

Sep. 2007

- The company has taken an ambitious step to enhance customer experience and ultimately drive sales by introducing the modernized workshop concept.



- Under the company's vision of Tri-offering - Product , Service and Spares; the company is providing its customers with technologically upgraded workshop facilities with high level Quality service.
- In addition to the existing chain of upgraded workshops, modern workshops set up at **Yamunanagar** (Haryana) & at **Bankura** (West Bengal) have been inaugurated by Head - Customer Service & SPD operations, Mr. YV Anand Kumar on 19<sup>th</sup> & 23<sup>rd</sup> Sep.2007. Dealers present during ceremony have taken a keen interest in upgrading the service facilities at their workshops to meet the demanding needs of the customers.