

On 6th January 2020, TATA MOTORS conducted an insightful and interactive seminar for the students of IISWBM. Mr. Samrat Dey who conducted the seminar is the prestigious present Regional Sales Head of ICLV trucks. He has more than 13+ years of experience in the field of sales, handling end to end CV business, MHCV and ICLV trucks. Mr. Dey dealt us facts about TATA Motors such as; TATA Motors is India's largest automobile company and 4th largest bus and truck manufacturer, TATA Motors has the widest service network with 2500+ service points and the only automobile company ranked in Fortune 500. During the seminar Mr. Dey spoke about the merits of dealing with customers on first hand basis, the importance of customer satisfaction and the value and ethics of TATA Group. The key points of the discussion were:

- 1) Consumer financing in Indian Auto sector.
- 2) Impact of EV on Indian Auto sector.

Mr. Dey stressed on the fact that since the market is now consumer demands based which is ever evolving, how significant the role of customization is for customer satisfaction. Mr. Dey also spoke on the topic of electric vehicles and how artificial intelligence enabled electric vehicles is predicted to be the next sought after technology in the auto sector in the coming years.

