



Partner Connect

Widening your
business horizons

At Tata Motors, we constantly strive to delight you with new and better service initiatives that enhance your partnership experience with us. Besides improving your professional acumen, they help you serve our customers better.

This ready reckoner keeps you fully informed about our wide range of partner services. Do keep it near at hand, to refer to it just anytime.



Upgradation of Skills

Service Training Centre

There are five Service Training Centres, each headed by a knowledgeable trainer who imparts training in automotive maintenance and repairs to personnel of channel partners, fleet owners, customers and Tata Motors employees. These centres are well equipped with modern classrooms, fully functional amenities, training aggregates, cut sections, interactive software, simulators and live working models. The training programmes are distributed product segment-wise across the centres, to enhance skill and speciality.

Adoption of Industrial Technical Institutes

Under the Central Govt. Scheme for upgradation of ITIs in the public-private partnership module, Tata Motors has signed an MoU with 53 ITIs across India. Their facilities will be upgraded by providing vehicles, aggregates, cut sections, training to trainers, curriculum design, etc. Candidates passing out with skills can be absorbed in Channel Partners workshops.

Works Manager Certification Programmes

The expansion plan of Tata Motors Service network can succeed only with the help of trained workshop managers who can run workshops efficiently. With this vision, a competency based training programme Tata Motors Certified Works Manager has been specifically designed to cater to the dealer's requirements. This certification has been customised to develop managerial and technical skills required of Works Managers.

Master in Service Administration

Tata Motors Customer Service (CVBU) has launched this 'Mini MBA' programme to benefit third generation workshop owners by equipping them with the knowledge of professional streams. This in-house residential programme is run by the prestigious TMTC, Pune.

Dealer Training Centre

This is a learning centre located at Tata Motors dealer premises. Equipped to impart Bronze level training to technicians, it reduces dependence on training schools and also ensures fast track training, to bridge gaps in skill levels. Above all, it is a self-sustaining revenue source for you, our channel partner. Presently, Dealer Training Centres are located at Maurya Motors, Patna and Jasper, Vijaywada.

Project Parivartan & Project Kaushal

Project Parivartan was aimed at providing soft skills training, whereas Project Kaushal provided technical skill training - both aimed at benefiting the staff of channel partners.

Udaan Scheme

Tata Motors is India's first automobile company to sign an MoU with NSDC (National Skill Development Corporation), under the Prime Minister's Udaan Scheme. The MoU was signed to explore training and employment opportunities for graduates, post-graduates, 3-year engineering diploma holders and professional degree holders of Jammu & Kashmir, through a collaborative action oriented agenda. Under the Tata Motors Certified Works Manager Programme.





Test of Skills

TechFest

This is the very first programme in the commercial vehicles segment in India, which is aimed at motivating mechanics employed by channel partners, to enhance their technical skills. Techfest 2013 saw as many as 25,000 mechanics competing to win a host of attractive cash prizes. Service Advisors' Competition. This was a first-time national level fest in India's commercial vehicles segment, for service advisors of Tata Motors workshops. Participants competed to win big cash prizes.



At your doorstep

Technician's Upgradation

(e-Learning on your fingertips)

With the Internet emerging as a strong and effective communication medium, the Tata Motors Customer Support Division leveraged its strengths, to deliver learning, training and education programmes on the computer. For this, the company developed an Internet-based training module called e-Learning. All relevant information about automobiles, aggregates, parts, components, working principles, Operation & Maintenance procedures, troubleshooting & guidelines for resolving complaints, etc. are packaged into simple-to-understand modules using animation, photographs and films. There are training modules in 11 Indian and 4 foreign languages - these are available at all workshops.



Mobile Training Centres

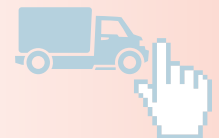
(At your doorstep)

Tata Motors brings training to your workshop's doorsteps with training-on-wheels through equipped mobile training vans. These vans have driver simulators, cut sections, e-learning modules, practical sessions, etc. What's more, they recreate a classroom training atmosphere. The vans, operated by area service offices, cover the region as per the training needs, saving workshops valuable time and money.



Online Systems

Tata Motors provides a seamlessly integrated online system with real time information regarding the service history of a vehicle. The information is available across India. The company employs CRM DMS, VCM and Wow for smooth operation of the facility. Additional portals are available for workshop and parts catalogue. These are easily accessible, faster and also cost-efficient.



eWorkshop Manual

All workshop manuals are available online for access anytime, anywhere.





Quality First



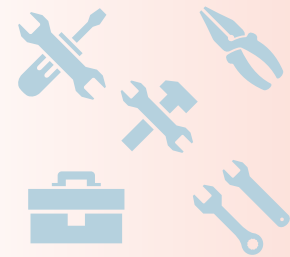
| Parts Manager Training Programme

- Tata Motors provides Parts Managers at workshops training that covers competence areas like:
- Understanding the impact of DPM's role in managing dealer operations
- Understanding best practices in Inventory Management
- Understanding best practices in Store Management & Control
- Techniques to monitor the effectiveness of daily operations
- Objections handling
- (KRAs) Key Result Areas for DPMS



| Workshop Equipment Management

At Tata Motors, quality comes before all else. For uniformity and standardization of equipment in workshops, the company has tie-ups with 11 suppliers for special and diagnostic tools required at workshops. These suppliers provide turnkey solution to workshops. A comprehensive book on workshop equipment is also available for reference.



Safety First

| Safety Drive with Castrol

Tata Motors and Castrol share the common goal of ensuring safety on roads. Both companies joined hands to create the Design & Development of Safety MMS (Minimum Mandatory Standard). They also initiated a safety drive at all workshops across India, in a phased manner, to make them safer and ergonomically better places of work.





Help at Hand

Tata Connect

A dedicated helpline, Tata Connect (Toll-free: 1800 258 2553) was launched for channel partners, to provide online information and for resolution of issues, if any, by the CVBU Team. Only the channel partner principal, the Works Manager and the Spare Parts Manager are authorized to register issues.

Assist@once

This is a Parts Helpdesk that provides assistance when information is not available in E Cats. Customers are requested to quote chassis numbers when they write or call the Desk. For email support, customers are requested to provide their complete contact details. This facility is operated by trained professionals and is functional from 8 am to 10 pm on all days, except Sundays & holidays. It is divided into two segments - email Support and Voice Support. Customers can call the toll-free number 1800 267 8282.

Suggestion Box in CRM

This is a platform for channel partners to submit their suggestions, if any, for the improvement and availability of products, services and other offerings integrated onto CRM.

Technical Helpdesk

This helpdesk guides or assists in troubleshooting typical unresolved technical complaints on Tata Motors' products. Direct inputs are provided to the channel partner's expert workshop personnel through the electronic media available. The facility is operated at plant service offices by technical experts. Its pilot launch was done in the South region and JSR Plant.



Toll-free
1800 258 2553



Business opportunity

Tata OK

This is another revenue generation platform for Tata OK TASS by way of refurbishment & sale of pre-owned or used commercial vehicles at better resale prices. This service is backed by a limited warranty and transparent dealings. What's more, there are no hidden costs for customers,



TATA MOTORS *Certified*
PRE-OWNED COMMERCIAL VEHICLES



24x7 Toll-free
1800 258 2553

TATA MOTORS

You can also contact our Sales Office: Tata Motors Limited, 20th Floor, Tower 2, One Indiabulls Centre, 841, Senapati Bapat Marg, Mumbai 400 013. Tel: 91 22 6658 6000; Fax: 91 22 6658 6010.