



EICHER INAUGURATES A NEW STATE OF THE ART COMPANY-OWNED COMPANY-OPERATED (COCO) OUTLET IN BARDHAMAN, WEST BENGAL

**Serving Eicher Truck and Bus Customers in Bardhaman and West Bengal
Expands presence in Eastern India**

Bardhaman, 20th May 2022: Expanding its footprint in Eastern India, [Eicher Trucks & Buses](#), a business unit of [VE Commercial Vehicles](#), inaugurated a new company-owned (COCO) 3S setup in Bardhaman, West Bengal. The facility spanning over 43,000 sq. ft. has an impressive display of Eicher's wide range of next-gen commercial vehicles, fully-equipped multi-bay workshop with washing ramp and spare parts centre. This retail outlet is strategically located on NH-2 between the main cities of Kolkata and Durgapur to address the needs of customers operating in agro-produce, cement, building and construction materials, LPG, FMCG in Bardhaman and central part of West Bengal. With the inauguration of this new facility, Eicher will offer optimum sales and service support as well as ensure best-in-class experience to its customers in the area.

Speaking on the occasion, **SS Gill, EVP, International Business and Company-Owned Retail, VECV**, said, *"West Bengal is a crucial market for Eicher to establish a profound position in Eastern India, with Bardhaman being one of its most prosperous districts. Our COCO 3S facility opened in Bardhaman will support the efficient transportation needs of the booming industrial belt in this region supported by the availability of coal, iron ore and agro-based industries. This retail setup reaffirms our commitment to enhancing fleet productivity, uptime and profitability of our customers."*

Eicher Trucks and Buses, a business unit of VECV, offers one of the widest product ranges, from 4.9-55 Ton GVW trucks and 12-72-seater buses. All these products are produced on Eicher's most innovative BSVI solution - EUTECH6 which offers the most reliable engine technology and best in class fuel efficiency. Eicher takes pride in being the first player to introduce a 100% connected range of vehicles with advanced telematics solution- Eicher Live. The products are enabled by the industry-first Eicher Uptime Centre, and segment-specific benefits such as enhanced logistical efficiency in e-commerce, superior uptime in construction and mining as well as passenger safety in buses. The company has the widest range of Heavy-Duty trucks in the industry.

About VE Commercial Vehicles Limited (VECV):

About VE Commercial Vehicles Ltd (VECV): VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since August 2008, the company includes the complete range of Eicher branded trucks and buses, Volvo Buses, exclusive distribution of Volvo Trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines and Eicher component business. A multi-brand, multi-division company, backed by innovative products & services, VECV today, is recognized as an industry leader for modernizing commercial transportation in India and the developing world.

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