

Presenting

The 710 SFC

**Most Reliable Performance Machine
Now ready to deliver More Profits**

- Same Assurance of Reliability & quality of BS4
- More capability and ruggedness
- Better Drivability
- More Profitable

**WITH YOUR FAVOURITE & RELIABLE
4SPCR ENGINE**

**Air brake & Power
Steering**

**Lowest Spares cost
+Highest Resale value**

**More Pulling Power
with lesser gear
shifting**

**Strongest Chassis and
Heavy Duty rear Axle**

**Largest high deck load
body in the segment**



SFC 709 is now 710 SFC



TATA 710 SFC – Power of 6 in BS6

TATA MOTORS
Connecting Aspirations

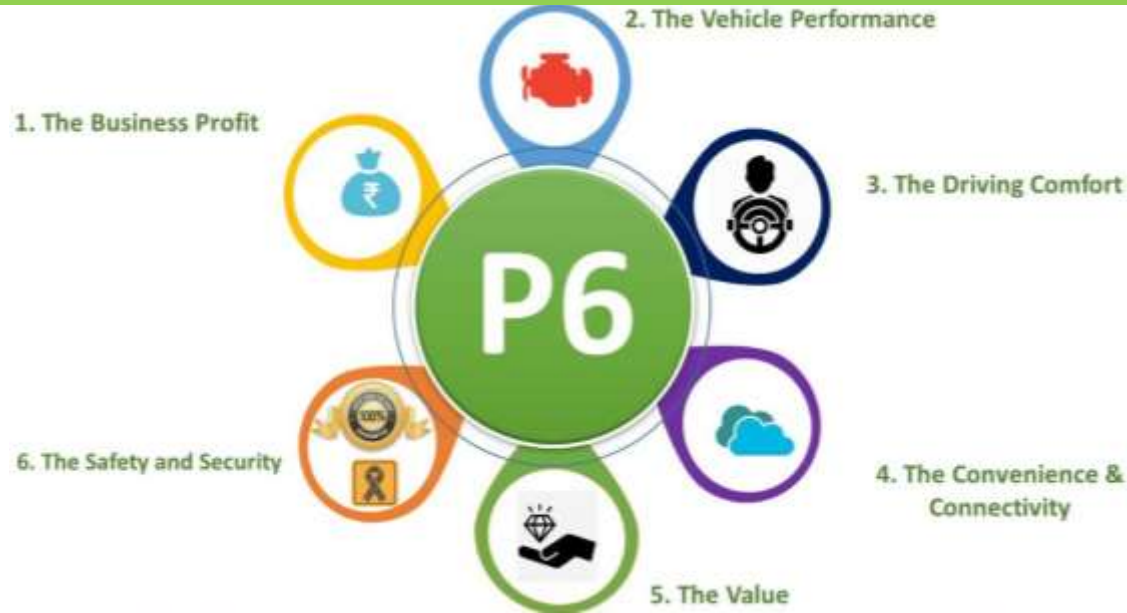


1. Power of Business Profit

- Better Deck lengths- Available with Internal deck length of 12 Ft .
- Improved TCO/Fuel Efficiency- 5% better Fuel Efficiency over BS4, same operating cost of BS4
- Increased Service Interval
 - Service Intervals upgraded: 40,000 KMs for 4SPCR Engines
 - Hub greasing, coolant Service interval now at 1,20,000Kms
- Faster Turnaround means 1 – 3 More round Trips per month easily
 - power increased by 18%, max Torque increased by 20% , low end torque increased by 26%
 - better drivability with cabin feature improvements
- Optimised Payload
 - 7.49 Tons GVW with stronger aggregates with better capabilities due to Banjo Rear axle and new 5mm thick HSS 800 chassis

2. Power of Vehicle Performance

- Higher Power & Torque-
 - 4SPCR Engine: Max power improvement from 85 PS to 100 PS (18% more), Max Torque improvement from 250 Nm to 300 Nm (20% more)
 - Variable Geometry Turbocharger for better power management
- Improved Low End Torque-
 - Low End torque Increased to 290 Nm (26 % increase)
 - Engine response is now immediate in start stop conditions
- Better Drivability with flatter torque over wider rpm band
 - Improved Flat Torque Range leads to Better Mileage & lesser gear shifting and easy overtaking
- Gradeability increased to 33.3% (at 1st Gear) with Best in class restart-ability
- Improved Braking Performance with AIR BRAKES with Separate Vacuum pump on engine
- Robust Performance:
 - Strongest chassis with HSS 800 Steel with high tensile strength, bolted design for increased modularity. Long member thickness is increased to 5mm from 4mm
 - Banjo Type Rear Axle - More Load carrying capacity, lesser prone to leakage.
 - Serrated Coupling flange at propeller shaft for better Reliability and Maintenance.

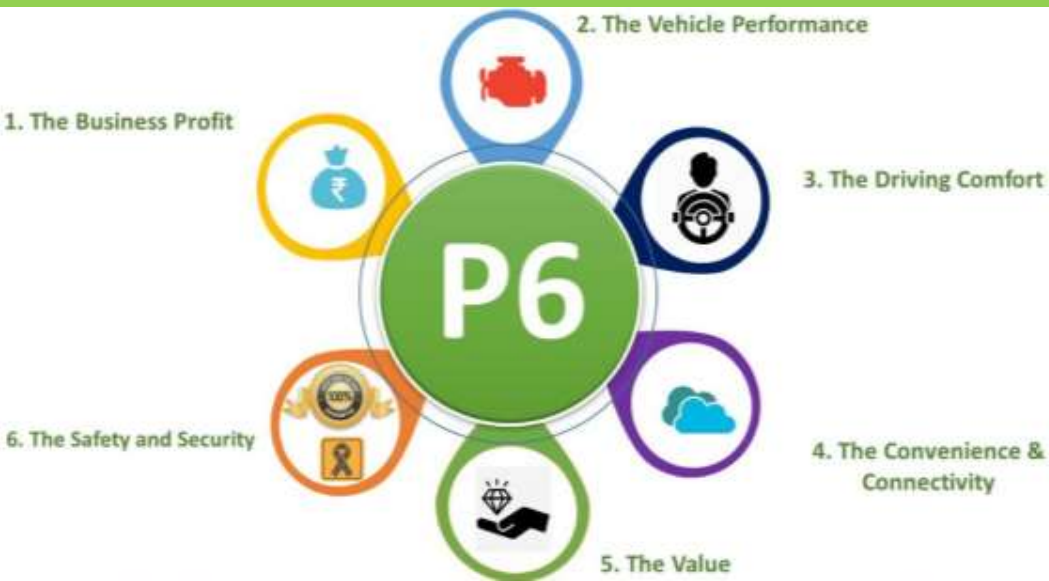




TATA 710 SFC – Power of 6 in BS6

3. Power of Driving Comfort

- New Seats with better design -Melba Fabric for Seats for better comfort in both summer and winter, Seat Adjustment in XZ Direction,
- Improved pedal positions & Effort
 - Improved Ergonomic pedal positions to reduce fatigue
 - Low Hysteresis clutch along with clutch booster to Lower Pedal Effort by 40%
- Improved Gear shift Ergonomics and Quality
 - Lower Gear Shift with optimized Gear Shift travel
 - Effort reduced by 30% over BS4
- Better Suspension- increased thickness of Leaf springs with Hydraulic Double acting Shock Absorbers
- Power Steering as standard- New Steering Wheel with Power Steering with reduced effort as a standard fitment
- Better overall Ergonomics -Lower NVH with improved engine mount Combined with Parabolic suspension



4. Power of Convenience & Connectivity

- Instrument Cluster- New Multi-Function Ergonomic Instrument Cluster with inbuilt Gear Shift Advisor (GSA), Tell Tale Symbol
- Connectivity enabled Truck as standard
 - new improved telematics system (Fleet Managers Mobile App, Fleet Owner App, Driver App)
- Gradeability increased to 33.3% with Best in class restart-ability
- Infotainment- High Quality Music System with Blaupunkt Speakers and High Speed USB Mobile Charger
- Illuminated Facia Switches for ease of detection:
 - Illuminated key hole helpful for night operations
 - Illuminated dashboards help to alert and draw attention
- Reverse Parking assistance- helps the driver sense when objects are in the vehicle's "blind spot"
- Best in class Cabin Storage- More space inside the cabin



TATA 710 SFC – Power of 6 in BS6



5. Power of Value

- Superior Service Network- 1 Service Station for every 50 Kms, 24 hours Support, 1500 Channel Partners, 29 State Service office, 250+ On Site Engineers, 262 Mobile Workshops, 531 Container Workshops
- 3x3 warranty (3 Years 300000Km) – 3 Saal, Aapka Khayaal
- Diagnostics to ensure higher uptime- On Board Diagnostic system helps provide proactive system alerts
- TATA Motors Genuine Oil- Lowest MRP Oil available in the market to reduce customers operating cost
- Reliable Proven Engines -The DNA of BS4 Engine is carried to the BS6 Engine so that the same reliability and Mileage Superiority is achieved
- Higher Resale Value for TML Trucks-1.5 lakh BS4 ILCV vehicles on road- will definitely increase resale in coming years, Better Aggregates make longer life of parts, Tata OK and Tata Prolife support



6. Power of Safety & Security

- Safest Cabin & vehicle with Robust Frame & Aggregates-
 - SAFETY ENHANCED ALL Steel Cabins with more solid built quality, Banjo Type Rear Axle for better Load carrying capacity, Serrated Coupling flange propeller shaft for better Reliability and Maintenance
 - Strongest chassis with HSS 800 steel
- Best in Class Braking Performance with AIR BRAKES with Separate Vacuum pump on engine & Reverse Parking as a standard fitment
- Tata Samrath-
 - Swasthya (Wellness program),
 - Sampatti (Finance program)
 - Siksha (Education program)
 - Surakshit (driver on wheel insurance)
- Tata Sampurna Seva 2.0-

Tata Alert	Tata Motors Insurance
Tata Delight	Tata Prolife
TATA Kavach	Tata Genuine Parts
Tata Zippy	Tata OK
TATA Suraksha	Tata Connectivity

The 4 SP BS-6 Engine



Only Engine in India that has seen the evolution of CV Industry growing through various phases of Emission Regulations and successfully Migrating to each phase

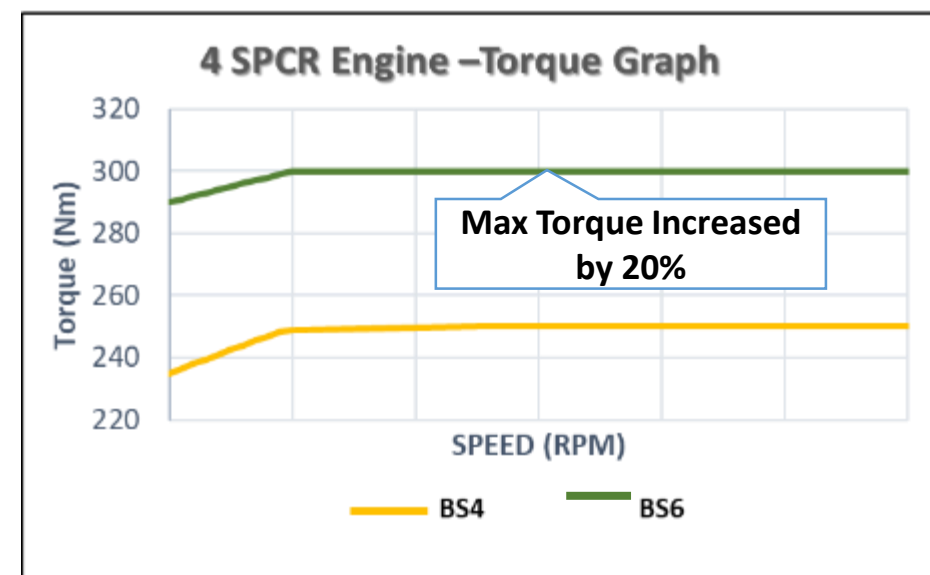
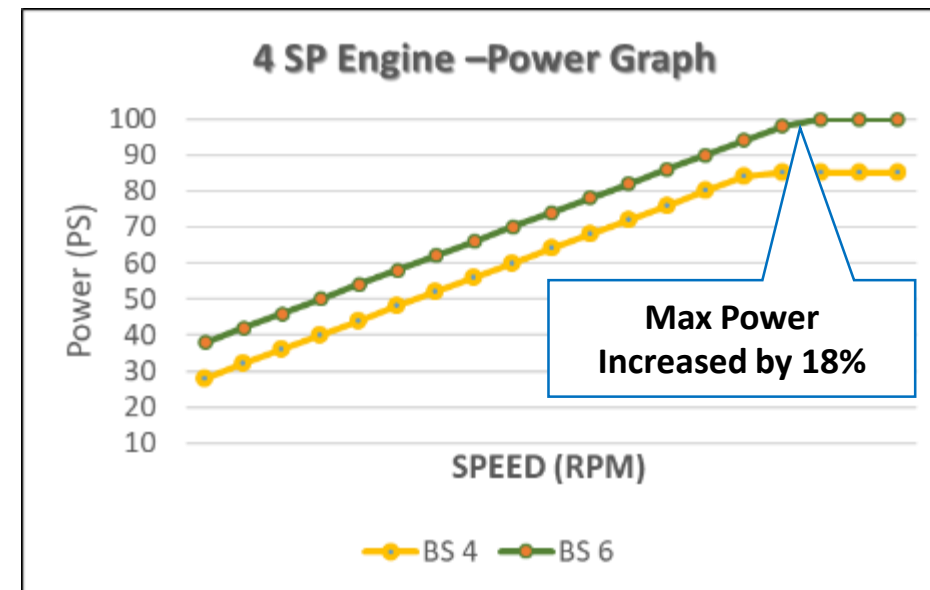
- Makes it highly adaptable to any environment
- Easy Spares availability
- Easy on Maintenance
- Makes it Most Fuel Efficient



The 4 SP BS-6 Engine

Engine Comparisons: 4SP BS-4 v/s 4SP BS-6

Parameter	4SP BS-4	4SP BS-6	Advantage
Bore x Stroke (mm)	97 x 100	97 x 100	Square Pattern – More efficient Engine with higher output and better Mileage
Max Power	85 PS @ 2800 rpm	100 PS @ 2800 rpm	Max Power increased by 18% Better Turnaround
Max Torque	250 Nm @ 1400 – 2400 rpm	300 Nm @ 1200 – 2200 rpm	Max Torque Increased by 20% More Pulling Power
Low End Torque	235 Nm @ 1000 rpm	290 Nm @ 1000 rpm	Low End torque Increased by 26% Better Pick up at signals, gradients



Optimal Power and Torque leading to better drivability and load carrying capacity

Longer flat torque leads to better restart ability, Gradeability and Fuel economy

5% better fuel economy over BS4

Enhanced service interval (20000 KM to 40000 KM)



710 SFC – Technical Specifications



TATA MOTORS
Connecting Aspirations

POWER TRAIN

Engine Type	4SPCR
Displacement	2956cc
Max Power (in kW)	100 PS @2800 r/min
Max Torque (in Nm)	300 Nm @ 1200 -2200 RPM
Clutch	Single plate dry friction type- 280 mm dia
Transmission	G550, 5 Speed, Manual Synchromesh (5F, 1R) PTOP with CAB CHASSIS

FUEL SYSTEM

Fuel Injection system	M/s Delphi (suitable up to 2000 bar)
Fuel tank capacity (in liters)	120L

ELECTRICALS

Battery	12V, 100 Ah capacity
Alternator	75 Amps

SUSPENSION AND TYRES

Front Suspension	Semi elliptical leaf spring, Hydraulic Double acting Shock Absorbers
Rear Suspension	Semi elliptical leaf spring
No of tyres	Front 2,Rear 2 , Spare 1
Front	7.50-16, 16 PR
Rear	7.50-16, 16 PR

BRAKES

Service Brake	AIR BRAKEs with Separate Vacuum pump on engine
Parking Brake	Graduated valve controlled spring brake chamber integral with rear brake

STEERING AND FRAMES

Steering System	Tilt and Telescopic Power Steering
Frame	Ladder type frame with riveted/bolted cross members.

Power steering

**H2LS brake for
more effective
braking**

**Largest high deck
load body in the
segment**

**Lowest
Maintenance cost
& easy spare
availability**

**Highest
Gradeability and
best in class torque**

MAX GRADEABILITY: 33.3% (on 1st Gear)

710 SFC – Product Variants



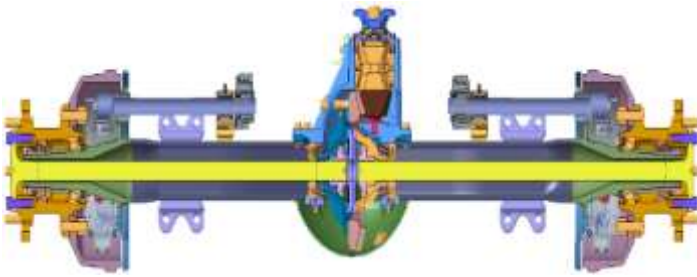
TATA MOTORS
Connecting Aspirations

Product	710 SFC		
Gross vehicle weight (in kg)	7490 (7.49 Ton)		
Tyre	7.50-16, 16 PR (6 Tyres)		
Variant	CBC	FSD	HDLB
Wheel base (in mm)	3800	3800	3800
Overall Length (in mm)	6079	6105	6105
Overall Height (in mm)	2290	2290	2850
Overall Width (in mm)	2086	2255	2255
Load body Length (in mm)	NA	3790 (12.43 Ft)	3790 (12.43 Ft)
Load body Width (in mm)	NA	2117(6.94 Ft)	2117(6.94 Ft)
Load body Height (in mm)	NA	585 (1.91 Ft)	1825 (5.11 Ft)
Minimum Ground Clearance (in mm)	213		
Seating Capacity	Driver + 2		
Warranty	3 years or 300000 km, Whichever is earlier*		



Maintenance Activity		Engine
		4SPCR
Engine oil	Service Interval (Km)	40,000
T/M oil		120,000
Differential oil		120,000
Power steering oil		120,000
Coolant		240,000
Clutch oil		120,000
Hub grease Front		120,000
Hub grease Rear		120,000

Improved Product Package



Banjo Type Rear Axle
More Load carrying capacity, lesser prone to leakage



Long member thickness is maintained at 5mm as standard
Single piece frame for Engine mountings updated inline with BS 6



Light Weight Loadbody with increased strength



Gradeability Improvement
(~33.3%+)



SAFETY ENHANCED with more solid built quality on SFC Cabin



Serrated Coupling flange propeller shaft for better Reliability, Maintenance & to increase Power Transmission



Urea Tank- 18 Lt



Transmission / Steering oil change / Hub Greasing interval is improved from 80k kms to 120000 kms

Improved Drivers' Package



AIR Brakes with Separate Vacuum pump on engine for efficient Braking



**Lower Pedal Effort on Clutch
Low Hysteresis clutch along with high size clutch booster
Reduced effort by 40% over BS4**



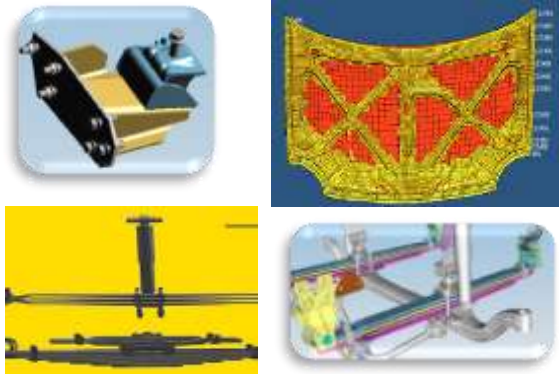
**Lower Gear Shift Effort with optimized Gear Shift travel
Effort reduced by 30% over BS4**



**Power Steering with reduced effort
New Steering Wheel and combination Switch**



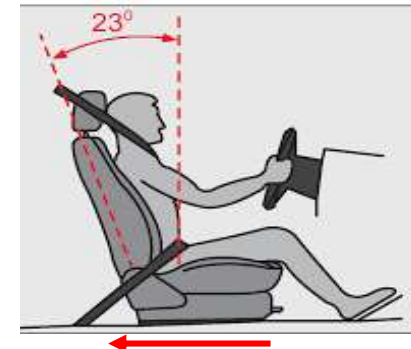
**ABC Pedals
Improved Ergonomic pedal positions to reduce fatigue**



Lower NVH with improved engine mount & increased thickness of Leaf springs with Hydraulic Double acting Shock Absorbers



**Seat Fabric
Melba Fabric for Seats for better comfort both in summer and winter**



**Seat Adjustment
Seat Adjustment in XZ Direction**



Improved New Combination switch with better reliability

Improved Connectivity



Internal Connectivity – High Quality Music System with Blaupunkt Speakers and High Speed USB Mobile Charger



New Multi-Function Ergonomic Instrument Cluster



External Connectivity – to Drivers and Fleet App

Parameter	Tell Tale Symbol	Colour
Urea low level indicator		Amber
SCR system Fault		Amber
DPF regeneration Req		Amber

Tell Tale Symbol on instrument cluster



Gear Shift Advisor in Instrument Cluster

Features of Instrument Cluster


















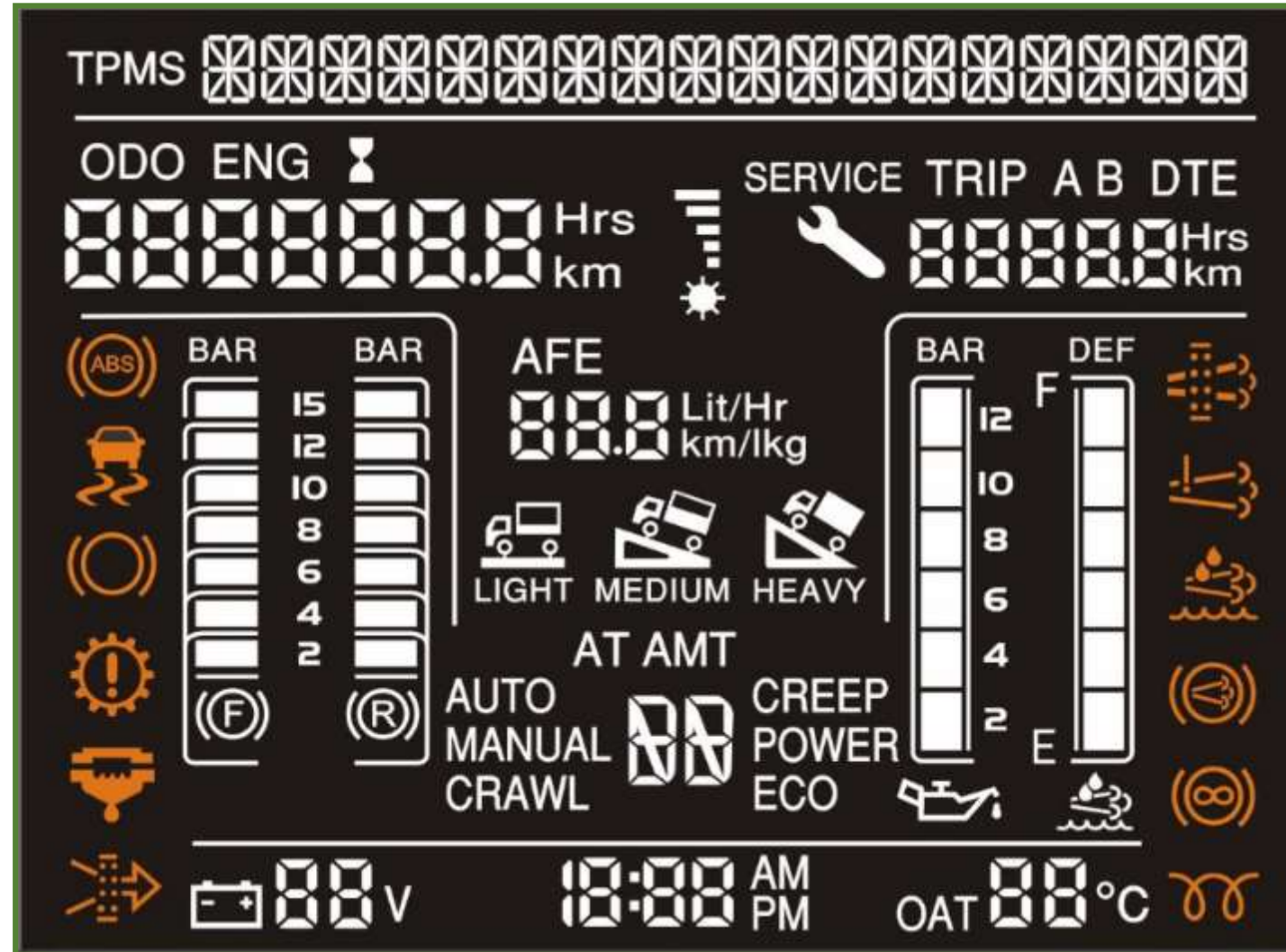
Tell-Tale	Description
	Turn Left
	Neutral
	Front & Rear Fog Lamp
	Low oil Pressure
	Stop Engine (Critical to Engine)
	MIL (Malfunction Indication lamp) (Emission)
	Tilt Cab lock- Not activated for ILCV
	Battery Charging
	Check Engine Lamp

Most Critical

Tell-Tale	Description
	Turn Right
	Check Engine
	HEST (High Engine Exhaust Temp)
	Gear Up Shift
	Gear Down Shift
	Parking Brake
	Seat Belt
	High Beam
	Power take off

Features of Instrument Cluster

Tell-Tale	Description
	ABS Malfunction
	Water in fuel
	Air Filter Clogged
	DPF Regeneration Required 
	SCR System Fault 
	Low DEF Level Indicator 
	Exhaust Brake
	Check Transmission *
	ESC (Electronic Stability Control)*
	Brake Pad Indicator *
	Retarder *
	Glow Plug *



 : Most Critical

Note : * Not activated for ILCV

710 SFC – Dashboard Switches



New DASHBOARD CONSOLE with

- MUSIC SYSTEM with high quality Blaupunkt Speakers
- High Speed USB CHARGER
- Manual Regeneration Switch
- Driving Modes Switches don't work

Manual Regeneration On & OFF Switch

710 SFC – Improved Product Package

BS4

Diesel-4SP-
85 PS @ 2800 rpm
250NM @1400–
2400 rpm
LET- 235 Nm @
1000 rpm

**GB27 5-Speed
Gear Box**

**Bolted Plain
Coupling Flange
propeller shaft**

**Banjo/Salisbu
ry Type Rear
Axle**

Air Brakes

**Conventional
Load bodies
with no proper
deck lengths**

**Service
Interval 20000
Km multiples**

BS6

Diesel-4SP-
100PS @ 2800 rpm
300 Nm @
1200 – 2200 rpm
LET- 290 Nm @
1000 rpm

**G550
5-Speed NG
Gear Box**

**Serrated and
Bolted Coupling
Flange propeller
shaft**

**Banjo Type
Rear Axle**

**Air Brakes with
additional
Vacuum Pumps**

**NG Load
Body-internal
deck lengths-
12 Ft**

**Service
Interval –
Diesel-40000
Km multiples**

**Gear Shift
Advisor**

**Connectivity –
Standard
telematics Fitted**

**VECU – Vehicle
Controller- smart
Trucks**

**Cab Chassis
with PTOP –
Standard**

**New Improved
Driver Package**

**Remote
Diagnostic**

• Better TCO, Drivability, Comfort-Convenience, Durability & Connectivity

710 SFC – Applications



Fruits and Veg



FMCG



E Commerce and parcel



Cold Drinks and
Water bottle



Reefers and
Containers



Pharma



Milk Containers



Poultry



Textile



Packers and Movers



Dairy Products



Industrial Goods



Tent House



Food grains



White Goods

JUST 2 TRIPS EXTRA WILL ENSURE EQUAL TCO of BS4

Parameter	SFC 709 Ex/38 CLB/ BS 4	709 SFC 38 CLB/ BS 6	709 SFC 38 CLB/ BS 6	709 SFC 38 CLB/ BS 6	709 SFC 38 CLB/ BS 6	709 SFC 38 CLB/ BS 6
Application	Steel Coil	Steel Coil	Sand	Cement	Brick	Stones
Truck Ownership Cost as % of total spend.						
No of Trips per Month	25	27	27	27	27	27
KMs Per Trip	125	125	125	125	125	125
No of Years in operation	4	4	4	4	4	4
Kms in 4 Years	150000	162000	162000	162000	162000	162000
Finance						
Cost of Asset	1308068	1458068	1458068	1458068	1458068	1458068
Finance 7%	366259	408259	408259	408259	408259	408259
Insurance	130807	145807	145807	145807	145807	145807
Total Finance	1805134	2012134	2012134	2012134	2012134	2012134
Financing Cost Per Km	12.03	12.42	12.42	12.42	12.42	12.42
Fuel Efficiency	7.50	7.88	7.88	7.88	7.88	7.88
Fuel Consumed in (Lts)	20000.0	20571.4	20571.4	20571.4	20571.4	20571.4
Fuel Cost / KM	9.33	8.89	8.89	8.89	8.89	8.89
Payload	4.2	4.2	4.2	4.2	4.2	4.2
AMC cost 45 paise per KM						
Maintenance Cost	0.5	0.5	0.5	0.5	0.5	0.5
Driver Cost for 4 Years	720000	720000	720000	720000	720000	720000
Driver Cost /KM	4.80	4.44	4.44	4.44	4.44	4.44
Admin Costs	96000	96000	96000	96000	96000	96000
Admin Costs /KM	0.64	0.59	0.59	0.59	0.59	0.59
Toll Cost /Km	2.00	2.00	2.00	2.00	2.00	2.00
Residual Value	436022.7	486022.7	486022.7	486022.7	486022.7	486022.7
Residual Value / Km	2.9	3.0	3.0	3.0	3.0	3.0
Tyres Cost- Front	18500	18500	18500	18500	18500	18500
Front Tyres Kms	60000	60000	60000	60000	60000	60000
No of times replaced	2.5	2.7	2.7	2.7	2.7	2.7
Total Cost over Kms	46250	49950	49950	49950	49950	49950
Front Tyres / KM	0.31	0.31	0.31	0.31	0.31	0.31
Rear Tyres Kms	50000	50000	50000	50000	50000	50000
Tyres Cost- Rear	37000	37000	37000	37000	37000	37000
No of times replaced	3.00	3.24	3.24	3.24	3.24	3.24
Cost	111000	119880	119880	119880	119880	119880
Rear Tyres / KM	0.74	0.74	0.74	0.74	0.74	0.74
Total Tyre Cost	1.05	1.05	1.05	1.05	1.05	1.05
Total Cost Per Km	27.4	26.9	26.9	26.9	26.9	26.9
Cost per ton KM (without DEF)	6.5	6.4	6.4	6.4	6.4	6.4
DEF Consumption (4% of Diesel) per KM	0.00	0.13	0.13	0.13	0.13	0.13
TOTAL Cost per Ton Km (with DEF)	6.54	6.54	6.54	6.54	6.54	6.54

710 SFC – Value Added Services



Email: amccustomer@tata motors.com
Experts take care of your vehicle.
Year after year

- Hassle-free maintenance
- Coverage or parts/aggregates Failure risk
- Cashless transaction
- EMI facility
- Widest support network
- Genuine spares and high quality service



The telematics service you can trust

- Helping you manage your transport business better by offering
- Enhanced productivity
- Enhanced economy
- Enhanced safety and security



- **Benefit for customer:**
Assured repair within 15 days. If not, redeemable TCP coupons per day of delay would be payable
- **Eligibility:**
Vehicles insured by Tata Motors Insurance
- **Scope:**
Services offered by only select and certified channel partners except North East region and J&K



- Delivery in 24 hours
- All National and State highways
- More vehicle models



- Best in quality
- Wide range of products
- Reduces operating cost
- Unmatched warranty
- Reliable and higher life



- Strict quality control
- Available everywhere
- Higher savings
- Increased vehicle life
- Higher vehicle resale value



Enroll today
Write to us: delight@tata motors.com or
visit us at www.tatadelight.com

TATA MOTORS LOYALTY PROGRAM BENEFITS

- Earn Tata Points against your spends at Tata Motors
- Vehicle-linked unnamed driver's accidental death cum hospitalization cover
- Bonus of 250 Tata Points on new vehicle registration
- Scholarship for your children
- Chance to win Tata Nano every quarter



- **Benefit for customer:**
100% commitment for repair of new vehicles within 48 hours. If not, redeemable TGP coupons per day of delay would be payable
- **Eligibility:**
Repair of vehicles within 12 months from date of sale or 14 months from date of production
- **Scope:**
Pan-India service except North East region and J&K



Write to us: tatback@tata motors.com
SMS 5616161

- Great deals on used Tata vehicles
- Single window service to get better value for used vehicles

Thank you

