

Mahindra Introduces BLAZO X Range of HCV Trucks To Address Rising Fuel Cost Woes of Transporters

Auto

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Guarantees more mileage or truck back offer Adds Kashmir to Kanyakumari Service corridor to further strengthen After Sales network

Synopsis

- With the launch of BLAZO X, Mahindra further improves its fuel efficiency, with mileage guarantee intact – promises more mileage or truck back offer
- New **BLAZO X** HCV Range comes with proven mPOWER engine with **FUELSMART technology**
- Ajay Devgn continues to be the face of the brand
- MTB range is supported by an ever growing and wide service and spares network comprising over **100 3S dealerships, 168 authorized service centers, 2,900** roadside assistance points, a spares network of **1,600** retail outlets and **33** strategically located **Parts Plazas**
- Currently 21,000 BLAZOs are on Indian roads with nearly 44% of sales being repeat purchases. Cumulatively more than 125 crore kms covered by this fleet of Blazo trucks.

Mumbai, November 2, 2018: Mahindra Truck and Bus (MTB), a part of the USD 20.7 billion Mahindra Group, today introduced the launch of the BLAZO X, HCV range of trucks, an upgrade of its popular BLAZO trucks. The BLAZO X addresses the rising fuel cost woes of transporters by delivering higher mileage than the BLAZO and ensuring a unique and unmatched mileage guarantee of 'get more mileage or return the truck'.

The new BLAZO X features many improvements - improved efficiencies in the vehicle's air management system, rolling characteristics, and the vehicle's rotating parts among others. In fact, fuel is a major component of a transporters' operating cost and the launch of BLAZO X comes at a time when fuel prices are continuing their upward spiral. The new BLAZO X series will be available in

all platforms, viz., haulage, tractor-trailer and tipper and is equipped with the BLAZO's hugely successful FUELSMART technology.

The company has also announced the setting up of its express North-South Service Corridor on the 3,800 kms long stretch, from Kashmir to Kanyakumari. This comprises 41 service touchpoints, one every 100 kms, with a guaranteed service reach of 4 hours or Rs. 500 compensation for every hour of delay. This is the second such corridor after the Mumbai-Delhi service corridor which caters to nearly 30% of truck movement.

Speaking on the occasion, **Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.** said, "The BLAZO pushed the boundaries for Mahindra since its launch on several fronts, be it volumes and market share or the industry first guarantees which laid the foundation for a turnaround of the business. Today as we launch the new BLAZO X series of HCV trucks, we have further enhanced our customer value proposition of 'Har Cheez Guarantee Ke Saath' and will create higher benchmarks in performance and earnings."

Mr. Wadhera further added, "In fact given the spiraling fuel prices, there wasn't a better time to introduce the BLAZO X, with the benefit of extra mileage. I firmly believe that the BLAZO X will reaffirm our customers' faith in Mahindra's ability to create class leading products and set higher standards for the Indian CV industry."

Vinod Sahay, Chief Executive Officer, Mahindra Truck and Bus Division, Mahindra & Mahindra Ltd. said, "The launch of the BLAZO X will further strengthen our position in the market. With 21,000 BLAZO trucks already on Indian roads, our BLAZO range of HCVs are well entrenched in important segments such as car carriers, tankers, cement bulkers and the coal industry, with their proposition of best value for money brand, mileage superiority and low cost of ownership. Today, MTB is well on its way to becoming a formidable force in the Indian CV market, being the number 3 player in certain segments and markets. Going forward we intend to be the number 3 player in the overall HCV segment."

There is an increase in the share of modern trucks, such as BLAZO, with higher power to weight ratio, better aggregates and modern comfortable cabins. Hence, going forward more and more modern trucks will be seen on the roads since these are better suited to carry additional loads given

the new axle loading norms. They can also make faster trips in the borderless era of GST and deliver higher fuel efficiency and lower maintenance costs.

Today MTB is already the number 3 player in certain segments and certain markets such as Gujarat, Rajasthan, West Bengal, Punjab, Bihar and Jammu & Kashmir in the HCV category.

Success of the BLAZO Range of Trucks

Launched in February 2016, currently there are 21,000 BLAZO trucks on Indian roads, with nearly 44% of sales being repeat purchases and cumulatively more than 125 crore kms having been covered.

The success of the BLAZO can be attributed to its mileage superiority and low cost of ownership which has been attained through increased oil change intervals, reduced oil cost and a class leading 6 years/ 6 Lakhs kms transferable warranty.

With BLAZO, MTB pioneered the concept of Guaranteed Customer experience through mileage, service & spares. Mahindra BLAZO is the only truck in India that gives six guarantees including guaranteed better fuel efficiency than the existing trucks of their customers or else the customers can actually return their truck.

MTB has also guaranteed uptime on its breakdown service by getting the truck back on road in 48 hours, else the company will pay the customer Rs. 1,000/- per day. Additionally, guaranteed turnaround of vehicle in 36 hours at the dealer workshop or the company will pay 3,000/- per day.

It is also notable that within just 2.5 years of the BLAZO HCV series launch, MTB has witnessed substantial increase in volume and doubled its market share growth. MTB's HCV volumes grew by 79% as of H1-FY2019 compared to a 56% industry growth, garnering a market share of 4.9%.

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Awards and Accolades

Right from its inception, Mahindra Truck and Bus, has been pushing the envelope to redefine the ways of the trucking business and commercial vehicle industry in India, as a challenger brand. These include the world class truck series, Mahindra BLAZO, the pioneering and unmatched mileage superiority guarantee, multiple guarantees on after-sales service or spares availability, and a comprehensive insurance package, MCOVER, to ensure uninterrupted uptime and complete peace of mind for its customers. To top it all, MTB also boasts of the lowest total cost of ownership to ensure higher savings and earnings for trucking customers.

Under the overarching umbrella of the Mahindra brand philosophy of RISE, MTB has pioneered several initiatives meant for driving positive change in the transport ecosystem. The Mahindra Transport Excellence Awards have emerged as the Oscars of Indian Transport, recognizing and rewarding outperformance among multiple stakeholders.

The MPOWER management development program series in conjunction with the prestigious IIM, Ahmedabad is aimed at encouraging next-gen transporters to take forward their family business with their own vision, empowered by the knowledge gained at IIM, Ahmedabad. The Saarthi Abhiyaan CSR initiative has rewarded thousands of daughters of truck drivers with a scholarship, to help them chase their dreams.

All these have garnered several awards and accolades for the brand. Be it the prestigious CV-Apollo Awards for outperforming products like BLAZO, the Best Technology Innovation award for FUELSMART Technology by IATIA, the ABP News Brand Excellence Award, Economic Times Promising Brand Award, AIMA Award for Breakthrough Innovations, Best Innovation Award from World Auto Forum, recognition has been pouring in, during the brief 8-year journey of the brand.

About Mahindra Truck and Bus

Mahindra Truck and Bus, a division of the US \$20.7 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 has already reached over 45,000 HCV trucks on the Indian roads. 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 new range of medium and heavy commercial vehicle is being manufactured at the new 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 lakh km Transferable Warranty, which is an industry first. It also offers a very cost-effective AMC, lowest cost of ownership and a powerful insurance package, MCOVER.

In the LCV segment, Mahindra Truck and Bus has a market share of 9.4%. It is all set to further strengthen its position all across India with over 2,00,000 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 over 100 3S dealerships, 168 authorized service centers, 33 M-Parts Plazas and 2900 roadside assistance points and spares network of more than 1600 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.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahindralcv.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 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, defense, 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 / Twitter and Facebook: @MahindraRise

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