

Tata Motors & DIMO launches new world-class commercial vehicles outlet in Kurunegala, Sri Lanka



Kurunegala, November 21, 2016: Tata Motors along with its Sri Lankan partner, Diesel & Motor Engineering PLC (DIMO), have launched a new world-class Sales, Service & Spares facility (3S), catering to the company's range of commercial vehicles in Kurunegala district, all under one roof. The facility was Inaugurated today, by Mr. Guenter Butschek (MD & CEO, Tata Motors Ltd.), Mr Rudrarup Maitra (Head – International Business, Commercial Vehicles, Tata Motors Ltd.), Mr. Ranjith Pandithage (Chairman & Managing Director, DIMO.), Mr. Gahanath Pandithage (Group CEO, DIMO.) & Mr Ganesh Shetty (Head - Customer care, CV International Business) Mr. Sateesh Machiraju (Regional Manager, SAARC, Tata Motors Ltd.).

Located on Dambulla road, the new 3S facility is the largest integrated Tata Motors commercial vehicles dealership in Sri Lanka, with a wide display area, for Tata Motors entire range of trucks & buses. Hosting a 22-bay workshop, the facility is also equipped with dedicated bays for accidental repairs, washing ramps, quick service, two post hoists and inspection pits. These facilities are also equipped with amenities like advanced Wheel Alignment units and an Automatic Lube Dispensing unit, along with driver restrooms with bunkers and washrooms.

The sales and customer reception and waiting area is air-conditioned, where customers can see their vehicles being serviced. This facility also offers 24x7 breakdown assistance services in the region. The workshop can cater to 50 plus vehicles in a single day, making it the largest commercial vehicle workshop in Kurunegala district. Professionally trained and experienced staff will make the whole experience of purchasing and owning a Tata Motors commercial vehicle, even more special.

Along with the showroom opening, Tata Motors Ltd. also kicked off a **new global service campaign today, 21st November to 23rd November, across 47 countries**. The campaign is aimed at proactively reaching out to Tata Motors customers across the globe, with exclusive service benefits during the 3 days' service campaign.

Speaking on the occasion, Mr. Guenter Butschek, MD & CEO Tata Motors Ltd said, "As the largest and most trusted commercial vehicle brands in Sri Lanka, we at Tata Motors are committed to strengthening our growth story in this market and the inauguration of this new dealership is an impressive testament of it. As we continue to enhance our presence in the country with new products and services, this new state-of-the-art commercial vehicle dealership, will not only help maintain our growth momentum, but will also enable us to become **FUTUREADY**, for a sustained superior world-class sales and service experience. I would like to wish our dealer partners and my colleagues the very best."

Mr. Rudrarup Maitra, Head, International Business, Commercial Vehicles, Tata Motors Ltd. said, "We at Tata Motors are proud to be Sri Lanka's number one commercial vehicles brand and with the inauguration of this new world-class 3S facility, we reaffirm our commitment towards the country's growing transportation sector. Sri Lanka is an important market for us and through planned network introductions, we are well poised to bring in newer products and services, for unmatched sales, service and spares experience. With over 100,000 Tata Motors commercial vehicles on Sri Lankan roads, we also happy to kick-off our three-day Global Service Campaign here from in Sri Lanka."

Speaking on the occasion Mr. Ranjith Pandithage, Chairman DIMO Plc said "DIMO is proud to be associated with Tata Motors for over 55 years; a partnership that has been forged on the principles of trust, transparency & customer focus. We are committed to providing the best support for Tata Motors most extensive range of commercial and passenger vehicles and the new 3S facility at Kurunegala is a testimony to that."

Kurunegala is an important regional center for commercial vehicle operations, along with Puttalam & Kegalle districts. With more than 40 customer touch points across the island, it makes the Tata Motors commercial vehicles network, the most extensive in the region.

About Tata Motors:

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

(www.tatamotors.com ; also follow us on Twitter: <https://twitter.com/TataMotors>)

About Diesel & Motors Engineering PLC:

Established in 1939 as an automobile & servicing business with a staff of only 29, DIMO has since grown in size as well as scope. In 2014 DIMO celebrated 75 years of contribution to the transport and infrastructure sectors in Sri Lanka. DIMO takes pride in representing the best engineered brands in the world.

(www.dimolanka.com , www.facebook.com/Tatamotorsrilanka)

for immediate use

PRESS RELEASE

Issued by:

Tata Motors Corporate Communications

E-mail: indiacorpcomm@tatamotors.com

Tel: +91 22-66657613

www.tatamotors.com