

Mahindra announces 'Get Highest Mileage or Give Truck Back' guarantee on its entire HCV, ICV and LCV Truck range

Auto

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- Continues its service guarantee:
 - Back on Road in **48 hours** or get **INR . 1,000 per day**
 - **36 Hours turnaround time** from Dealership Workshop or get **INR 3,000 per day.**
- The mileage guarantee to be applicable on the entire range of Mahindra BS6 trucks (HCVs to ILCVs) – **BLAZO X, FURIO, FURIO7** and **JAYO**
- Bollywood Superstar **Ajay Devgan** to be the face of this disruptive guarantee promise
- To be supported by an ever-growing and wide service and spares network comprising over **90 3S Dealerships, 210 Authorised Service Centres**, a spares network of **1,600** retail outlets, and **34** strategically located **M Parts Plazas**

Mumbai, January 17, 2022: Mahindra's Truck and Bus Division (MTB), a part of the Mahindra Group, announced their unique and disruptive customer value proposition 'Get More Mileage or Give Truck Back' guarantee for their entire BS6 range of BLAZO X Heavy, FURIO Intermediate, and Light Commercial trucks including FURIO7 and JAYO.

The new range features the proven 7.2L mPower Engine (HCVs) and mDi Tech Engine (ILCV) with FuelSmart Technology, Mild EGR with proven Bosch After Treatment System that leads to lower Ad Blue consumption and many other technological advancements, besides the cutting-edge iMAXX Telematics solution, all of which together, ensure guaranteed higher mileage. Given the fact that fuel is a major component of a transporters' operating cost (over 60%), Mahindra BS6 truck range, with this competitive advantage, will provide them an edge, complete peace of mind, and scale up their transport business, delivering higher prosperity.

Speaking on the occasion, **Veejay Nakra, Chief Executive Officer, Automotive Sector, Mahindra & Mahindra Limited**, said, *"The 'Get More Mileage or Give Back Truck' guarantee across the range of trucks is a landmark move for the light, intermediate and heavy commercial vehicle industry. Given the spiraling fuel prices, there wasn't a better time to introduce this Customer Value Proposition. I firmly believe that it will reaffirm our customers' faith in Mahindra's ability to create technologically advanced, class-leading products and set higher standards for the Indian CV industry while reflecting our commitment to the segment."*

Jalaj Gupta, Business Head, Commercial Vehicles Business Unit, Mahindra & Mahindra Limited, added, *"The mileage guarantee, 'Get More Mileage or Give the Truck Back' was first offered on our HCV truck BLAZO in 2016, and not a single truck has come back. All our new introductions ever since, i.e., BLAZO X, FURIO ICV range, and FURIO 7 have delivered higher fuel efficiency, which is the outcome of Mahindra's superior technological prowess rooted into a deep understanding of the Indian customer. Additionally, MTB is offering service guarantees to ensure higher uptime for our customers through a guaranteed speedier turnaround of the truck, be it on the highway or at the dealership workshop. The state-of-the-iMAXX Telematics technology is further helping lower the cost of ownership*

by providing a firm control to the transporter over his trucks remotely. All this and the guaranteed higher mileage would eventually translate into higher prosperity of our customers.”

The Company believes that this disruptive customer value proposition will help in its journey of becoming a formidable player in the large CV Segment. The mileage guarantee is governed by Terms and Conditions, which are readily available on the company’s website, www.mahindratruckandbus.com

About Mahindra Truck and Bus (MTB)

MTB, a division of the Mahindra Group, provides an entire line of integrated trucking solutions. The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. With high performance vehicles, agile after sales service, extended warranty and several other brand benefits, Mahindra has set a new benchmark in Indian CV industry.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of 'Made in India, Made for India' and is being manufactured at the new greenfield plant at Chakan, spanning over 700 acres, which has been set up with an investment of over INR 4,000 crores. In the HCV segment, MTB already has over 55,000 trucks on the Indian roads. In the LCV segment, MTB has further strengthened its position with over 200,000 vehicles already on the roads. With this, the company is addressing nearly every segment of the commercial vehicle market from 3.5 tonne GVW to 55 tonne GVW.

MTB has rapidly expanded its after sales service and spares network, which now includes over 90 3S dealerships, 210 authorised service centres, 34 M-

Parts Plazas and spares network of more than 1,600 retail outlets to further improve the reach and support for customers on important trucking routes. The company also boasts of India's first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

MTB is offering service guarantee, which guarantees uptime for both workshop and off-road breakdown. Breakdown service guarantee promises getting the truck back on the road in 48 hours, or compensation of INR 1,000/- per day to customers. Workshop service turnaround guarantee of 36 hours or compensation of INR 3,000/- per day to customers.

Mahindra Truck and Bus range is equipped with Mahindra iMAXX Telematics solution, which is based on next-generation telematics technology and provides a strong control for the customers over their fleet remotely, thereby enhancing the fleet operations efficiency to higher asset productivity/ fleet utilisation, lower costs of operations and higher fleet safety.

For further information, please visit www.mahindra.com,
www.mahindratruckandbus.com

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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