

# Steelbird Tyres launches 'Puncture Doctor'

## 24x7 pan-India flat tyre assistance service

**S**TEELBIRD Tyres has introduced 'Puncture Doctor', a unique round-the-clock pan-India roadside service to fix flat tyres.

The scheme was started in Kerala and North East in December 2018 as a pilot project. Steelbird is the only tyre manufacturer in the country that has started the toll-free helpline at pan-India level, said a press release issued by the company.

Mr Manav Kapur, Executive Director, Steelbird International, said, "It is radical new service intervention launched by Steelbird Tyres and showing great results since it was launched in North East and Kerala regions in December 2018. Stemming from the consumer insight that two-wheeler riders, ladies in particular, face tremendous anxiety when suddenly confronted with a flat tyre problem. Other than wasting time looking for nearby help which often doesn't work out, the matter also involves personal safety."

Steelbird Tyres has tie-ups with reliable shops in almost



**Mr Manav Kapur, Executive Director,  
Steelbird International**

all locations and is working with them on revenue sharing basis. The whole financial aspect has been drafted on the basis of augmenting each other's business. By coming out with this facility, the company intends to empower the puncture-wallahs and tyre shops in Tier-II and Tier-III cities to generate more revenue by increasing their customer base.

Steelbird forayed into a new venture when it launched tyres and tubes for

two-wheelers and e-vehicles at Auto Expo Component 2018. The company is continuously increasing its market penetration and has received an encouraging response from North India, including UP, MP, Punjab, Haryana, and Delhi-NCR.

Mr Kapur said, "With an experience of more than five decades in the automotive industry, Steelbird has a good market reputation across the nation and this unique service will further enhance the trust of customers in our products."

## Sahara enters...

tem for the electric vehicles, which along with a wide network of service centres across each city, also provides support facilities like delivery of a charged battery on call as well as for the first time in India, a network of 'Battery Swapping Stations' for customer convenience.

These battery swapping stations charge batteries quickly with 'EvoIs Smart Charge Docking System', or alternately, enable vehicle owners to swap their discharged battery with a fully charged one.

The company has already started developing the service setup at Lucknow district, its first target market with the setting up of 57 service centres as well as providing training to

the technicians for electric vehicles.

Sahara *EvoIs* has also handed over keys to 101 inaugural customers at Lucknow.

Sahara *EvoIs*' vehicles are also equipped with smart tech features like GPS tracking system through which the owner of the vehicle, with the help of the free downloadable 'Sahara *EvoIs* Mobile App' can trace the location of their vehicle, as well as ask for on-road and off-road assistance, 24X7.

Users can also analyse online the performance of their vehicles and for the first time in India, can even lock the vehicle through the mobile app. The vehicles also have distress alarm buttons for women's safety and anti-theft alarm to prevent any attempt of break-in.