are very rugged.

Another big advantage as per the customer is the wide network support from the distributor and the part prices, which are very low as compared to any European brand.

This all has lead the company to place another order of 10 more Prima vehicles.





# Trial Report

## MALAYSIA - SIDHU BROTHERS

Transporting Palm oil is tricky. You might be running almost entire trip on a high speed 6 lane highway, but the last patch of few Kilometers is the portion where any truck is tested to its most. It's an off road patch with loose sand and gradients that takes you to the oil mills with traffic coming from the other side as well.

The same stands for the operations of Sidhu Brothers - one of the oldest houses in Malaysia involved into movement of Palm Oil from the Oil mills to the port. The 35 year old organization is an ISO 9001:2008 certified company which currently owns more than 100 trucks dedicated to Palm Oil transportation.

While in the process of replacing two of his prime movers in his fleet, Mr. Jimmy Sandhu one of the partners in the company wanted to take a trial of Prima 4938.S (6x4 Tractor Head) in real test conditions- using it for hauling 40T of Palm Oil from Rawang to Serasa palm Oil mill and then onwards to Lumut port for a total distance covering 678 Kms through various terrains.



The trial which took included 2 nights from base to base was a phenomenal confidence booster for the entire group. The route included some of the most challenging gradients of Cameron Highland where our Prima was able to overtake many European brands with an ease. As put by the driver, he could run the vehicle on a higher gears as compared to other vehicles he drive and still maintain the speed and acceleration.

As per Jimmy he became the fan right in the first hour of the trial. The noiseless cab with spacious interiors, & the comfortable seats made him feel like it's a car he is driving. Putting in his words "Using Prima is a Smart way to get to Lumut".

Talking about the fuel economy, in the entire trip the fuel consumption was similar to any other European brand, but in addition Prima was more powerful, comfortable and was able to save crucial trip time because of its ability to cruise.



# New Showroom

Tata Africa Services Nigeria Ltd- the distributor of Tata vehicles in Nigeria inaugurated its brand new facility in Lagos for Tata Motors vehicles. This state-of-the art facility is the largest showroom for commercial vehicles in Nigeria. A wide vehicle display & a dedicated lounge for customers makes the facility one of the best showrooms in entire Nigeria for Commercial Vehicles. Tata Motors also commenced the assembly of its select commercial vehicles in Nigeria



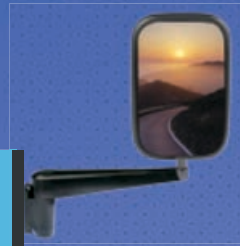
L to R: Mrs. Ruchi Ghanshyam, High Commissioner of India to South Africa, Engr. Bitrus Elesu (National President Tractor Owners and Operators Association of Nigeria), Mr. Naresh Leekha, Former director West Africa, Tata Africa Services, Mr. R Ghanshyam, Former High Commissioner of India to Nigeria, Mr. Niraj Srivastava- Head, Auto Business, Tata International, Mr. Noel N Tata ú Chairman, Tata International, Mr. Alhaji Danladi Garba (National President Tractor Owners and Hiring Facility Association of Nigeria), Mr. Rudrarup Maitra, Head International Business, Tata Motors.



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# Knights of the Road



## SOUTH AFRICA

In many ways, being a Truck Driver is more a lifestyle than a job. It is demanding in many ways, with almost 300 days per year on the road, spending numerous nights away from near and dear ones, starting daily shifts early in the morning, negotiating city & highway traffics and most important one is facing a danger of accidents.

Life has been almost same for 61 years old ORGAN, PETROS NYARUVENDA from Vereeniging, Gauteng, South Africa. Compared to other drivers, Organ is more educated as he had finished his high school before starting work. With a driving experience of almost 23 years ORGAN has driven host of vehicle brands across South Africa before shifting to Tata Prima 2528 almost 2 year back.

He believes his Prima is probably one of the best vehicles that he has driven. It can be compared to any other European brand when it comes to comfort. As per him features like the comfortable 9 way Adjustable seats, Air conditioning helps him to drive almost an hour extra when compared to other trucks. Adding to that the driving the vehicle is also a pleasure. With a powerful Cummins engine and easy shift ZF gear box his driving has never been effortless.

As per Organ, Handling & Drivability of a Truck is one of the key requirement as on highways you keep on facing situations where sharp bends, overtaking and panic braking are inevitable. With Prima he never worries about such problems as the power is always available. The vehicle geometry always helps him to maneuver the vehicle swiftly, the ABS makes it safer to stop and the rugged build of the vehicle makes him feel safer.

Another challenge for a driver is vehicle breakdown, which invites many challenges like schedule delays, harassment and biggest of all fear of Truck Hijacking. Till date Prima has been running on road without any major complaint or any issue of Off-roading.

As per Organ now he lives a relaxed life, spends time with family, visits church, enjoys rugby matches of Blue Bull with his grandson and enjoys his driving.



## BANGLADESH

**Rafiqul Islam is a commercial truck driver in Bangladesh for many years and has agreed to pen down about what life is like on the road with the TATA Prima.**

Rafiq is used to very symmetrical days and its starts at around 5am. He starts out with the preliminary and necessary checks to be done on his truck and the trailer. He then gets a cup of tea and is on his way. With the new improved GPS and on board connectivity systems he checks out the road conditions and the weather from the comfort of his cabin.

In the transport business he is paid by the kilometers he drives and hence a lot careful planning is needed by him to ensure that he is driving maximum of the time. Fuel stops/ food stops/ weigh bridges stops are all carefully planned to minimize the amount of waiting time. A lot of his free time is used in planning the road ahead.

Throughout the day he has to keep an eye on the police & transportation department vehicles as violation of any rules can be costly. As a safety premise he prefers to drive only during the daylight hours and as the evening approaches he calls it a day, once he picks his place to park (it can be which can be a truck stop, an on or off ramp, a receiver or shippers property, or any place a truck and trailer could fit without breaking the rules) then he shuts down, eats, calls home and hits the sack.

One of his biggest memories lies from the time he received his commercial driving license. He considers that day as a turning point in his life. He had been working as a helper for over 3 years and would assist

the main driver with everything that had to be done except for driving. Learning to drive, while sleeping and eating in a truck that would to be constantly moving between shippers and receivers made life very tough but he had started accepting the challenges and would try and find a way out to in the chaos. He would keep dreaming of the time he would get his commercial driver's license and start driving. Finally, that day came in August'98 and he has not looked back since then. He started out with on TATA LPT 1516 and since then has driven a variety of Light and heavy commercial vehicle of many different brands before rising up and finally establishing himself as Trailer Driver. Before the TATA Prima he was driving a few European second hand vehicles in Chittagong, even though the vehicles had a high horse power but being old vehicles they had a lot of maintenance issues and were costly. He Shifted to the TATA LPS 4018 which would be a bit noisier then his previous ones but was great on Fuel Efficiency. Today he is very proud to be a driver at Linde and that to of a TATA Prima as he gets the best of both worlds, a fuel efficient truck with a very comfortable/ Luxurious cabin. It has not come easy but the struggle of getting to where he is today is what makes his ride today in the TATA Prima much more sweeter.



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CSR



## Corporate Social Responsibility

At Tata Motors, we're touching people's lives every day. From our employees to our customers, from our service partners to our stakeholders, we strive to impact people's lives positively in every geography we operate. Tata Motors has a heritage of conducting programmes which enable youth. Another step in this direction is SkillPro, a Tata Motors International Business' CSR initiative - a unique skill development programme, that trains aspiring youth, transforms them into skilled technical professionals and makes them employment ready.

In the year 2015, the program has brought together aspiring talent from our major international markets such as Nigeria, Mozambique, Myanmar, Bhutan, Bangladesh, Nepal and Sri Lanka. Over 25 participants underwent a strenuous training programme at our Jamshedpur plant and are now ready to be a part of the technical workforce in their respective countries. On return to their respective countries, they will be offered employment and an opportunity to become a part of Tata Motors service network.



Mr. Rudrarup Maitra, Head-Commercial Vehicles (International Business), Mr. S Ragunathan, Head-Supply Chain, International Business & Sanjeev Kumar, Head-Service Training Centre, Jamshedpur at the event



Ms. Shara Jacob, Manager [Marketing Communications] along with the 25 boys



It's fun time



## Prima Quiz

- The Prima Cabin undergoes a salt spray test to ensure corrosion resistance for \_\_\_\_\_ hrs*
  - 600
  - 1500
  - 1200
  - 900
- The Prima Cabin is a 4-point Mechanically suspended*
  - True
  - False
- The Multifunctional LED Display of the TATA Prima can display which of the following*
  - Current Gear
  - Fuel Consumed
  - 2 Trip Details
  - Ambient Temperature
  - All of the above
- The cabin is crash tested to the international norms of*
  - ECE R29
  - ECR R29
  - ERC R29
  - ERC R30
- The TATA Prima has a remote keyless entry*
  - True
  - False
- The Prima Cabin can be tilted in which of the following ways*
  - Electronically
  - Hydraulically
  - Both
  - None of the above
- The External storage space that can be used to store the driver's personal belongings is operated \_\_\_\_\_*
  - Internally
  - Externally
- The Prima Cabin is available in Sleeper & Non Sleeper Berths*
  - True
  - False
- The Pneumatically suspended driver's seat is \_\_\_\_\_ ways adjustable*
  - 8
  - 9
  - 10
  - 11
- The TATA Prima steering wheel is*
  - Tilt-able
  - Telescopic
  - Both
  - None of the above

Please send your answers to [vivek.acharya@tatamotors.com](mailto:vivek.acharya@tatamotors.com)



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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.



For further information, write to:

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