

Tata expands ASEAN footprint, enters Vietnam

TATA MOTORS IS to make a foray into the Vietnam market and has signed a distribution agreement with TMT Joint Stock Company of Vietnam. TMT Motor is said to be a leading company in the manufacture, assembly and distribution of CVs in Vietnam.

Tata Motors will supply Completely Knocked Down (CKD) and Completely Built Unit (CBU) vehicles to TMT in Vietnam. "It is indeed an honour for us that Tata Motors,

known to be among the world's top truck and bus manufacturers, has chosen to partner with TMT JSC to start this new chapter in their engagement with the Vietnam market. We at TMT JSC, intend to establish the Tata Motors brand, and promote its products and services, providing the best customer experience," said Bui Van Huu, chairman of TMT.

Ravi Pisharody, executive director, Commercial Vehicles Business Unit, Tata



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Motors, said: "Our foray into Vietnam is an important step in our continuing journey to become a truly global player and in particular our focus on the ASEAN region after our recent entry into Indonesia, the Philippines and Malaysia. Tata Motors, with a wide range of products suited for the Vietnam market, will be able to offer the customers of Vietnam, an excellent choice with a blend of high performance, economy and the latest technology in-built into the products."

'Super Entrepreneur' award for RSB Group chairman



R K Behera, chairman, RSB Group (left), with Kalraj Mishra, Union Minister of State, MSME, at the award ceremony.

R K BEHERA, chairman of the RSB Group, has been conferred with the 'Super Entrepreneur Award 2015'. The award was given to him by Kalraj Mishra, Union Minister of State, MSME, at a function at Hotel Westin, Pune, recently.

The citation says Mr Behera has been awarded for his extraordinary journey

of entrepreneurship, for adding great value to industry, the economy as well as society in general with his vision and leadership. Mr Behera, in his acceptance speech, said he felt honored with this award and added that he shared it with his brother, SK Behera, who has been co-piloting his entrepreneurial journey.

RSB Transmissions bagged the Super Shopfloor Award for quality.

The RSB Group began in a humble manner in 1975 with monetary assistance of Rs 15,000 from Mr Behera's father. Four decades later, RSB has grown into a multi-product, multi-locational global engineering enterprise with 13 state-of-the-art manufacturing plants spread across 7 locations in India: Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA), Silao (Mexico) and partnered venture at Brazil, with cumulative employment base of more than 4,000 persons.

RSB also won the coveted Deming Prize in 2013.

Mahindra rolls out refreshed XUV500

By Shobha Mathur

On May 25, Mahindra & Mahindra launched the first of a proposed nine product offerings slated for 2015-16 – the refreshed version of its XUV500.

Of the nine products, three will be entirely new platforms, three major refreshes and three minor refreshes, said Dr Pawan Goenka, executive director, at the launch in New Delhi.

The new XUV 500 is part of the major refreshes and comes at a starting price of Rs 11.21 lakh (ex-showroom Delhi). It will be available in six variants with the top-end variant W10 AWD being introduced for the first time. Thus far, the XUV 500 was on offer in the base version of W4, W6 and W8. The W10 FWD variant is priced at Rs 14.99 lakh while the AWD comes at Rs 15.99 lakh. The W8 variant will also come in FWD and AWD options.



Dr Goenka said that the e-Verito will be launched this quarter but will not be part of the nine-product game-plan. "The future of the Verito is in the electric version and not so much in petrol and diesel. The electric vehicle segment has got new life with government's initiatives."

Two new products will also figure in the compact SUV segment that will draw its volumes partly from existing products and partly from growing the market.

Dr Goenka is bullish that the new XUV 500 will draw new customers as will the compact SUV.