

Customer First

Quality services
that enhance your
ownership experience



At Tata Motors, we constantly strive to delight key customers like you with new and better service initiatives that enhance your ownership experience. These services aim to ensure that your Tata vehicle offers you maximum uptime while keeping your running costs at the minimum.

Do go through this ready reckoner to keep yourself fully informed about our wide range of customer services.



Help at Hand

| Network Reach

The Tata Motors network is India-wide, thanks to over 1600 touch points for vehicle servicing, 38 area service offices, 150+ service engineers, 7-day workshops and ATM vans.



| Tata Alert

At Tata Motors, we always endeavour to support you in case of emergency breakdown of vehicles on highways. A Road Side Assistance Programme was launched on 1st July 2011, which is available on the Golden Quadrilateral and N-S/E-W Corridors. Key features of the Tata Alert facility include reaching assistance at the breakdown site within 4 hours, restoration of the vehicle within 48 hours and payment of coupons of Rs. 1000/- per day for vehicles stranded for more than 48 hours.



| Call Centre

In case of complaints, you can call our toll-free number 1800 209 7979 for all of your needs.



toll-free number
1800 209 7979

| Onsite Support

As a Tata vehicle owner, you may have Tata tippers deployed onsite, which are used to meet tight project schedules. In most cases, these are located away from town based Tata Motors dealers or TASS, and so need to be given on-site service. Our on-site packages are available in 3 options, depending on your requirements.



| Mobile Assistance Vans

With this service, you, our valued customer, will never have to worry in case of an unexpected vehicle breakdown. In fact, our mobile assistance vans are just a phone call away.



Upgradation of Skills

| Driver Training Institutes

These institutes are vital as a one-stop shop for training drivers in theory and practicals, and ending with issue of driving licences. They also provide training in different trades for skill development. Tata Motors has set up these institutes in Punjab, India and Bangladesh, with plans to set them up in the states of Maharashtra, Gujarat, Tamil Nadu, Himachal Pradesh, Haryana, Assam, Nagaland, besides Sri Lanka.



| Project Dronacharya

As the name suggests, Project Dronacharya aims to produce Driver-Trainers who in turn train the customer's drivers to run their vehicles in their regular environment of road and load conditions. Based on your requirement, these Dronacharyas will be deputed to your operating sites to train your drivers for safe & economical vehicle operations. The aim is to enhance the life of aggregates and lower operating costs.



| Virtual Driver Training

Simulator based virtual driving training centres are set up in plant service offices, driver training institutes and mobile training vans to provide basic driving lessons. The simulator provides all possible road, load and climatic conditions - to make learning easier, especially since there is no stress of real life road conditions during the lessons.

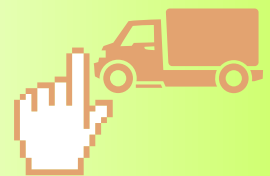


Convenient Connections

| Key Account Portal

Tata Motors has several Key Accounts who are large customers or large fleet owners. The portal provides instant information at one's fingertips through several links. These include:

- Access to the service history of your entire fleet, anytime, anywhere
- Access to the spare parts catalogue
- Access to the spares availability and their prices at the Authorized Tata Network
- View the Live Job Card of your vehicles being attended at authorized workshops
- Pay online for vehicle servicing, from the convenience of your office to any location in India



| Online Payment Facility

The Key Account Portal offers an easy payment facility called Tata Motors e@se. With e@se, you can pay for the service jobs conducted at any Tata Motors Authorised Workshop. You also have the option to make the payment of service jobs through internet banking, credit card or debit card



| Customer Care Website

<http://customercare-cv.tatamotors.com>

The Tata Motors Commercial Vehicle website is a single platform for customers to find all that they need to know about our customer service offers. The site provides details about the nearest service station, value added services, campaigns and training schedules, feedback forms, list of offices, etc.



Extra Value

| Extended Warranty

Extended Warranty (EW) is available on the Small Commercial Vehicle range as a value added service. You enjoy an enhanced period of assurance even after the expiry of the vehicle's warranty. The EW initiative is aimed at lowering your life cycle ownership cost and securing you against unforeseen breakdowns. You are also assured of high quality repair and genuine spares, hassle-free documentation and a long term relationship at a nominal cost.



| Samporna Seva (AMC)

This AMC is offered for complete preventive & scheduled maintenance and breakdown repairs of the vehicle's driveline - at predetermined price. The period covers the desired kilometres/hours. Samporna Seva service is offered through any of the Authorised Workshops spread across the country. It is tailor-made to suit your specific needs.



I Prolife (Recon)

At Tata Motors, we offer re-conditioned aggregates on an exchange basis to help you reduce the downtime of your vehicle. The aggregates range covers over 240 products, including engine long block, gearbox, pressure plates, turbo-charger, power steering aggregates, pneumatic brake items, starters, alternator, fuel injection pumps, etc. Rec-onditioned products are priced at 40% to 80% of the MRP of spare parts. Recon products are also warranted against re-conditioning and material defects.



Quality First

I Tata Genuine Parts

Tata Motors offers you support through a wide parts network of 55 distributors across 150 locations, 29,000 retail outlets, 5 warehouses and 15 Rapid Customer Care Centres (mini warehouses). You can be sure of getting the spares you need without any loss of valuable time.



Happy Times

I Loyalty Programme - Tata Delight

For a happy ownership experience of valued Key Customers, Tata Motors offers a unique loyalty programme that has several attractive features:

- As a Key Customer, you can enrol in the programme after purchasing a vehicle, on payment of an enrolment fee of Rs.1000
- You enjoy a host of benefits that includes movie shows, opportunity to win scholarships for your children, a gleaming new Tata Nano car, etc.
- As a loyalty member, you earn valuable points at every service undertaken within the Tata Motors' network. For every Rs. 100 spent, your account will be credited with one Tata Point
- Redeem the Tata Points for spares, service, etc. in the Tata Motors' Network.
- You can also redeem Tata Points at any JK Tyres or Raymond outlets With the newly launched initiative with BPCL, you can earn points for spends on fuel/lubes at BPCL outlets. The spends are converted to equivalent Petromiles by BPCL logic:

1 Petromile = 1.5 paise

Tata Delight: Insurance for Drivers

With Tata Delight, you also enjoy unnamed vehicle linked insurance for your drivers wherein a death cover of Rs 2,20,000 is payable to the driver's family in case of unfortunate death. In addition, your drivers get a hospitalization cover of Rs.30,000 in case of accidents.



Enrol today! Call 1800 209 7979 or email: delight@tatamotors.com or visit www.tatadelight.com



Outstanding Offerings

I FleetMan Telematics

With the unique Tata FleetMan Telematics system, you can effectively monitor all the vehicles in your fleet, both individually and collectively, on a real time basis. FleetMan not only helps you track your vehicles, but also provides you with information and scientific tools to better manage your fleet. You benefit with increasing efficiency and productivity of your fleet, thereby increasing your business profitability



| Tata OK

This is a single window for selling your old vehicle at a reasonable price, through a hassle-free transaction and with immediate payment. Conversely, you can purchase pre-owned / used commercial vehicles that are duly certified by TATA OK and backed by a warranty. You can also avail of vehicle finance available at attractive interest rates.



| Reconditioned Cabins

With this service, old vehicle cabins are repaired and reconditioned to get a supreme finish. They are then sold at lower rates compared to new products. For you, it's an economically attractive option.



| Fleet Management

A Fleet Maintenance Contract (FMC) is offered to large customers/fleet owners, covering the gamut of vehicle maintenance. The contract covers a pre-defined period or kilometres/ hours. Under this service, Tata Motors takes complete ownership of vehicle repair and provides 24x7 service facility at the customer's premises (workshop/factory), with only labour and parts being charged at actuals. At present, FMC is provided to DTC, CTU, APSRTC and some key accounts.



Special Treatment

| National Customer Care Day

Tata Motors celebrates 23rd October of every year as National Customer Care Day. This date coincides with the date when the first commercial vehicle rolled out from TELCO on 23rd October 1954. The first National Customer Care Day was celebrated on 23rd October 2011.



NATIONAL CUSTOMER CARE DAY October 23

| ISO Quality Confirmed Workshops

With a view to providing a uniform and delightful experience to you and other valued customers at its workshops throughout India, Tata Motors is getting its dealerships ISO 9001:2008 certified by Bureau Veritas. Key features include adoption of uniform process, standardization of process and continuous improvement of the quality management system. Over 850 ISO-certified Tata Motors workshops across India are meeting world class standards of quality management system.



| Driver licence reminder at TBSS

Tata Motors gives driving license renewal reminders to all its drivers. It's a value-added service provided free of cost, on one time registration.



| Customer Meets & Service Campaigns

These meets involve customer contact programmes which are conducted across India. The aim is to collect customer feedback, for a better understanding about real time customer needs and issues. Moreover, products and services are offered at discounted rates. Such programmes actually help you better manage your fleet which in turn improves your profitability.





**24x7 Toll-free
1800 209 7979**

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.