

# Tata Motors introduces 'Women Assist' service programme' in association with TVS Auto Assist Press kit

6 May, 2019

## -An industry first initiative aimed at redressing grievances of woman customers-

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(L-R) Mr. K. Mahesh Kumar, CEO, TVS Auto Assist, followed by Mr. Mayank Pareek – President, PVBU, Tata Motors and Mr. Subhajt Roy – Senior General Manager & Head Customer Care (Domestic and International Business), PVBU, Tata Motors at the launch event in Mumbai.

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(L-R) Mr. K. Mahesh Kumar, CEO, TVS Auto Assist and Mr. Subhajt Roy – Senior General Manager & Head Customer Care (Domestic and International Business), PVBU, Tata Motors unveiling the logo unit for the 'Women Assist Program' at today's event.

## Key Features:

- An exclusive end-to-end no-frill breakdown assistance service aimed at Women drivers
- This service will currently be available in 14 locations\* from 8 pm to 5 am\*\*

Tata Motors Limited along with TVS Auto Assist (TVS AA) – part of the \$ 8.5 bn TVS group – today, announced the introduction of Women Assist Program. An industry first service initiative, catering to the urgent service requirements of a woman driver on the move, the companies will commence this service starting 1st June, 2019. This program will include quick service related solutions pertaining to accidents, rundown of battery, flat tyre, empty fuel tank issues or mechanical breakdowns.

Through the introduction of the Women Assist Program both companies want to empower the women drivers by minimizing the hassles a woman goes through during unforeseen vehicle breakdown incidents during late hours at night. For the same, Tata Motors has created an infrastructure in association with TVS Auto Assist and is confident that this will bolster the company's commitment to enhance its after sales service. Supported by TVS Auto Assist, this dedicated women centric service assistance will be available in 14 locations currently and will apply to women drivers of Tata Motors passenger vehicles, between 8pm to 5am on all days.

**According to Mr. Mayank Pareek – President, Passenger Vehicle Business Unit, Tata Motors –** "Customer centricity remains as one of our core strategies at Tata Motors and we are constantly innovating to provide an unparalleled after-sales experience to our customers. We are happy to associate with TVS Auto Assist to introduce this one of a kind Women Assist Program to help provide women drivers with exclusive breakdown assistance services during late hours. This industry first service program reflects on Tata Motors' acknowledgement of the increasing number of women drivers and its commitment towards providing a world class after sales infrastructure to them."

**According to Mr. K. Mahesh Kumar, CEO, TVS Auto Assist,** "There are more than 2 million women car drivers in key cities across India and we felt the need for a support system to back the Women drivers when they are out on roads during late hours. We are happy to launch 'Women Assist' programme for Tata Motors with whom we have more than a decade long association as Breakdown Assistance partner. Women

*Assist Programme is a home-grown service offering of TVS Auto Assist in the Breakdown Assistance space. Our support team will reach within 30-45 minutes from the time of receiving the breakdown call and will ensure the Women customer is back on the road at the earliest possible time."*

#### **About Women Assist Service Programme:**

Once a woman customer intending to avail Woman Assist Program, calls the Woman Assist service number – 18002097979, a team of trained technicians (specifically trained under POSH – Prevention of Sexual Harassment), will be allocated to the customer who would endeavor to ensure that Mechanical Assistance or Towing Assistance reaches the customer in city limits within 45 minutes. Following a well-set protocol, these specially trained experts, on arrival at the incident spot, will attend immediately to the customer's wellbeing by providing them with some refreshments, mobile chargers and Wi-Fi connectivity, if required.

In case the customer's vehicle is detected with an issue beyond repair at that time, the vehicle will be immediately towed to the service station and if the customer agrees for a taxi service, the technician will arrange for a cab service in consultation with the call centre to ensure that the customer safely escorted to the desired destination.

\*The 14 serviceable locations are: New Delhi, Faridabad, Ghaziabad, Noida, Mumbai, Navi Mumbai, Thane, Pune, Hyderabad, Bangalore, Chennai, Coimbatore, Madurai, Gurgaon

\*\*Refer terms and condition

#### **About Tata Motors**

Tata Motors Limited (BSE: TATAMOTORS), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

#### **About TVS Auto Assist Ltd**

TVS Automobile Solutions Private Limited (TASPL), part of the \$ 8.5 bn TVS group, hived off its Breakdown Assistance Business into a separate entity christened as TVS Auto Assist India Limited in the year 2015. TVS Auto Assist is one of the largest networks in India with its Own Fleet in 14 Cities. We provide 24x7 Breakdown Assistance to our customers, operating in Business to Business (B2B) and Business to Consumer (B2C) segments. We have three pillars to serve our customers viz., 24x7 multi-lingual Call Centres, Own Patrol and Authorized Service Providers.

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