

## Dealer Policy

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Tata Hitachi Construction Machinery Company Pvt Ltd. (THCM) believes that dealers are an integral part of the value chain for understanding, servicing and anticipating the needs of its discerning customers and providing reliable solutions. They form an integral part of THCM in fulfilling its growth aspirations. THCM Dealerships will provide delivery of Reliable Solutions as per the defined standards and processes to customers while maintaining a common customer experience and corporate identity. THCM will provide the necessary facilitation for stocking of its machines, spare parts, etc. and for building the requisite diagnostic and servicing skills through the dealer personnel so that customer's expectations of supply & support are met and their efficiency & profitability enhanced.

THCM will define the territory and product lines for Dealers in order to fulfil customer expectations in these geographies and THCM's business objectives while being cognizant of Dealer aspirations of growth and profitability. THCM will also train and energise the staff at the dealerships through continuous training to ensure that the competence levels of the Service and Sales Personnel are of the highest order.

THCM would expect Dealers to maintain the highest levels of ethics, professionalism, sound financials, good employee practices and the vision to grow with THCM.



**Sandeep Singh**  
Managing Director

Adopted on : 1<sup>st</sup> April 2016