



## EICHER INAUGURATES A NEW STATE OF THE ART DEALERSHIP IN DHAMNOD, MADHYA PRADESH

### Expanding footprint to serve Eicher Truck and Bus customers in Dhamnod and western MP

**Dhamnod, August 4, 2022:** [Eicher Trucks & Buses](#), a business unit of [VE Commercial Vehicles](#) inaugurated a new 2S (Service and Spares) dealership, Siyaram Motors, in Dhamnod, Madhya Pradesh. The facility spanning over 22,000 sq ft, is fully-equipped service bays backed by a strong team of 321 Eicher-trained technicians to provide 24x7 breakdown support. The dealership is strategically located on old NH-3, commonly referred to as Agra-Bombay road, near the Nimrani industrial area which will open opportunities to serve customers operating in segments of agro-produce, food processing and textile in Dhamnod and western MP. With the inauguration of this state-of-the-art dealership having a comprehensive inventory of spare parts and assemblies, Eicher will offer enhanced support and best-in-class service experience to customers in the region.

Speaking on the occasion, **J P Verma, Vice President, Aftermarket, VECV**, said, “We proudly call state of Madhya Pradesh as our home and *we are delighted to expand our footprint here. Madhya Pradesh has recorded an impressive growth in economic development supported by creation of robust infrastructure in terms of roads, water supply, irrigation capacity, 24x7 power supply among others. Our new 2S dealership at Dhamnod reiterates our commitment of offering the best-in-class product experience, efficient service and partnering prosperity for our customers in MP. We intend to strengthen the bond with our customers and elevate our aftersales services through our vast network of touchpoints.*”

VECV offers one of the widest product ranges, from 4.9-55T GVW trucks and 12- 72-seater buses. 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 is the first player to introduce 100% connected range of vehicles with advanced telematics which provides enhanced fuel efficiency, superior uptime enabled by the industry-first Eicher Uptime Centre support, and segment-specific benefits such as enhanced logistical efficiency in e-commerce & passenger safety in buses. The company has the widest range of HD trucks in the industry and at various price points to cater to the basic, premium, and value segments.

#### [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 India, 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 developing world.

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