

## **MARKETING DIVISION**

### **MAIN ACTIVITIES**

#### **1. General:**

Marketing Division at BLW caters to sales and after-sales service of locomotives to Non-Railway Customers. With the set up of this organization, it has been possible to provide single window service to Non-Railway Customers (NRCs) for all activities connected with sale of locomotives, DG sets and spares.

The Marketing Division maintains close liaison with different NRCs. The formation of Marketing Division has greatly helped NRCs in improving availability of spares and maintenance of locomotives.

Marketing Division's interface with customers is at all stages viz inquiry from the customers, submitting offers, receiving orders, planning the deliveries, inspection, dispatches, commissioning and all after sales services including complaints and warranty claims etc. It is also the nodal agency at BLW for D.G. Sets sales/maintenance to Rlys/NRCs.

For export orders, the demand is generally met through our export arm viz RITES/IRCON depending on the country of export.

#### **2. Supply of Locomotive, DG sets and Spares to Non-Railway Customers & Export:**

BLW has so far supplied Locomotives and DG sets to different NRCs in India and exported locomotives to countries like Tanzania, Sri Lanka, Bangladesh, Vietnam, Malaysia, Myanmar, Angola, Senegal, Mali, Sudan and Mozambique.

**Spares:** Spares parts were supplied to Non-Railway Customers in India as well as exported through RITES.

#### **3. Technical Assistance and training to Non-Railway Customers:**

Marketing Division also renders technical assistance by way of training to officials, supplying Operating & Maintenance Manuals, Spare Parts and Tool Catalogue etc. to Non Railway Customers to assist them in better maintenance of BLW built locomotives. The official website [www.blw.indianrailways.gov.in](http://www.blw.indianrailways.gov.in) has dedicated section for NRCs for technical support and other associated relevant information.

#### **4. Future Prospects:**

Offers for several locomotives of different design configurations for domestic Non Railway Customers and for export to Asian and African countries are under active consideration.