

DATE - 12/04/2022



OP-CHENNAI

OBJECTIVE

Operation Chennai marketing plan is to achieve the overall market share of 40% in M&HCV Trucks and 50% in Buses.
Aiming overall growth of 10% FY 2022-23

Break up of retail market share within segments as below -

Business Unit	Market Share FY' 21	Market Share FY' 22	Target Market Share FY' 23
ICV Trucks	21%	20%	27%
Tipplers	28%	30%	48%
Long Haulage	34%	42%	54%
Buses	52%	52%	51%
Overall MS	28%	31%	41%

FOCUS APPLICATIONS

Weightage	Tipper	Tractor	Haulage	MAV	ICV Truck	Bus
1	Blue Metal	Port - ISO Container	White Goods	Cement	Parcel	Staff
2	RMC	ODC	POL	White Goods	Market Load	School
3	Sand	Car Carrier	Market Load	Market Load	Cement	-

BULK VS RETAIL –FY-2021-22

AO Chennai	C&M	ICV-Bus	ICV-Truck	Long Haulage	MDV-Bus	Total
Total	100%	100%	100%	100%	100%	100%
Bulk	19%	57%	13%	43%	93%	34%
Retail	81%	43%	87%	57%	7%	66%

SEGMENT WISE FOCUS CUSTOMERS

1. TIPPERS – FLANK ATTACK

Target customers to conquer,

Name	Key Applications	Challenges	Action Plan
AGR Group (AGR , Starbhai & KGS)	Blue Metal	Old Legacy issues of captain, U3123 BS 4 wheel Bolt/Rear Axle Issues. Not Happy with Service support & Not willing to consider AL	# Lost almost 150nos last year to this group. Planning like to Like Trial with TML to Prove AL KMPL # Mileage Muquabla @ SP koil # Seed U4825 H6 4V
AJS Infra	Blue Metal / RMC	BB Loyal Customer. Not willing to Consider AL	# Work in Progress - Back to back trial done. We are engaging with Customer continuously. May need special pricing support
Gummidipoondi Group	Blue Metal	Customers are not happy with existing ASC. Captain Legacy Issues	# Proposed new 2S Service facility. Have taken up with TVS and our service team
RMC Retail Customers Group	RMC	Price Sensitive Customers	# RMC Value version required – Will position our new RMC with cargo cabin # Performance establishment over competition to show case increased profits in AL
Sand Association Customers	Sand	Highest payload Vehicles & Funding Challenges	# M2820/U2820 6S NRS 16Cu.m - Demo & User Trial to identified key Influencers # 100% funding Required with HLFL Support

2. ICV GOODS – GUERILLA ATTACK

Target hub & customers

Hub	Potential Volume	Key Applications	Challenge	Action Plan
Maduravoyal	450	Parcel, Auto Parts	Price Sensitive customers due to Lower KM running Service support in Parcel Application & Koyambedu market	# 11T CNG Launch # Plant Visit to Key Customers # Service Outlet at Koyambedu
Guindy	400	Parcel, Courier & Steel	Eicher Brand favoring Associations	# Customer Meet every week # Branding of Stands / Hoardings in front of Stands # Monthly Meeting Sponsorships by AL
Parrys	350	Parcel, Cement & Fish	Blind Spot - Coverage Issues due Poor feet on Street	# Financier engagement - Yes / HDFC / SF # Parcel Association engagement at Parrys # Boss - 9T with Nylon Tyres taken up with HO

3. BUSES – DEFEND

Target customers

Name	Key Applications	Challenge	Action Plan
PRM	Staff	Customer expecting us to reduce his operation costs	# Service Team engagement on KMPL , Driver training, iALERT monitoring etc. # Captive ASC work initiated
SBLT	Staff	Service related Issues at AP	# Service level engagement for MDV/ICV Bus

4. LONG HAULAGE –

4.1 TRACTORS – FRONTAL ATTACK

Name	Key Applications	Challenges	Action Plan
Deepak Agencies	ISO Container	Very Sensitive Customer , Not confident on our Product/ TVS due to earlier experience	# TVS to capitalize 1no of U4020 to prove performance. Have taken up with them # TVS Sr. Management Visit every month
Leap International	ISO Container	Legacy issues related to Old Product performance	# TVS to capitalize 1no of U4020 to prove performance. Have taken up with them
Glovis	Car Carrier/ Auto parts	Price Sensitive competitive Customer	# Need Special Pricing intervention
JV Prasad	<i>Cement</i>	BB Loyal Customer	# Started engaging with Customer - User Trial(MAV) given. Will do further actions to convert him
Kerry Indev	ISO Container	Service related Issues at AP & KA	# Service Team engagement # Discussion on Captive ASC initiated
Sanco Trans	<i>ISO Container</i>	Influencer customer in Parrys. Customer not happy with our BS 6 M4020 tractors. He is requesting our tractors with AMT	# Highlighted to service and we are in continuous engagement with customer. Will convert him back

4.2 HAULAGE & MAV' S – DEFEND

Name	Key Applications	Challenge	Action Plan
ICM	<i>Car Carrier/Parcel</i>	Major TML Customer. He is reluctant considering his change over cost & our premium over TML	#Seeded 10nos 1920 33ft. We are in close touch with the customer
Bullet Logistics	<i>White Goods & Auto Parts</i>	Price Sensitive TML loyal customer	# Will seed 11T CNG
Rapid Trans	<i>ISO Container/White Goods</i>	Service related Issues in initial batch of BS 6 vehicles	# We have sold 15nos 2820 in the last quarter of the year # Engagement with customer has improved & now customer is our ASC
SKLS	<i>Cement</i>	Buyback of Old Vehicles	# Support from UV Team for best rates for his old vehicles