

# **TATA Motors Unique Selling Proposition**

## Why to prefer TATA Motors Engines & Gensets

1

### Maximum Power

Gensets powered by TATA Engines come with the highest BHP.

Engines used in these gensets were originally designed for automobile applications and is thus, far above than regular genset engines



# 2

## High Thermal Tolerance

TATA Engines are designed to sustain temperatures at 5000 rpm while generators run normally at 1500-1800 rpm



# 3

## Lowest Fuel Consumption

TATAMotors Engines & Gensets have the lowest fuel consumption as more available power of the engine allows optimal fuel flow & there by the generator runs smoothly & efficiently.



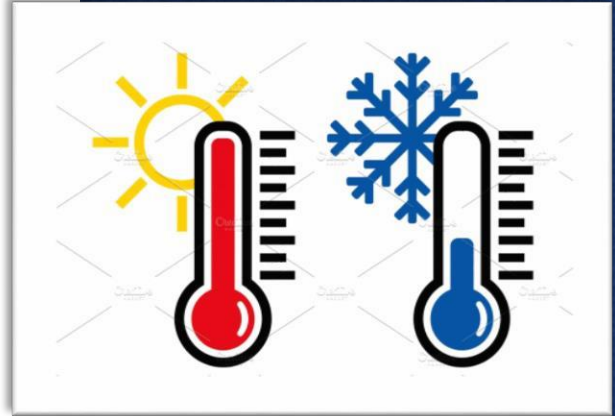
FUEL ECONOMY



# 4

## Suitable for Tropical Climate

All Silent Gensets of TATA are designed to withstand the ambient temperature of 45 degree Celsius, though the radiators used are able to withstand ambient temperature of 50 degree Celsius.

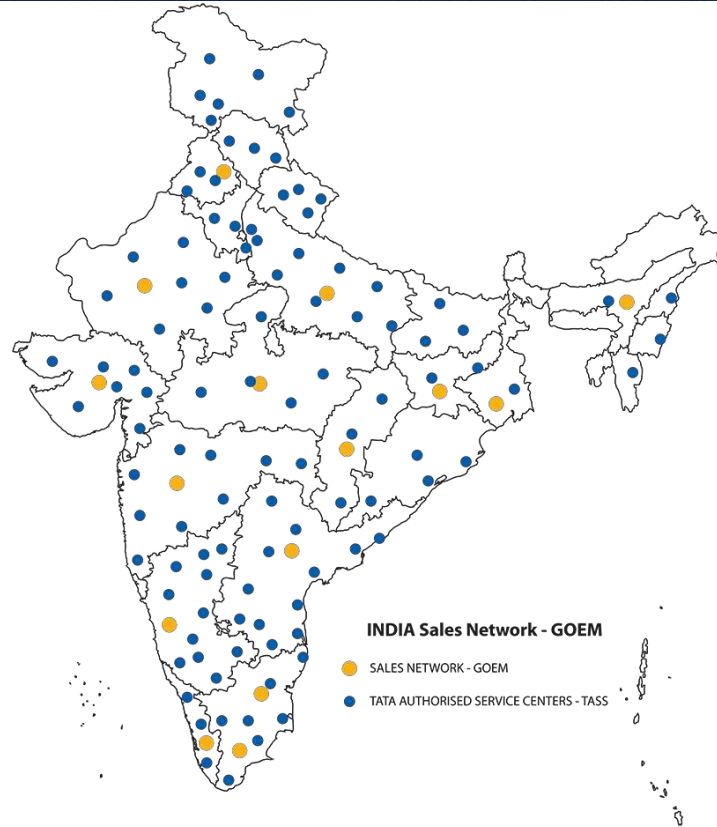


# 5

## Best After Sales Service

- More than 1,120 service points.
- More than 14,000 registered retailers.
- Trained Service personnel.
- Training centres & faculties all across.
- Parts supplied at every nook & corner.
- 5 Regional Warehouses.

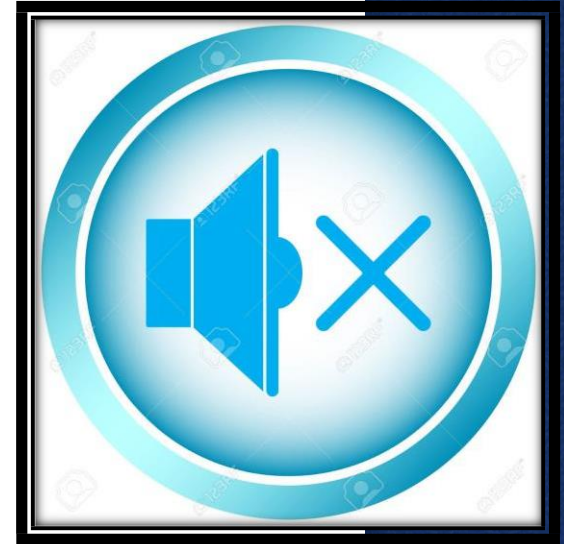
## Sales & Service Network across India



# 6

## ***Silent & Super Silent Gensets***

- Our Generators are made as per CPCB-II Norms of India which are the most stringent norms across the globe for noise containment. That's the reason our generators have just 75 DB of sound level at 1 meter in open field conditions.
- We also provide super silent generators for special applications which have just 68-70 db sound level at 1 meter in open field conditions



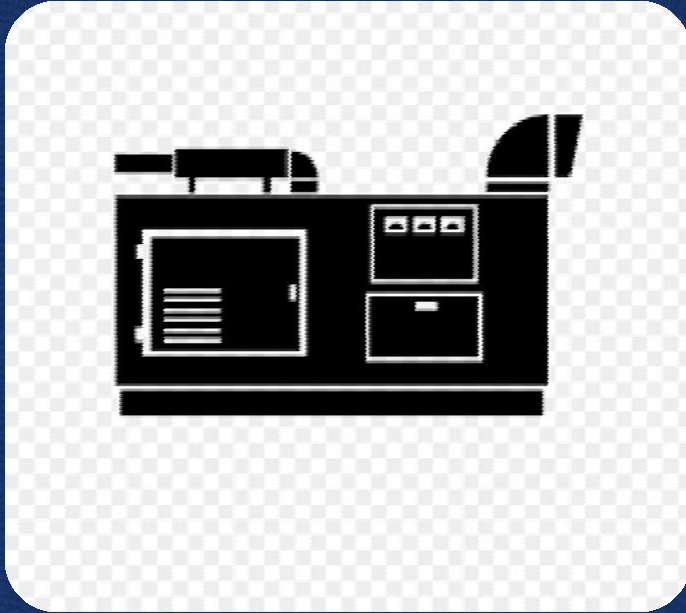


# 7

## Ease of Transportation

Most of our Silent Generators come with a single point lifting arrangement at the top of the Acoustic by which the crane can lift the generator from the top just by inserting its hook in our arrangement for single point lifting.





## Robust and Compact Design

TATA Gensets are designed to be  
Sturdy, Robust and deliver High  
Efficiency.