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'Diesel Bharo-Truck Jeeto'

Tata Motors and Indian Oil have come together to conduct the 'Diesel Bharo - Truck Jeeto' campaign, which aims at boosting the sale of diesel. Eyeing the arrival of the festive season, the campaign, aimed at CV operators, will be run between September 10, 2019, and December 08, 2019, and

make them eligible for winning a bumper prize of a brand new Tata Ultra truck at the end of every 30 days upon purchasing 50-litres of diesel at once. Designed to run for 90 days, the campaign will also get 45 participants to win a Tata Ace Gold every alternate day. The campaign will also ensure

high-speed diesel worth Rs.1000 each to 10,000 lucky customers. To participate in the campaign, customers will have to send SMS on 9911410000 with the details of their bill and quantity. The campaign offer is available at over 27,000 Indian Oil fuel stations across the country.

National Productivity Summit 2019

The 13th National Productivity Summit (NPS 2019) held at the Bangalore International Exhibition Centre (BIEC) on August 21, 2019, attracted 300 delegate and 130 companies. Of the 150 case studies received, 11 were shortlisted. These included submissions from auto suppliers and OEMs like Bosch,

Rane TRW Steering Systems, and Mahindra & Mahindra. Mahindra & Mahindra won the first prize for 'Reduction of specific Carbon footprint by using Waste to Wealth, TPM and Industry 4.0 concept in the utility management area' as part of the IMTMA-ACE Micromatic Productivity Championship Awards

2019 held alongside the summit. The run-up to the summit saw vis being organised to plants of Ash Leyland, TVS Motor Company, Honda Motorcycle & Scooter India, Volvo Trucks, and Volvo Construction Equipment. The next edition of the National Productivity Summit (2020) will be held at Pu

The good & the ugly

The announcement by union finance minister Nirmala Sitharaman on September 20, 2019, to cut the corporate tax to 25.2 per cent, and 17.01 per cent for new manufacturing firms, cheered the industry and sent the Sensex soaring after a long hiatus. Expressed Vinod Aggarwal, MD & CEO, VE Commercial Vehicles, that the new tax reforms are an excellent initiative from the Government of India, and a step in the right direction.

Welcoming the move, SIAM president Rajan Wadhwa mentioned that it reflects the government's commitment to improving business sentiments. Coming in quick succession to the industrial output growth dipping to four months low of 4.3 per cent, the corporate tax announcement is expected to improve confidence. Announced on August 2019, the industrial output growth was dragged mainly by manufacturing sector's

poor performance. The Industrial Production (IIP) grew 3.6 per cent in April-June 2019 as against 5.1 per cent in the same period last year. In June 2019, factory output growth slipped to a four-month low of 1.2 per cent, lower than the seven-per cent growth recorded in the same month last fiscal. If the supply-side reform in the form of corporate tax reduction will help to improve the demand side sentiments, it will be worth watching.