

# The Genuine Samachar 2026

# 35+

Years of Trust & Progress



# Mechanic Engagement Programs

Strengthening the Backbone of the Industry



## Strengthening the Backbone of the Industry

Our mechanic engagement programs focused on Building technical awareness, Promoting genuine parts usage, Strengthening long-term relationships because skilled mechanics create better service and better service builds customer trust.

# SHAKSHAM 2026

## Eicher Skill Contest

Celebrating Skill, Dedication & Excellence



**Empowering talent today ensures a stronger automotive ecosystem tomorrow.**

We proudly supported SHAKSHAM 2026, where our teams showcased their talent, problem-solving skills, and commitment to quality at the national level.

## Tejasvini by Eicher – Dedicated Female Diagnostic Team



## Women's Day Celebration



## Driving Change Through Inclusion

This month marked a proud milestone with our Dedicated Female Diagnostic Team. We celebrated Women's contribution in automotive diagnostics, A progressive step toward industry diversity because a stronger industry is built when opportunities are equal.

## **New Warehouse with Expanded Capacity and Wider Range – Ensuring Faster Availability and Better Customer Service.**



Our new warehouse is designed to Improve product availability, Reduce delivery time & Support growing customer demand.

## **Mahindra Key Retailers' Meet**



Building Stronger Partnerships through our retailer meets, we strengthened relationships, Shared growth strategies & Discussed market opportunities because your growth is our success.

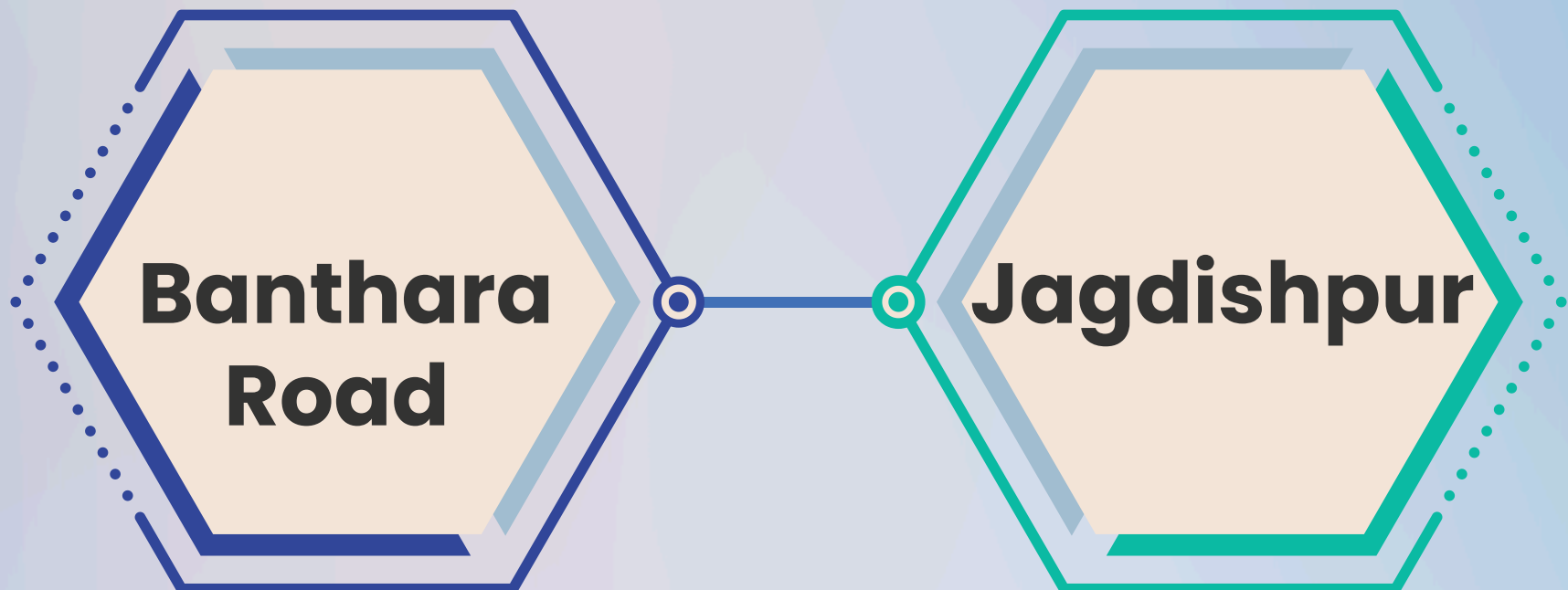
# Mega Garage Meets & Awareness Campaigns



## Right awareness leads to the right decisions

Our campaigns focused on educating mechanics on genuine parts, reducing counterfeit risks, improving repair quality.

# Expanding Closer to You



We are delighted to announce the **Opening of Two New Retail Outlets at Banthara Road and Jagdishpur**, strengthening our commitment to serve you better.

With this expansion, we continue to enhance accessibility to genuine parts, reliable service, and faster support for our customers.

📍 Lucknow, Uttar Pradesh: Alambagh | Faizabad Road | Gomti Nagar | Gudamba | Kursi Road | Lalbagh | Lalbagh 2 | Matiyari | Raebareli Road | Rajajipuram | Sarfarazganj | Sitapur Road | Sultanpur Road | Transport Nagar | Banthara

📍 Lucknow (Near By Cities): Amethi | Bahraich | Balrampur | Barabanki | Biswan | Faizabad | Gonda | Hardoi | Nanpara | Raebareli | Sandila | Sitapur | Sultanpur | Jagdishpur

📍 Uttarakhand: Almora | Bazpur | Bageshwar | Champawat | Haldwani | Kashipur | Khatima | Kiccha | Pithoragarh | Ramnagar | Rudrapur 1 | Rudrapur 2 | Sitarganj

We are now proudly serving through **44 Retail Outlets** ensuring wider reach and improved service efficiency across our network.

# Annual Sales Meet 2026

Recognizing Dedicated Teams for Helping Customers Succeed



## When teams grow, customers benefit

At our annual Sales Meet, High-performing teams were recognized, success stories were celebrated, & future goals were aligned.



# Mega Mechanic Meets & Training



## Learning That Translates Into Performance

Hands-on training sessions helped mechanics upgrade their skills, understand product usage, improve service quality, and gain better knowledge, leading to improved service outcomes.

# Key Retailers' Meet



## Engaging Our Core Partners

Retailer meets focused on : Market insights, business growth discussions, strengthening partnerships.

Together, we grow stronger.

# BIWS Connect



## Reaching Customers at the Ground Level Through BIWS Connect

We engaged directly with workshops, promoted genuine product & benefits, strengthened trust at the retail level because real connections build real business.

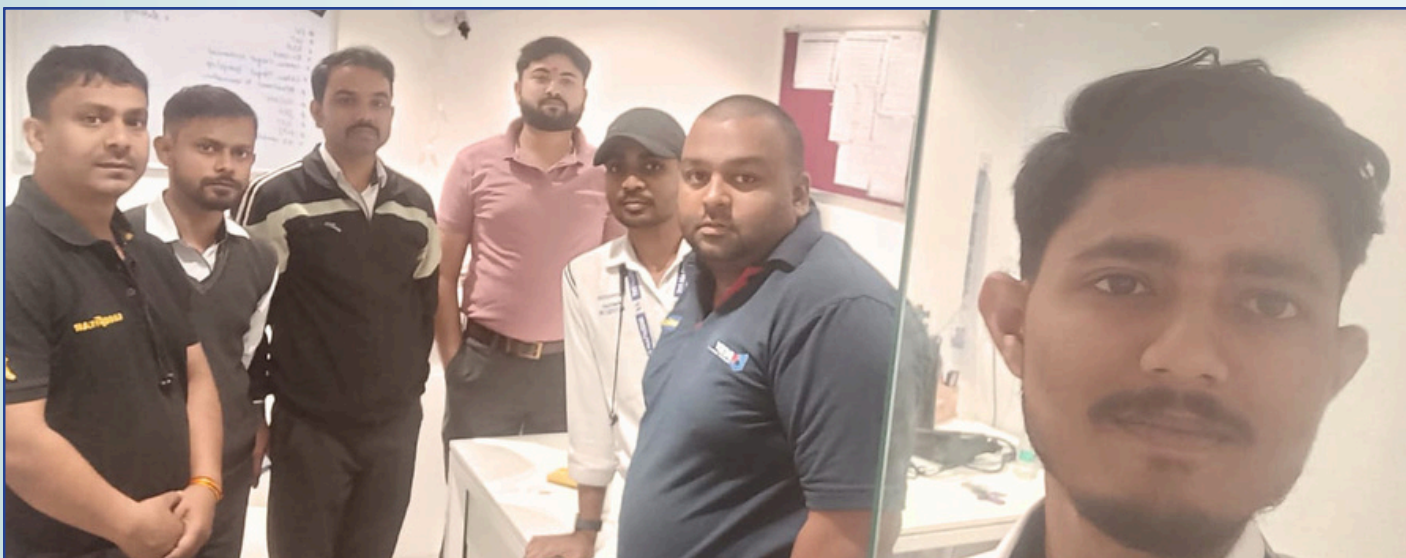
# BHL Customer Connect Activity & Award



## Recognizing Customer Success

We celebrated our customers across locations with: Target achievement awards & product awareness sessions

# Service Advisor Training



## Enhancing Customer Experience

Training programs focused on product knowledge, customer handling & service excellence because better advisors create better customer experiences.

# Mega Garage Mechanic Meets & Trainings



## Continuous Learning at the Grassroots Level

Through Partshala initiatives, we conducted technical sessions, Engaged mechanics directly, & Promoted best practices because learning never stops, and neither do we.

# A Glimpse of Industry Readiness Learning Through Experience



## Investing in future talent strengthens the entire ecosystem

We collaborated with institutions to provide real-world exposure, bridge skill gaps & prepare industry-ready professionals.

कृपया हमें अपनी राय साझा करें

# REVIEW

आपका सुझाव हमारे लिए महत्वपूर्ण है।



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Eicher Authorised Workshop Since 1990

Eicher Distribution Since 1991 | Tata Distribution Since 2000 | Mahindra & Mahindra Distribution Since 2006  
Mahindra & Mahindra Carrying And Forwarding Agent Since 2006

Maruti Distribution & Retail Since 2007 | Shell Distribution Since 2009 | Goodyear Distribution Since 2015  
Royal Enfield Distribution Since 2016 | Partshala Retail Since 2018 | BKT OTR TIRES Since 2023



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