

A B LUBES -

## New Spare Parts Distributor for Maharashtra

A B Lubes, Eicher Genuine Parts Distributor for the State of Maharashtra, was formally inaugurated at its premises in Pune on 18th October. Rajat Proothi, Head-Spares Marketing, Eicher Motors inaugurated the distributorship in the presence of a large gathering comprising of spares retailers and other invitees.

Within a short span of its joining the Eicher family, A B Lubes have located



Mr Anil Kulkarni (right) hands-over a very user-friendly CD to Rajat Proothi. The CD contains parts prices of LCV, HCV and fast-moving parts.



Mr Anil Kulkarni, Rajat Proothi and Sarjeev Khatri in front of the Mobile Parts Van.

100 retailers spread all over Maharashtra. The distributorship under the able leadership of Mr Anil Kulkarni is in the process of appointing more retailers throughout the State. The AB Lubes team is also spearheading proliferation of Eicher Genuine Parts through awareness

campaigns, private mechanic meets and other activities. Promoted by Mr Anil Kulkarni, A B Lubes has a decade-long experience in the automobile field including distributorship of HP lubricants.

We welcome A B Lubes to the Eicher family and wish them all success. 