

Digitizing Independent Garages in Automotive Service Industry with ServoXpert

Emerging

Author : mahindraadmin Category : Emerging Published : 9/24/2018

-Carworkz and IOCL to offer connected solutions for business growth, upgrade independent garages to digitally transform the car servicing industry

Mumbai, September 24, 2018: Carworkz, a fully owned subsidiary of Mahindra First Choice Services (MFC Services), has partnered with Indian Oil Corporation Limited (IOCL) to launch ServoXpert, a programme that will help Independent Garages (IGs) to digitize their business. With ServoXpert, the company aims to upgrade independent garages to digitally transform the car servicing industry.

Independent Garages under ServoXpert program will get a range of benefits like Equipment, Branding, Skill Development Training, Lubes supply of Servo brand from Indian Oil, Quality Spares of MFC brand with better margin and a complete workshop management system

The first ServoXpert workshop was inaugurated at Panvel, Navi Mumbai, where customers can get quality service by skilled and trained technicians to get timely delivery of their car.

With evolving technology, the demands of customers for innovative services have also seen a surge, resulting in a huge potential for growth of the Independent garage aftermarket. However, the current workings of Independent garages remain sub-optimal. Though Independent garage caters to 64 percent of the car servicing market (Source: ACMA, 2016), there is a lack of customer experience and automation.

Carworkz aims to transform the Indian car servicing industry digitally through a new flagship product, DearO – The simplest and smartest workshop management system which is designed to seamlessly work for large, medium and small garages alike.

"When an Independent garage comes under the ServoXpert umbrella, it instantly gains the trust of the customer because of the brands associated with the programme. Everything gets an upgrade be it uniforms of the technical staff, their training, the equipment used, or the branded spare parts made available. Most importantly the processes & IT systems that make them much more efficient. We know that with ServoXpert, we will make the customers happy with much-needed transparency and experience they desire. We plan to empower 2000 workshops by 2021 with ServoXpert," **Mr. YVS Vijay Kumar, CEO, Mahindra First Choice Services.**

"ServoXpert will bring in the much-needed revolutionary change in the functioning of Independent Garages. This initiative will empower the garages to offer credible solutions to customers and build a trust factor. With Independent garages embracing the concept of ServoXpert, these garages can witness tremendous growth in their business." Says **Mr. K.L. Murthy, Executive Director (Lubes) of Indian Oil Corporation Limited.**

For further inquiries and support on this initiative, Email us on: partner@carworkz.com

About Mahindra First Choice Services

Mahindra First Choice Services (MFC Services) is a wholly owned subsidiary of the USD 20.7 billion Mahindra group and is India's largest chain of multi-brand car workshops with over 340 workshops, present in 250+ towns across 24 states.

Marching towards its vision, MFC Services is aggressively making inroads in the Indian car service market, which has historically been shared by OEM dealers and Independent Garages. The company aims to establish a country wide network of over 1000 workshops.

MFC Services has also entered the business of private label spare parts for all brands of cars under the 'MFC' brand name. The MFC brand stands for smart replacement and is targeted at customers who want quality and value for money spares for their cars.

MFC Services has also launched a unique digital initiative, Carworkz - an innovative car servicing workshop aggregator. Targeted at all car owners, this mobile and web-based platform, enables them to find the best and nearest workshops for servicing their car. Carworkz aims to transform the Indian car servicing industry digitally through a new flagship product, DearO – The simplest and smartest

workshop management system which is designed to seamlessly work for large, medium and small garages alike.

Mahindra First Choice Services is also certified as a 'Great Place to Work' organization

Visit us at www.mahindrafirstchoiceservices.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

For further information contact:

Shubhada Dharwadkar, Deputy General Manager,
Group Communications, Mahindra & Mahindra Ltd
Tel. no.: 7738183486

PR team:

Arun Iyer

9820801058

Actimedia PR

Tags :

[Carworkz](#) [IOCL](#) [ServoXpert](#) [independent garages](#) [digitization](#)