



## Greaves Cotton Revs Up Organized Service and Retail for Future of Last Mile Mobility

~ Opens 100<sup>th</sup> Greaves Care Centre for Conventional/ Alternate Fuel and Electric Vehicles

**10th October, 2018:** Greaves Cotton Limited, India's specialist in last mile mobility solutions and a diversified company, announced the opening of its 100th organized service retail outlet, catering to current as well as future vehicles in the mobility segment. With the opening of this milestone store, Greaves aims to continue to deliver higher lifetime value for end customers at the bottom-of-the-pyramid with professional service. Greaves Care is a one-stop shop for all the service & repair needs of customers in the last mile transportation segment.

Commenting on the milestone, **Mr. Nagesh Basavanhalli, MD & CEO, Greaves Cotton Limited**, said "Greaves Care is a step closer to the customer in providing assurance to end customers in last mile segment. We aim to provide quality customer experience enhancing productivity for last mile user. Greaves Care is a significant step towards delivering a rewarding retail experience, as we organize the existing unorganized service. This 100th service center strengthens our commitment to the market & supports our future foray to support future products and services."

Greaves Care offers quality repairs by Company-trained mechanics, Greaves certified quality spare parts, quick service, transparent operations with a 6 months' warranty on select parts. It also offers end-to-end vehicle service covering body, engine, transmission, electrical, lubricants & more through *all of its 100 stores* which have a standardized branded look & feel and customer centric process & systems. The quick turnaround time ensures customers get higher uptime on road, improved productivity & higher earning opportunity. Customers can also access the customer lounge and relax, access internet on their mobile phones through free Wi-Fi and watch TV while their vehicle gets serviced. They also get advice on vehicle upkeep & maintenance. In addition, frequent service camps, on-road assistance & night camps have been planned to help keep customers on the go and earn in an uninterrupted way. It will also be a center for service & care for products in the Farm & Energy segment.

Adding to this, **Mr K.Vijaya kumar, President Special Projects**, "*Greaves Care was started with a mission to provide our customers with end to end solutions. From humble beginnings in early 2018, Greaves Care has grown to 100 stores in a short timeframe. Greaves Cotton Limited aims to continue growing Greaves Care retail footprint and ensure everyone gets access to future ready services & products across India.*"

These 100 Greaves Care service centers not only provide entrepreneurial support to workshop owners, but gives good opportunity to re-skill mechanics who are key breadwinners for their families & now live with a sense of pride in their communities.

### **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 aftermarket support through its 5000+ retail outlets across India. Greaves also manufactures approximately 400,000 engines annually at its plants in Pune, Aurangabad and Ranipet. Greaves 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 every day.

More at [www.greavescotton.com](http://www.greavescotton.com)

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