



TATA MOTORS ProLife Business

BUSINESS MODEL: **Product Life Cycle**

SITUATION

- Tata Motors needed to address its customer needs by providing high quality, low cost, replacement parts.
- Mission critical equipment, like engines, pose high operational risks if repaired or overhauled in the wrong environment.

CHALLENGE

- Tata Motors needed a viable, cost effective alternative to overhaul vehicle aggregates.
- The company also needed to provide a nationwide warranty, while maintaining like-new quality.

SOLUTION

- Tata's Prolife business is a pioneering after-market product support strategy for Tata Motors' customers. Use of Tata Motors Prolife aggregate ensures original equipment-like vehicle performance even after the first life cycle.
- The customer receives reconditioned aggregates in exchange for old aggregates subject to simple acceptance norms.
- Prolife has a wide variety of reconditioned products in its portfolio of nearly a dozen components (with efforts in place to include even more). The products range from reconditioned Engine Long Block, Gear Box, Power Steering Gear Box, Turbo Charger, Air Compressors to electrical components such as starter motors and alternators.

KEY BENEFITS

- In 2016, Tata reconditioned a total of 23,115 components/equivalent engines. The re-conditioned long blocks are also being exported to international markets.
- Two plants (situated in Lucknow and Coimbatore) are currently in operation, with two new facilities coming up in Surat and Hyderabad.
 - This minimizes product life cycle cost, and results in products with lower price and higher quality.
 - Prolife aggregates are made to original equipment spectrum and load tested.
 - Reconditioning offers huge cost advantages compared to conventional life cycle. With this approach, operations are simplified, inventory is cut down and logistics cost is lower.
 - Highest quality of aggregates and components.
- Environment-friendly because of the substantial waste reduction and reutilization.

Link: <http://www.customercare-cv.tatamotors.com/value-added-services/prolife.aspx>