

# Mahindra introduces a set of industry first service offerings for its BLAZO HCV truck customers

*Auto*

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Sets a new benchmark by promising the lowest cost of ownership in the Indian trucking industry

## Synopsis

- The new set of service offerings give the Mahindra BLAZO a veritable edge over competition and these include:
  - Increased oil change intervals
  - Reduced Oil prices
  - 6 years / 6 Lakhs kms warranty
- Guarantees service support in many ways – 48 hours uptime guarantee, 2 hours reach guarantee on Mumbai – Delhi Corridor, 36 hours turnaround guarantee at its dealerships
- Guarantees availability of all critical maintenance parts from its parts plazas and dealerships or offers them for free
- All guarantees come with a recourse for the customers, in case the company does not deliver
- Total network strength stands at 92 nos. 3S dealerships, 129 authorized service centres and

**Mumbai, March 9, 2018:** Mahindra Truck & Bus Division (MTBD), a part of the USD 19 billion Mahindra Group, today introduced a set of industry first

service offerings for the truck owners. The company has set a new benchmark by promising the lowest cost of ownership in the trucking industry.

These first of its kind package for Mahindra BLAZO customers includes the following benefits:

- Increased oil change intervals that are class leading or comparable to best-in-class, leading to significant saving of 9% per annum for transporters
- Reduced lubricant oil prices that are lowest in the industry, thereby making Mahindra trucks most affordable and ensuring an overall 18% savings per annum for transporters
- A class-leading 6 years/ 6 Lakhs KMS warranty on Mahindra BLAZO.
- The above package of benefits is aimed at further increasing the customer confidence in Mahindra BLAZO. This provides peace-of-mind for vehicle operation up to the end of 6th year, thereby setting a new standard in the Indian trucking industry

All these industry first customer benefits provide truck owners with the ultimate peace of mind when it comes to actual cost of ownership, which includes the cost of running the transport business. It is also set to make Mahindra BLAZO one of the best value-for-money brands and a brand of choice in the trucking industry.

Speaking on the occasion of the introduction of these new offerings, **Vinod Sahay, Chief Executive Officer – Mahindra Truck and Bus Division**, said, “At Mahindra Truck and Bus, customer centricity and continuous product innovation have been at the core of our business and we have made long strides in pioneering, innovative and disruptive guarantees. Today, as we roll out a never-before package of customer benefits, we are confident of significantly bringing down the cost of ownership and operation thereby ensuring that our trucks are far more affordable. For the transporter,

this directly translates into better earnings due to savings of up to 20% in servicing cost per annum for every Mahindra BLAZO truck as well as a promise of hassle free ownership experience. We are confident that transporters will notice our industry first game-changing benefits and switch to Mahindra BLAZO as their preferred brand of choice, to get the best value for money.”

Given the rising oil prices and stagnant freight rates, these offerings could be the game changer in the Indian Road Transport, something Mahindra has attempted through its focus on customer centricity and alternative thinking. Since its inception, Mahindra Truck and Bus Division, has been taking rapid strides in its segment, with a challenger mindset. Today MTBD is a formidable contender, having scaled No. 3 position in certain segments and an overall No. 4 position in the Indian HCV industry. With the launch of its Intermediate Commercial Vehicles (ICVs) in the upcoming financial it will further cement itself as a full range commercial vehicle player.

The success of the BLAZO series of trucks, which was launched at the 2016 Auto Expo, has been phenomenal. Today there are more than 10,000 BLAZOs on the Indian roads, a number that is growing by the day. This success can be attributed to the many industry first initiatives such as mileage guarantee, various guarantees for prompt service and guaranteed availability of parts from parts plazas and dealerships. In addition, its proposition of guaranteed customer experience – **‘Har Cheez Guarantee ke Saath’**, has set a new benchmark for superior products and aftersales support.

### **About Mahindra Truck and Bus**

Mahindra Truck and Bus Division is a wholly owned subsidiary and part of the US \$19 Billion Mahindra Group that 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 the Indian Trucking industry.

Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect. The HCV product range has been engineered for Indian requirements with the underlying philosophy of; 'Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division already has reached more than 40,000 HCV trucks on road. The company is in process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GVW, with variants that meet the varying needs of cargo and specialized load applications. The Blazo range of heavy commercial vehicles is being manufactured at the green field plant at Chakan. The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4,000 Crore and is producing other Mahindra products as well. This helps the Mahindra group to leverage the benefits of synergies of an integrated manufacturing facility. The company offers 6 Years or 6 Lac km transferable warranty, which is an industry first and a cost-effective AMC.

In the LCV segment, Mahindra Truck and Bus Division has a market share of 9.4%. It is all set to further strengthen its position all across India with over 1,85,000 vehicles already on the roads. The entire range of LCV Load vehicles and Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes 92 nos. 3S dealerships, more than 129 Authorized Service centers, 24 M-Parts Plaza and 2,900 roadside assistance points; and spares network of 2,069 network points to further improve the reach of support for customers on important trucking routes. The company also has 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.

For further information, please visit [www.mahindra.com](http://www.mahindra.com), [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com) and [www.mahindralcv.com](http://www.mahindralcv.com). Visit us at [www.mahindra.com](http://www.mahindra.com)

### **About Mahindra**

The Mahindra Group is a USD 19 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 enjoys 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, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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