

## THE NEXT LEVEL IN CONNECTIVITY



In our *Horizonext* journey towards great products that exceed customer needs, **ConnectNext is one of the key 'Next' pillars personifying the 'connect' of our cars with customers and their environment.**

As we work on our next-generation product pipeline, we continue to bring best-in-class vehicle experience across different passenger car categories to enhance some of our great existing brands.

*ConnectNext* is all about delivering a new level of driving experience. It is about cars that talk, show drivers the way, steer them from harm and seamlessly connect their digital lives while on the move. We are offering a new kind of ownership experience by unlocking new time for the users to work, talk, learn and socialize, seamlessly and safely, within and outside their car.

Innovative in-car connectivity in our passenger vehicles will offer a major in-car access to smartphone features and content, ensuring safe use of connectivity while driving. This app is geared to provide customers smart-phone integration, listening to music, navigation, hands-free calling, Driver Information System (DIS), rear-seat entertainment, Driver assistance system, shortcuts to other useful driving applications and more.

### Superior after-market services

We believe that excellence of after-market services is a market imperative and the true hallmark of a market leader. Our comprehensive and renewed customer service programme brings best-in-class vehicle after-sales service experience. We are empowering our network with tools, technology and processes to ensure that Tata Motors Service truly stands for responsiveness, reliability and best value that delight our customers.

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Service initiatives harness technology, our strong dealer network and customer insights. We have involved our over 800 technology backed sales outlets across 500 towns and cities to take customer engagement to the next level.

For our commercial vehicle segment, we have a touch point every 50 km on the highways of India. Our focus is to enhance our after-market experience levels. We are bringing in enhancements with equipment, manpower and processes for faster service that delivers more value to our customers.

- ▶ Tata Alert-On-site breakdown assistance within 4 hours of dialling a toll-free helpline number.
- ▶ Tata Motors Profile is a customer-focused service programme to ensure quality reconditioning and reduction in down time of commercial vehicles. This new service programme will help extend life of aggregates using reduced quantity of materials than required for a new part.

- ▶ **Responsive:** Tata Motors Service will bring speedy assistance through 5 Responsive Service offerings.
  - ▷ **Doorstep Service:** Quick service delivery for emergency services or for even periodic maintenance customers with busy schedules.
  - ▷ **Online Service:** Online service appointment facility enhancing convenience.
  - ▷ **Speed-O-Service:** This service offering has been designed to offer quick repair services in just 90 minutes.
  - ▷ **Quick Repairs:** This addresses minor repairs like bulb change, fuse repairs or even flat tyre replacements, which require only 30 minutes of workshop time.
  - ▷ **24X7 On-road assistance programme:** A breakdown assistance programme with on-road towing service, available across 2,700 authorised service providers, by dialling a toll free helpline.
- ▶ **Service with unmatched Reliability:** Quality Service is a key deliverable across all Tata Motors Service Stations. Nearly 20,000 technicians, and 20,000 staff trained and certified by Tata Motors.
- ▶ **Best Value:** Tata Motors is known for delivering Best Value products which give value for years. Service products are also designed on same philosophy.