



Greaves Cotton Limited Continues Its Fight Against Spurious Spare Parts

~Protects consumer interest by promoting Greaves Genuine spares

Palghat, 23rd April, 2018 – In its endeavour to provide only genuine products to the customers, Greaves Cotton Limited, one of India's leading engineering firms, has intensified its nationwide initiative of cracking down on the businesses of spurious auto parts by successfully carrying out raids in Palghat, Kerala.

The company recently seized spurious products from M/S Auto Genuine in Palghat. The manufacturing and selling of counterfeit products is against Greaves' philosophy of providing only genuine spare parts. This exercise, aiming to curb the menace of spurious spare parts is demonstrative of Greaves Cotton's commitment to its millions of customers in the last mile transportation segment. Spurious parts not only damage the vehicle but can also create a substantial impact physically and financially on the lives of the end consumer.

The enforcement team consisting of the Indian Police and Greaves Cotton's legal team has been working closely and identifying both manufacturing units and selling outlets and locations of counterfeit spares across major cities and trade hubs in India. They have arrested *Mr Meiappan* from M/S Auto Genuine and seized over 1500 pieces of spurious spare parts.

Commenting on this exercise, **Mr. Nagesh Basavanhalli, MD & CEO** said, *"The manufacture and sale of spurious spares is a matter of grave concern for the Industry. We are strongly committed towards protecting our customers from using these spurious parts & recommend usage of only genuine spares from Greaves"*.

About Greaves Cotton Ltd:

Greaves Cotton Limited, a Rs.1800 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in fuel agnostic powertrain solutions and services, farm equipment and Gensets. The Company sustains its leadership through six manufacturing units which produce world class products backed by comprehensive spares and service through its 3500 plus service outlets across India. It also manufactures approximately 400,000 engines annually at their plants in Pune, Aurangabad and Ranipet. This segment provides the most affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo everyday. More at www.greavescotton.com

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