

# MOTORINDIA

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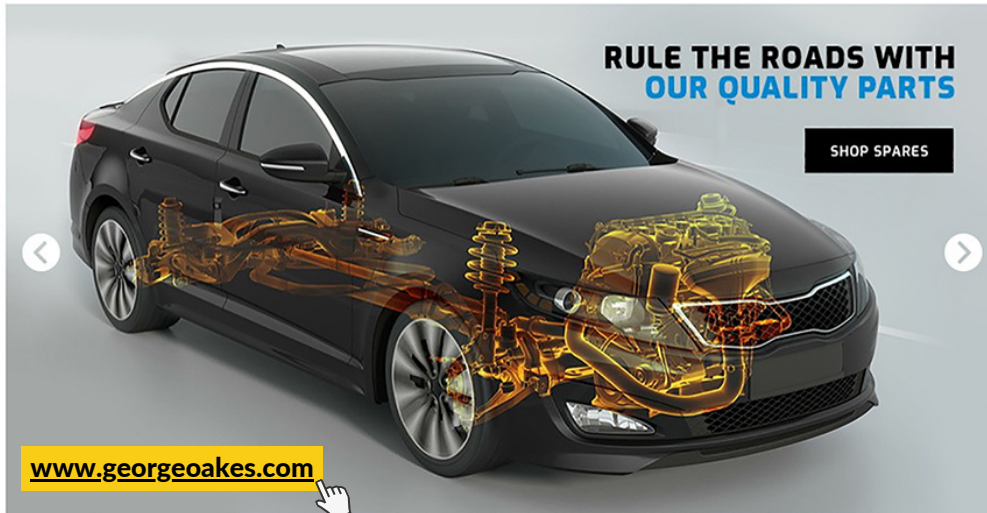
**IMPACT  
FEATURE**




- Vijay Pandey, CEO (right), and Saravana Kumar, Sales Head, George Oakes, with the newly-launched automotive lighting products


# GEORGE OAKES


**Enters e-commerce space,  
launches new products**



**SEARCH BY VEHICLE**

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**Given the existing scenario of unavailability of spare parts in time and non-standard pricing, George Oakes, the distribution arm of Amalgamations Group, has launched an online store with the latest technologies to provide a seamless e-commerce experience for B2B and B2C customers.**

George Oakes Ltd., a leading automotive parts distribution company with corporate office in Chennai and operations across South and West India, has announced the opening of an online store for its products. As a part of the Amalgamations Group, it is widely acknowledged for the highest standards of customer relations, quality of service and professionalism.

For over eight decades now the company has adhered to the philosophy of offering its customers with the products of market leaders like RBL, Valeo, India Pistons, Amalgamations Repco, Talbros, Simpson, TAFE, Tata Spare Parts, Mahindra and Mahindra and Valvoline. The automobile service and retail industry in India has multiple problems like unavailability of parts and non-standard prices (discounts) with retailers and garages always unclear about the prices of the parts and quality. An automotive parts' sales person can reach an average of 20 customers a day but visits to additional retailers above the usual number is a big challenge and retailers on the other hand have challenges in tracking their orders.

Given this scenario, the George Oakes' online store has brought into play the latest technologies to provide seamless e-commerce experience for its B2B and B2C customers.

Through continuous digital marketing and awareness campaigns, the company has reached more than 1,000 customers under a year and expects the active customers to grow by two-fold in the current year. The store has product details in a structured format and features like advanced product search engine makes it easy for the customers to find the right product from the right brand at the right price, which in turn increases brand awareness.

Currently, the online store has the products of companies like Rane Automotive, Bosch, Valeo, Gabriel, Simpson, TAFE, Bimetal Bearings, India Pistons, QH Talbros, TACL, Sofima Filter and Amalgamations Repro. Meanwhile, George Oakes also announced the launch of its new range of high-performance automotive lighting products under its own brand name, George Oakes, for the aftermarket.



**“We hope that this new launch will carry forward George Oakes’ legacy of 80+ years of distribution experience and sustainable dealer network.”**

- Vijay Pandey, CEO

“The lighting range will definitely offer wider options to choose from with price competitiveness in the automotive aftermarket lighting industry. The range underlines the maximum fulfilment of customer requirement and also reiterates the company’s commitment in continually increasing the range. This consists of high-performance, eco-friendly halogen, miniature and LED lamps. The lamps are made of quartz for better durability and are compatible with two-wheelers, four-wheelers, tractors and commercial vehicles, launched in a maximum retail price range of Rs 110 to Rs 399,” informed Sales Head Saravana Kumar.



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