

## Tata Motors showcases' 11 new commercial vehicles at the Indo-Bangla Automotive Show, Dhaka

**Dhaka, February 02, 2017** – Tata Motors today showcased' a range of new commercial vehicles at the Indo – Bangla Automotive Show 2017, held at the International Convention City Bashundhara, Dhaka. As the country's largest commercial vehicle player, with over two-thirds of the commercial vehicles sold bearing the Tata Motors' name, Tata Motors commercial vehicles have been popular in Bangladesh since 1972.

Held from February 02 – 04, 2017, the Indo-Bangla Automotive Show 2017 will showcase products manufactured by members of the Society of Indian Automobile Manufacturers (SIAM) and members of Automotive Component Manufacturers Association of India (ACMA).

At the Indo-Bangla Automotive Show, Dhaka, Tata Motors showcased 11 new commercial vehicles' in the Light, Medium and Heavy segments namely –

### **LIGHT COMMERCIAL VEHICLES**

- **The ACE MEGA XL** – A small commercial vehicle, with an 8-foot long load body
- **The SUPER ACE Refrigerated Van** – A small refrigerated van on the SUPER ACE platform
- **The ACE Hopper Tipper** – A small mini-truck for Municipalities & Waste Management companies on the ACE platform
- **The XENON Next** – A sturdy powerful pick-up for varied applications

### **MEDIUM & HEAVY COMMERCIAL VEHICLES**

- **LPT 1212/30 WB** – A construction vehicle, with superior performance and lower cost of ownership
- **ULTRA 1012 & ULTRA 1518** – New-gen Tata Motors commercial vehicles, offering enhanced levels of durability and reliability of the ULTRA platform, setting new benchmarks in terms of driver comfort, space, high load carrying-capacity and safety
- **SIGNA Tractor 4018. K** – Tata Motors latest offering in the M&HCV space, with the new SIGNA cabin – a silent cabin, which reduces fatigue & improve driver's efficiency, with proven Tata Motors aggregates, for an un-matched ride quality
- **PRIMA LX 2523. K** – A powerful tipper from Tata Motors next-gen PRIMA range

### **PASSENGER TRANSPORTATION**

- **The ACE Sathi** – A short distance 12-seater passenger carriage vehicle on the ACE platform
- **MAGNA Bus** – A new 12m air-conditioned luxury bus, for intercity travel

**Present at the Indo-Bangla Automotive Show 2017, Mr. Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors Ltd. said,** *“As the country's largest commercial vehicle player, Tata Motors is delighted to be here at the Indo-Bangla Automotive Show, with a significant display of products across segments. Our presence here is not only a showcase of our leadership and capabilities in commercial vehicles, but also our commitment to the Bangladeshi economy, the second fastest growing economy in the World. With our new range of Future ready products, we will continue to play an active role in the Bangladeshi commercial vehicles industry and work closely with our customers here, to develop and bring commercial vehicle products and solutions catering to varied needs of the country.”*

**Tata Motors Limited**

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**Mr. Rudrarup Maitra, Head, International Business, Commercial Vehicles, Tata Motors said,** *“Tata Motors is once again asserting its leadership in the Bangladesh market and the Indo-Bangla Automotive Show is an excellent platform to showcase an extensive line-up of new outstanding products and trend-setting commercial vehicle technologies. The new products on display offer maximum value and are developed to meet the current and future needs of industries and individual customers here in Bangladesh, given the operating conditions here, as well as total cost of ownership. As we gear up for a larger play in this market, our products will also be supported by our widest network of sales, service and spares.”*

**Mr. Abdul Matlub Ahmad, Chairman, Nitol Niloy Group said,** *“Nitol Motors Limited has been associated with Tata Motors for over 30 years. Over these years, our partnership has grown to make the Tata Motors brand the largest CV brand with the widest range of products and after sales support, ensuring a high quality experience and unique value proposition for our customers. We look forward to launching these new products in the coming months, which we know are going to be very successful in this market.”*

The Indo-Bangla Automotive Show 2017 is supported by the India-Bangladesh Chamber of Commerce and Industry (IBCCI), the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), the Bangladesh Automobile Assemblers & Manufacturers Association (BAAMA), Bangladesh Motorcycle Assemblers & Manufacturers Association (BMAMA). The show will have on display, Two Wheelers, Three Wheelers, Cars, Vans & MUVs / SUVs, Commercial Vehicles (Trucks & Buses), Special Vehicles, Concept Vehicles, Vehicle Engines, Tractors, Components, Accessories, Tyres and tubes, Automobile services, ITES systems, Bank and Insurance companies, oil & lubricants etc.

- Ends -

#### **Note to Editors:**

For further details on products showcased at the Indo-Bangla Automotive Show, please refer to the accompanied product brochures.

#### **About Tata Motors**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of \$ 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.

#### **About Nitol Motors**

Nitol Motors Pvt. Ltd., (NML), the flagship company of the Nitol-Niloy Group, has been a Tata Motors' partner since 1988. Today, it is the largest distributor of Tata Motors in Bangladesh, and the most dominant player in the country's commercial vehicle market with over 62 percent market share. NML offers customers the largest sales, service and spare parts network in the country.

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