

TWO WHEELER SERVICE CENTRES IN MADURAI CITY-AN OVERVIEW

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Abstract

With the increasing sophistication in transportation, it is found that two wheeler service centres are emerging as an important service generating sector of the economy. The number of skilled, semi-skilled and manual workers are found getting employment. There is no doubt in it that a number of workers are found engaged and therefore these servicing centre contribute substantially to the job market, however it also found that high magnitude of exploitation in the informal sector. In addition, the problems like environment pollution and traffic congestion complicate the task of city planners and the environmentalists. This makes it essential to think over the problem with a new vision. This paper attempts to discuss the two wheeler service centres in Madurai city.

Key Words

Organized and unorganized service centres, two wheeler Dealers in Madurai city, Service provided by two wheeler service centres in Madurai city.

Introduction

Now-a-days two wheeler service centres are playing a vital role in improving the level of efficiency of two wheelers. There are different categories of users in availing of services of two wheeler service centres such as the individuals, institutions and organizations. The haphazard and unplanned increasing number of service centre leads to the environmental issues in addition to the traffic barriers. This situation made to realizing the importance of organized development of two wheeler services in order that the two wheeler centre develop in the right way and the users get the eco-friendly quality services. The two wheeler manufacturing companies offer after-sale-services by which service centre is integral part of it. Hence, such centre comes under the category of organized service centre. Workshops form the informal sector being the second category of two wheeler service centre. A number of workers are found engaged and therefore these servicing centre contribute substantially to the job market. Though this sector gives more employment opportunities, it also pave the way for exploitation of child labours. In addition, the problems like environment pollution and traffic congestion complicate the task of city planners and the environmentalists. This makes it essential to think over the problem with a new vision.

Two Wheeler Service Centres in Madurai City

Generally in Madurai, the service provided by service centres are classified into two namely, organised service centres, unorganised service centres. The manufacturers find it very difficult to sell their products and services directly to the users. They use intermediaries to sell their products. They are called dealers or distributors. The dealers themselves sell their two wheelers and services provided to the customers. In Madurai 28 separate service centres have been established by dealers in different localities which easily provide services to their customers. Apart from this, specialized service centres and unorganized service centres (workshops) are situated in various places. Customers avail of free services from organised service centers and after that they avail of services from unorganised service centres. Mostly customers in Madurai prefer to avail services from unorganised service centres. Even though free service is rendered by organised service centres, some of the peculiar customers do not prefer to avail free services from organized service centres.

A pertinent point that can be included in respect of two wheeler services is worth mentioning in this context. In metropolitan cities like New Delhi, Mumbai, Kolkatta and Bangaluru, two wheeler service centres are located in almost all the nooks and corners. Two wheelers are used for commuting by employed ladies, housewives, woman entrepreneurs and shop owners, even petty-shop keepers day in and day out. Hence, there is very great scope for repairing and servicing hundreds and thousands of two wheelers. Since the service centre personnel, mechanics and technicians are not in a position to contact the intended customers, they seek the services of a specialised group of intermediaries who call themselves as automobile consultants. These people possess knowledge of the various disrepairs that may occur to the two wheelers. They also possess thorough knowledge of various brands of two-wheelers. The persons who own two wheelers contact these consultants over the phone or through SMS and internet and inform the locations where the defective vehicles are stationed or parked.

The automobile consultants send their employees to the addresses of those who had informed them for repairing or servicing their vehicles. Thus, the moment the consultants receive the information, their employees reach the spot and remove the defective vehicles to the nearby service centres. As soon as the repair works are completed, the consultants inform the customers and the serviced vehicles are delivered at the doorstep of the customers. Of course, this type of service is charged. This kind of service enables the customers to save time, money, travel and other resources. Since such facilities are not available in cities like Madurai, effort must be taken to provide immediate, reliable, economical and efficient services to the needy customers. In Madurai, the mushroom growth of unorganised two wheeler service centres enables the customers to avail of immediate service. In this city, around 950 are unorganised service centres located at various places. Some of them provide services in respect of specific two wheeler brands only.

Select Competitive Brands and Dealers in Madurai City

Table 1 Two Wheeler Dealers in Madurai City

S. No.	Name of the Manufacturer	Name of the Dealers
1	TVS Motors	Sri Pandian TVS, Sathiya Jyothis, TVS N.P.TVS
2	Hero Honda	Nagappa Motors, Santhiya Motors
3	Bajaj Auto	Shristi, R.K.Bajaj
4	Yamaha Motors	Alagandran Automobiles Limited, Solaimalai wheels
5	Hero	Mani Nagappa motors
6	Honda	Kalyani Honda, Lakshmi Honda.
7	Enfield Motors	Hema Auto
8	Mahindra and Mahindra Ltd.	Susee Auto Limited.

Source: Dealers in Madurai, 2012.

and Enfield Motors, Honda, Suzuki and Mahindra and Mahindra Ltd. were taken for consideration. Table 1 indicates the select dealers and the competitive brand of two wheelers in Madurai city.

It is seen in Table 1 that the brand of TVS, Hero Honda, Bajaj Auto, Yamaha and Honda have two dealers each and others have only one dealer. The Hero Honda dealer is the Star seller in the two wheeler bike segment. The challenging brands are coming from TVS, Bajaj and Yamaha. In scooter, mopeds and motorcycle segments, Scooty, Pep Plus, Passion, Splendor, Honda Activa and the like are competitive brands.

Table 2 Dealers Dealing with Two Wheeler Services

S. No.	Name of the Dealer	No. of Years in Services
1	Alagendran Auto	28
2	Nagappa Motors/Mani Nagappa	25
3	Sri Pandian TVS	19
4	Sathya Jyothis TVS	14
5	N.P. TVS	5
6	Solamalai Wheels	12
7	Hema Auto	34
8	R.K.Bajaj	12
9	Sristri,0000	5
10	Kalyani Honda	10
11	Lakshmi Honda	10
12	Susee Auto	2

Source: Dealers in Madurai, 2012

service charges were settled by the company itself. In the past 10 years the dealers or distributors have started taking care of services through their own service centres Table 2 gives the details about how long the dealers have been dealing with two wheeler in the study area.

In this section, an attempt has been made to analyse the competitive brand of two wheelers and their dealers in Madurai city. In Madurai city there are mainly about 12 dealers who deal with bike, scooter, scooterette and moped. The dealers of competitive brand of bikes namely Bajaj, TVS, Hero Honda, Yamaha

In earlier years, reputed two wheeler like the Ideal Jawa Private Limited, the Enfield Motors and the Bajaj dominated the two wheelers market. But they did not have their own service centres. During that period, services were provided to the customers through specified sponsored service centres. In such cases, customers availed of services from specified centres and the

Table 2 It is seen in that the Hema Auto has the longest period of experience (i.e,34 years) in the filed of marketing of two wheelers. The Alagendra auto has 28 years of experience in the filed of marketing of two wheelers and Nagappa Motors, the Sri Pandian TVS, the Sathya Jyothis TVS, the Solamalai Wheels, the Kalyani Honda and the Lakshmi Honda, the Sristi, the NP TVS and the Susee Auto possess experience of 25 years, 19 years, 14 years, 12 years, 10 years, 5 years and 2 years respectively.

Normally service centres provide the following services namely, water service, Tube change, Engine Oil change, Spark plug change, Battery change, and Brake change. Clutch, accelerator cable damages are rectified or replaced. Plug cleaning and carburetor cleaning operations are performed.

Periodical Services

Apart from the services mentioned above, the chain sprocket set will be changed, if the vehicle is used for more than 25000 kms, the piston is changed for those vehicle used above 1,00,000kms., valve guide is changed after 75,000kms. run. If the speed valve gets burnt, a new valve is fitted. In the case of two wheelers used beyond 50,000kms, clutch plates have to be changed. For two wheelers with problems while starting, coil and power coil may be changed.

Conclusion

Emerging trends in the life styles, increasing sophistication in the motor vehicle technologies and mounting domination of corporate sector in the economic transformation processes indicates good auguries for the two-wheeler services in Indian perspective. With the development of a new culture in which comforts and luxuries are getting top priority, it is expected that a sizable increase in the number of different categories of motor vehicles users will be there in the years to come. There are some of the servicing centres generating more profits but a majority of them are found struggling even to protect their existence. They lack supporting infrastructural facilities to manage the business. The increasing cases of theft of motor vehicles are to testify the involvement of servicing centres in the unethical and illegitimate practices. This makes it essential that the two-wheeler servicing centres develop their services on an organized basis. The application of marketing principles would help them substantially in improving the quality of services, fulfilling the expectations of users and increasing the market share which would pave copious avenues for making profits.

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