

Isuzu D-Max gains traction in Refeer segment; Delivers 4 vehicles to Gati Kausar

- Gati Kausar is one of the key players in the Indian cold chain segment
- *Isuzu D-Max to be inducted into Gati Kausar's expanding fleet of over 200 refrigerated vehicles*
- *Over 50 D-Max's have been sold in the last 4 months to well-established customers, operating refrigerated applications*

Chennai / Hyderabad March 10, 2015: Keeping with the pace of the growth in the cold-chain transportation segment in India, Isuzu Motors India Private Limited, a subsidiary of Isuzu Motors, Japan, delivered **4 new Isuzu D-Max vehicles** to India's logistics giant, **Gati Kausar** (a cold chain arm of Gati Limited). Mr Takashi Miyachi, VP, Sales & Marketing handed over three D-Max Single Cab and one Space Cab vehicles to Mr. Sanjeev Jain, Director - Finance, Gati Limited, at the vehicle delivery ceremony held in Hyderabad, today.

A leading global player in the pick-up segment, Isuzu, has been significantly increasing its presence in the Indian market with its range of D-Max pick-ups that are best-suited for Indian usage patterns and conditions. The D-Max has been gaining solid traction in the referer segment, thanks to the **in-built features** that extensively supports the need of the application.

Commenting at the key handover occasion, **Mr Takashi Miyachi, Vice President – Sales & Marketing, Isuzu Motors India**, said, "We are extremely happy to be associated with Gati Kausar with our D-Max range of vehicles. The product, as such is versatile and adding the Isuzu D-Max to their existing fleet of referer trucks will add strength to their fleet and also support Gati Kausar's customer commitment. We are happy that the Indian cold-chain logistics segment is realising the Isuzu D-Max's superior potential in fulfilling their commitment to their customers."

Speaking at the occasion, **Mr. Sanjeev Jain, Director - Finance, Gati Limited**, said, "We are significantly increasing our network footprint in India. As we consolidate our fleet, we are also looking at introducing modern and premium Pick-Up trucks into the fleet for enhanced productivity. Isuzu D-Max fulfils the need for higher productivity with enhanced reliability and features that make it ready for adaption to the needs of the Cold Chain industry."

The award winning Isuzu D-Max is powered by a muscular 2499cc, 4-cylinder intercooled turbocharged diesel engine, mated to an efficient 5-speed manual transmission. It has a heavy-duty chassis, a large cargo bed to accommodate a refrigerated container and its body structure is made from high-tensile steel. It sports a bold and aggressive look on the outside and sophisticated, passenger-vehicle like interiors, making it a pride for the owner.

A completely new concept in India, the new D-Max Space Cab's unique feature is its extended cabin space of 1.5 feet behind the drivers' seat, which can store valuable/ fragile goods. It offers significant features like Power steering, Power windows, Centralized door lock, AC with heater etc., making it ideal for commercial use in industries like Dairy, Agriculture, Retail, Engineering, Manufacturing and Small businesses.

Isuzu has plans to open 60 outlets across India by end of 2015-16. Isuzu has already established its dealer network in 18 locations across the country with outlets in Delhi, Noida, Gurgaon, Jaipur, Mumbai, Chennai, Bangalore, Hyderabad, Coimbatore, Madurai, Visakhapatnam, Tirupati, Cochin, Calicut, Ahmedabad, Rajkot, Ludhiana and Lucknow.

About Isuzu Motors (India)

Isuzu Motors Limited, Headquartered in Tokyo, Japan is a global manufacturer of light, medium and heavy commercial vehicles, utility vehicles and diesel engines. With operations in 25 countries, selling more than 100 countries worldwide, the company is a leader in pickups and pickup based derivatives in many markets. The company manufactures and sells close to 6 lakh units annually across the world.

Isuzu Motors India Private Limited, a subsidiary of Isuzu Motors Limited, Japan was established in August 2012 in Chennai, Tamil Nadu. Headquartered in Chennai, Isuzu currently has a contract manufacturing agreement with Hindustan Motors (HML) under which HML is assembling CKD kits of Isuzu's Sports Utility Vehicle MU-7 and pick-up truck D-Max, at its Thiruvallur, Chennai plant.

Isuzu began civil works on its proposed manufacturing plant site in SriCity, TADA, Chittoor District, Andhra Pradesh. The company had acquired 107 Acres of land in 2013 after signing a MoU with the Andhra Pradesh State Government in order to start automobile manufacturing operation in India. This new facility is likely to commence commercial operations by early 2016, with the initial production capacity at 50,000 units/ year. Isuzu will scale up the production capacity to 120,000 units/ year, with the accumulated investment of Rs. 3,000 Crore, and is expected to generate 2000 - 3000 jobs. The company has plans to open 60 dealership outlets across the country by 2016 and aims to have 160 by 2020.

Isuzu Motors India plans to achieve 100% percent localization within three years of commencing production in 2016. It is an exemplary showcase of Isuzu's long term commitment to the Indian market.

About Gati Kausar

Gati Kausar is a subsidiary and the cold-chain arm of India's logistics giant – Gati Limited. With 30 years of expertise in the cold-chain distribution business, Gati Kausar's innovative cold-chain transportation solution, strengthened by its cutting edge equipment, technology and expertise, ensures that the perishable products are delivered in a fresh, healthy and potent state to retailers and end consumers. Gati Kausar has at its disposal a modern and large fleet of refrigerated vehicles with advanced climate controlled systems. This helps us offer customized temperature sensitive services to its varied clientele, from consumer foods to pharmaceuticals, and from retail to agricultural food products. Gati Kausar has been awarded the ISO 9001:2008 certification and FSSAI certification for its excellence in quality standards and service.