Tata Motors’ products at Busworld

Showcases five new public transport vehicles for the Indian market, reports Shambhu Kalyani

Winger
With 2.2 L DICOR engine and a Flat Torque curve, the Winger 12-Seater is a game-changing product that will address the pressing need of product efficiency and customer satisfaction for the Tour and Travel operators.

Keeping in mind the demand for a fully Built Bus from STU or Staff Application Tata 1515 MCV bus emerges as an ideal business partner for any operator. Made on proven 1515 chassis and supported by trustworthy aggregators like Cummins ISB 5.9 engine, TATA 6600 gearbox and Tata Marcopolo body, the vehicle showcases features like three point seat belts, reverse camera with display, USB mobile charging points and GPS with WiFi.

Range of Mobility Solutions
Tata Motors today offers a comprehensive range of buses catering to every segment of the daily travel needs - from city buses to long distance, from airport transfer to school buses, from a small fuel-efficient OTU to large luxury intercity buses. Our range is all about providing the right vehicle to suit your requirements.

First time you are participating at Busworld India edition. Can you talk a bit about this?
We are pleased to associate with Busworld India 2018 as a platinum sponsor. It is an excellent platform to showcase our revolutionary range of buses providing the customers with the perfect passenger comfort and smart travel solutions. Through our product offerings, we are hitting the paradigm for new age products and mobility solutions, not just for the passengers but also for drivers too. We have displayed our new products. We are sort of unveiling them to the audience. And in a few months, commercial sales will begin.

What is the annual size of business and what is your share?
Approximately one-sixth. Tata Motors is the market leader and we hold a 23% share in the market. Tata Motors is the only company having diversified portfolio in the bus segment. So width and depth of our portfolio is very large. Today there are 16 players in the market. We have to compete with every one and we have products in all sectors. We are confident that with our range and the opportunities that are coming up in our country we will maintain our leadership status. We have been market leader for the past 30-40 years and we wish to continue in the future as well. Our bus png is driving our growth. Currently they are about 6500 buses and 10000 plus workshops across the country. We are one of the biggest in terms of buses and service network among all our manufacturers and it is growing.

How do you see the Indian bus market growing?
Our public transport in our country is not fully developed as it should be but if it is fully developed, then India country like China, which has the population as well as resources, owns around one crore buses whereas India has only around 20 lakhs buses. There are five times more than us in terms of buses. On CAGR basis, the Indian bus market has been growing in 6% in the past 10 years. Going forward, we expect this growth to continue in the range of 10% in the next 10 years. The main reason is that still many cities and towns in our country do not have enough buses.

Bekommunash
Other prominent companies that showcased their products includes Bekommunash from Belgium.

The company showcased the project of their electric buses and announced a probable entry in the Indian market through a partnership with a local company. In the light of the electric bus potential of the Indian market, this comes as no surprise.

Another exhibitor Edison
Electric developer electric buses in collaboration with the Swedish firm, Edessa Company for the Indian market.

They confirmed that they were very optimistic about results after the exhibition.

Interview: Sandeep Kumar of Tata Motors

Sandeep Kumar, Head Sales and Marketing - Passenger Commercial Vehicles, Tata Motors

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