

Tata Motors launches commercial vehicles in Egyptian market

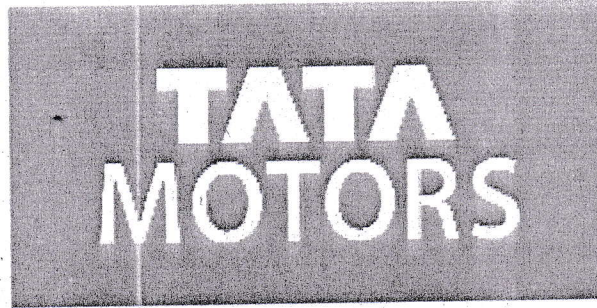
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Tata Motors has officially announced that it has tied up with MM Group for Industry and International Trade (MTI), one of Egypt's largest distribution companies, to launch its commercial vehicles range in Egypt.

According to a Tata Motors release, "The diverse portfolio, including Tata Xenon, Ultra T.7, Ultra T.9, Prima 3328.K, Prima 4438.S, Prima 6038.S, and LP 613 bus will support Egypt's infrastructure growth, rising urbanisation, and expanding logistics sector. The launch marks a significant step forward in Tata Motors' commitment to the market, combining global expertise with a customer-centric approach to deliver reliable,

efficient, and future-ready solutions".

Commenting on the launch, Tata Motors Head of Commercial Vehicles (International Business) Asif Shamim said, "Egypt is a pivotal market for Tata Motors, driven by its expanding infrastructure and the growing demand for reliable mobility solutions. With decades of experience in delivering advanced commercial vehicles across diverse geographies, we are confident that our offerings which range from pickups, heavy trucks to buses, will cater to the varied needs of fleet owners and businesses in the market. Designed for superior performance, fuel efficiency and high uptime, our vehicles enable greater productivity and profitability. We aim to



further strengthen the portfolio with new introductions at regular intervals to address evolving customer requirements. Backed by MTI's strong market insight and nationwide network, we are committed to creating lasting value in the country".

"The introduction of Tata Motors' world-class commercial vehicles in Egypt marks a key milestone in the

country's transport and logistics sector. With this launch, we are bringing trusted solutions catering to diverse applications and demanding conditions. Our focus will be on ensuring a superior ownership experience through MTI's robust after-sales network. We value our partnership with Tata Motors and are confident that, together, we will set new benchmarks in

efficiency, durability and customer excellence in Egypt's commercial vehicle market," said MTI CEO Khaled Mahmoud.

Along with its advanced vehicles, Tata Motors also stated that customers will benefit from value-added services designed to ensure hassle-free ownership and superior lifecycle management. This includes an extended warranty of up to 5 years or 150,000 km on the Tata Xenon and the Ultra range, along with a Scheduled Service Package. Coupled with MTI's strategically located service touchpoints, customers will also enjoy wide access to affordable spare parts and timely support, ensuring maximum vehicle uptime, according to the company release.