



Director : Mr. V. Ashok

Established : Started in the year 1986 and completed 25 years in Automobile Industry.

Product: Full range of VE Commercial vehicles from 3.5 tons to 40 tons. The vehicles cover all segments in the market i.e.: fish, hollow bricks, distribution of durable goods etc and are highly dependable, fuel efficient and having high resale value. The service provided is also excellent because VE Commercial Vehicles Ltd has an extensive service reach and no matter where you are, Eicher service is never too far away. All Eicher dealers are equipped with mobile service vans and 24x7 helpline numbers to ensure quick service and better customer satisfaction.

Achievements:

- ✦ Best Market Share Award for Sale to Educational Institutions in 1991.
- ✦ Special award for commendable performance 1993-94 in market share and rural market development
- ✦ All Indian Second prize for commendable performance in Institutional sales 1995-96
- ✦ All Indian award for Exemplary Market share growth 1996-97
- ✦ All India award for Institutional sales 1997-1998 (KSRTC)
- ✦ All India Award for commendable performance in sustaining market share in a declining market 1998-1999



- ✦ Award for regional overall Best performance South 2002-2003
- ✦ Award for Outstanding service support for KSRTC MINI BUS OPERATIONS- KERALA STATE, 2003-2004
- ✦ Certificate of recognition for Outstanding service support to KSRTC, 2003-2004
- ✦ All India best dealer award in 2007-08 for outstanding performance in Sales and Service to customers
- ✦ HCV hundred plus vehicles in 2007-09 Award from Eicher Motors limited.
- ✦ Best LCV Dealer 2009-10 from Jan 09–Nov 10.
- ✦ Best Passenger sales South India 2010-2011
- ✦ All India First in Procurement and Sales Mahindra First Choice 2010
- ✦ 3rd All India best Showroom Award Mahindra First Choice 2010
- ✦ Three years continuous Apex Core Committee member VE Commercial Vehicles Ltd.

Market: Authorized dealer of VE Commercial Vehicles Ltd and Mahindra First Choice in South Kerala. We are having 40% market share in Light Commercial Vehicles and 68% market share in Medium Commercial Vehicles in our command area.





We have six authorized service workshops with trained and experienced mechanics available to cater to the needs of the customers. These workshop personnel are trained on regular basis by the manufacturer so that they are technically proficient to any required service.

Recent Developments: The recent tie up with Volvo AB has improved the R&D, vehicle design, aesthetic looks and reliability of the vehicle leaps and bounds. Passenger segments [Buses] have an international look and the latest design is matching universal standards of looks and performance.

Rs 2500 cores invested in R&D and plant up-gradation. Also started an exclusive Training Centre in Mysore.

Brand visibility: Eicher Commercial Vehicles are well accepted in the market and most highways in India are where the brand visibility of the vehicles is seen to be superior to competition. Most markets have our vehicles in plenty and our prompt service only adds to the brand visibility.

Future plans: Expansion of customer base without any compromise in quality and service to the customers is our goal. Our goal is in accordance to the goal of the manufacturers who have a clear foresight and are confident to take the market by storm in another 3 years. Our future plans include improved sales and more service workshops to service our customers better.

Facilities for staff: Employees work in a very friendly atmosphere with total dedication to customer



service, profitability and growth of the organisation. All employee benefits are given to employees and incentives are also distributed to employees with good performance and dedication to the growth of the organization. Festival allowances, annual bonus etc motivate the employees to continue with the job for longer periods.

Mantra) to become a successful entrepreneur: Equality among all employees is a strict policy in this organisation. Employees are rated purely on experience, performance, sincerity, technical expertise and attitude towards our valuable customers.

Positive attitude, however difficult the given situation be, has contributed to the growth of this organisation. Excellent relationship with our principal company, employees, support units and customers has been our mantra of success.

Corporate Social Responsibility: Equal status to all employees and an opportunity is given to everyone to prove their talent. Good working atmosphere to one and all with emphasis on safety aspects and a clear path to growth when the performance is good.

Salient features: We have 6 employees who joined the organisation in 1986 and 42 employees who are 15 + years with us. Since 1986 we have grown in size and turnover exceeding 100 crores and are still improving. We are one of the best dealers in South India and we are well accepted as a tough performer. We have been receiving Industry Awards each year without fail.

