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TATA MOTORS

Speeding ahead with new-gen vehicles



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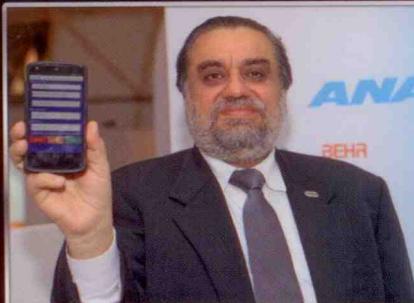


JBM

forays into bus manufacturing



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PERFECT CIRCLE goes tech-savvy

PERFECT CIRCLE's new, innovative customer-friendly mobile app

Perfect Circle of the Anand Group, a leading manufacturer of piston rings, clutch plate castings and precision component plates used in fuel pumps and transmission gears, keeps on enhancing the productivity and product performance.

At Auto Expo this year, the company showcased its new IT-enabled solution, a mobile app, which can be down-loaded by anyone from any corner of the world in one's Google play. Explaining the technology, Mr. Sachin Puri, Sr. Vice President, Group Aftermarket (Domestic & Exports), Anand Automotive Ltd., said: "This app enables the customer to connect to the entire Anand Group for all the products. All information such as MRP, the OE part number and specifications of the products are available once the customer gets access to the application. The whole marketing process like placement of orders, inventory management, etc., is fully automat-

ed, thus saving two-thirds of the time spent by a marketing agent. Once the customer uploads his information about his sales, the warehouse gets the orders to replenish it, which in turn gives orders to the company's production units."

Even the dealers of the company will have all the information about the products on their mobile. Another application is being built, by which the dealer has to just scan his sales that are recorded. There is no need for bills. The computer stores all the information and automatically makes the order.

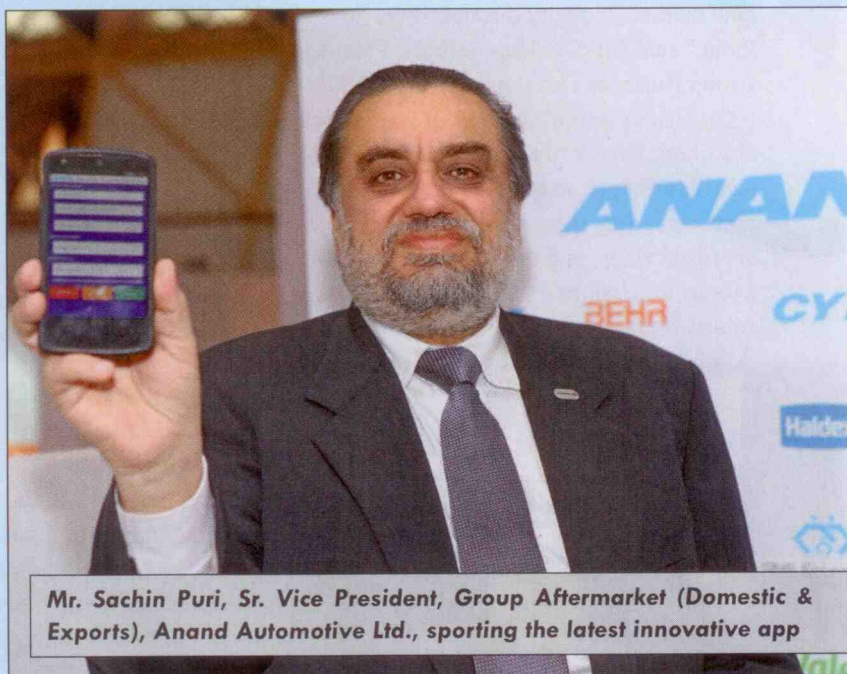
"We are planning to provide this technology in all platforms, in mobile, web portal and offline, in the computer. This helps us

validate the sales, reduce counterfeit products and thefts. This concept, the first of its kind in India, is under development and will be fully operational soon", he added.

In order to explain the concept to the dealers the company had an informal discussion with them. The whole network was excited about it since, with this technology, their return on investment would improve

and there is no dumping by the marketing team since the inventory levels are fixed.

Mr. Puri also said: "We are confident that within a few years more companies will have to implement this new technology which is more attractive and interesting for the younger generation".



Mr. Sachin Puri, Sr. Vice President, Group Aftermarket (Domestic & Exports), Anand Automotive Ltd., sporting the latest innovative app

GIANTS UNLEASHED
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