

## **Mahindra FirstChoice rolls out first pre-owned car Superstore in Pune**

*Emerging*

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- Mahindra First Choice Wheels, India's largest multi-brand pre-owned car company inaugurates its first Superstore in Bavdhan, Pune
- Spread across 40,000 sq. ft., it has the capacity to display 200 cars
- The launch of the new superstore in Pune is a result of the positive customer response to its first ever multi brand superstore in Mumbai
- The Superstore offers a host of services related to pre-owned cars under one roof
- Visitors can relax in a special lounge and coffee shop, while children have a designated play area
- Mahindra FirstChoice plans to launch 30 more such superstores across India in the next 4 years

**Pune:** Mahindra First Choice Wheels Ltd., India's largest multi-brand pre-owned car company, today inaugurated its first pre-owned car Superstore in Pune. Spread across 40,000 sq. ft., the Superstore is located at Bavdhan Budruk, near Chandni Chowk and off the Mumbai – Bangalore bypass road.

As the leading player in the used car market in the country with a pan India presence, FirstChoice's innovative Superstore has the capacity to display over 200 cars and offers a new and refreshing buying experience to its customers. From its Superstore, Mahindra FirstChoice will provide refurbished used cars certified through a 118-point check list and backed by

a Warranty programme. Customers will also be assured of a speedy transfer of ownership documents.

Mr. Vinay Sanghi, Chief Executive Officer, Mahindra FirstChoice Ltd. said, 'The first of its kind, pre-owned car Superstore in Pune, will offer customers an array of services under one roof. These include purchase and sale of pre-owned cars, car finance and insurance, fitment of car accessories and assistance with paperwork and documentation. Our Superstore also has a comfortable lounge where visitors can relax, a coffee shop and a play area for children. With this launch, we aim to replicate the success of our first ever superstore in Mumbai across India and plan to launch 30 such outlets pan India in the next 4 years.'

The first, FirstChoice multi-brand car Super Store was inaugurated in Mumbai recently and the company has planned a phased introduction of such stores in key cities. Designed as a one-stop shop for customers, the Pune Superstore is one of FirstChoice's largest retail outlets in the country. It offers a host of services to its customers, displaying an innovative and customer-centric approach, making car purchase and sale a pleasant experience. The superstore will house vehicles ranging from the quintessential Maruti 800 to the higher-end premium and luxury cars. It will also house a state-of-the-art shop floor set up to offer after-sales support to customers.

The size of the Indian Used Car Market is estimated to be between 1.1 and 1.3 million vehicles per year, at a value of approximately Rs. 30,000 Crores. This market is growing at the rate of 15 per cent annually.

FirstChoice is the country's preferred pre-owned car mart and is India's only organized multi-brand player with 80 outlets across India. Innovation has always been the hallmark of FirstChoice. It had earlier pioneered the concept of warranty on used-cars, which is now a benchmark for other

players in the organized used car business. As part of its customer-centric efforts, FirstChoice provides certification indicating the exact condition of the car, helping customers buy good quality used cars.

FirstChoice, a three-way joint venture between the Mahindra Group, HDFC and Sah & Sanghi, is a part of the Mahindra Group's newly launched After-Market Sector which also includes Mahindra First Choice Services Ltd., a multi-brand car service business and the Mahindra Spares business (both Mahindra and non-Mahindra).

### **About The Mahindra Group**

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

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