

CELEBRATING A 65-YEAR STRONG PARTNERSHIP WITH
THE LAUNCH OF 10 NEW COMMERCIAL VEHICLES

DIMO and Tata Motors Bring Modern Mobility to Local Businesses



Tata Motors and DIMO, the authorized distributor for Tata vehicles in Sri Lanka have introduced 10 new commercial vehicle models, spanning last-mile delivery, long-haul freight, and intercity travel, marking 65 years of partnership. The launch comes as Sri Lanka reopens its market for vehicle imports and signals the commitment of Tata Motors to helping the local mobility sector modernise in line with global standards for efficiency, safety, and sustainability. The rollout is

backed by DIMO's nationwide support network, offering long-term value for enterprises. Gahanath Pandithage, Group Managing Director/CEO of DIMO, and Girish Wagh, Executive Director of Tata Motors, share how this new range of commercial vehicles is designed to meet the evolving needs of Sri Lankan businesses.

With Sri Lanka reopening its market for vehicle imports, how do you see the changing dynamics of the commercial vehicle sector and the evolving needs of local businesses?

Gahanath: Commercial vehicles are

really the backbone of the economy. We rely on them to transport goods, people, and support industries like tourism. But for nearly five years, imports were restricted, which meant we had to keep old vehicles running. That led to higher fuel consumption, frequent breakdowns, and overall inefficiency. Now, with imports opening up again, we're seeing real progress. Newer vehicles not only improve reliability and efficiency but are also far more environmentally friendly. This shift is critical because sustainability is becoming central to every business.

Given the influx of multiple commercial vehicle brands, what is your

From L to R:

Gahanath Pandithage

Group Managing Director/
CEO of DIMO

Girish Wagh

Executive Director of Tata
Motors



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advice to Sri Lankan businesses when it comes to choosing reliable, efficient mobility solutions?

Gahanath: When choosing mobility solutions, businesses must look beyond the initial purchase and focus on long-term dependability. Vehicles are investments that face demanding conditions, and when challenges arise, reliable after-sales support becomes critical. That is where DIMO stands apart. With over 80 years of trust and expertise, we don't just sell vehicles—we support our customers throughout their journey. Our nationwide

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Sri Lankan enterprises today?

Gahanath: Tata stands as one of the world's leading commercial vehicle manufacturers, and its latest range is equipped with advanced technology designed for the future. For Sri Lankan enterprises, this translates into fuel efficiency and lower environmental impact, which are both critical priorities in today's operating environment. Equally vital is the ecosystem of support behind these vehicles. As Tata's local distributor DIMO provides comprehensive after-sales care, genuine spare parts, and manufacturer trained mechanics, ensuring reliability throughout the ownership cycle. This powerful combination of innovation and trusted support makes Tata the most relevant and future-ready choice for local businesses.

Globally, what are the emerging trends in the commercial vehicle industry, and how does the new Tata range align with them?

Girish: Globally, the commercial vehicle industry is being shaped by three key trends: decarbonisation, digitalisation and autonomous, connected, electrified and shared (ACES) mobility. Tata Motors is fully aligned with these trends, having committed to achieving net-zero greenhouse gas emissions by 2045 and reducing the emission intensity of both products and operations. The new Tata range improves fuel efficiency, directly supporting decarbonisation by lowering CO2 emissions per kilometre. In addition, the vehicles are equipped with advanced connectivity features and are designed to integrate future software-defined functionalities, ensuring readiness for emerging global trends in commercial mobility.

What advanced technologies, safety features, and performance enhancements can Sri Lankan customers

expect from this new portfolio?

Girish: Tata Motors has invested heavily in advanced technologies across its new portfolio, which ranges from the compact Ace to 55-tonne tractors and the Magna Intercity bus - representing a complete spectrum of cargo and passenger mobility solutions. Sri Lankan customers can expect improved powertrain performance for enhanced fuel efficiency and reduced total operating costs. Comfort and convenience have also been prioritised: cabins in vehicles like Prima, Signa, Ultra, Yodha and Ace feature ergonomic designs, while the Magna bus offers a superior passenger experience. Overall, this portfolio combines efficiency, reliability, and modern amenities to meet the evolving needs of Sri Lankan enterprises and passengers.

How does Tata view the competitive landscape in Sri Lanka, and in what ways is this new range positioned to outperform rival makes and international brands?

Girish : In Sri Lanka, the commercial vehicle market is broadly split between new vehicles and imported used vehicles. Our focus is on the new vehicle segment, where we bring the latest features and capabilities for customers who prefer advanced, future-ready products.

Within that segment, we welcome competition, as it drives the industry to deliver better products and services. With this new range, we are addressing the requirements of multiple segments, backed by significant attribute enhancements and the trusted support of DIMO—our partner for nearly 65 years. The discerning Sri Lankan customer is not only looking for a competitive product, but also for reliable after-sales service, durability, and long-term value. That is precisely the proposition we are delivering with this portfolio.●

DIMO and Tata Motors celebrated 65 years of partnership with the launch of a new vehicle range, marking the milestone with a ceremonial cake-cutting.

service network and 24-hour roadside assistance ensure continuity, reliability, efficiency, and sustained productivity. Businesses should choose partners who can guarantee this level of dependability and continuity, because it is service excellence that sustains productivity and protects their investment.

Why do you believe that the new Tata commercial vehicle range is the most relevant and future-ready choice for

