

Mahindra introduces new & advanced variant - 'Jeeto Plus' to its mini-truck range

Auto

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Synopsis:

- Jeeto Plus offers:
 1. Higher payload of 715 kgs
 2. Longer deck length of 7.4 ft
 3. Best in Class mileage of 29.1 kmpl
 4. 30% more mileage resulting in guaranteed higher profit
- Jeeto Plus comes with a class-leading warranty of 3 years or 72,000 kms (whichever is earlier).
- Competitively priced at Rs. 3.46 Lac (ex-showroom Pune)

November 22, 2019, Pune: Mahindra & Mahindra Ltd., a part of the US \$ 20.7 billion Mahindra Group, today announced the launch of Jeeto Plus, a new variant of the company's popular Jeeto platform. Priced at Rs. 3.46 lac (ex-showroom Pune), Jeeto Plus will cater to the evolving logistical needs of businesses.

Developed to enhance the value proposition for its customers, Jeeto Plus comes with an increased payload capacity of 715 kg and cargo length of 7.4 feet. At the same time, at 29.1 kmpl, it retains its best-in-class mileage while maintaining the ruggedness and reliability that has made it so reliable with

customers. With the tagline '***Badi Gadi, Badi kamai, Badi Kamoyabi***', Jeeto Plus offers a winning combination of higher load carrying ability and lower operating costs to its customers. This product is specially designed to cater to the needs of captive segment businessmen and traders and will make transportation of voluminous cargo easier.

Speaking on the new variant, **Satinder Singh Bajwa, Business Head-Small Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "With the launch of Jeeto Plus, Mahindra offers an excellent value proposition for its customers. In line with its brand promise of ***Badi Gadi, Badi kamai, Badi Kamoyabi***', Jeeto Plus enables the customers to earn more profitability and prosperity. This mini-truck's stylish looks, car-like comfort and unmatched safety will build on the popularity of the original Jeeto mini-truck. We firmly believe that Jeeto Plus will make its mark in the Indian market with its qualities and competitive price like our products in other segments".

Powered by mDura, an all-new Direct Injection (DI) diesel engine, Jeeto Plus is designed for refined performance and delivers fuel efficiency of up to 29.1 km/l. It also offers lower maintenance costs and the ability to carry varied load options effectively. With 30% more mileage, it delivers superior value and fulfils the Mahindra brand promise of bringing prosperity into the lives of its customers by enabling them to increase their earnings.

Jeeto Plus Key Specifications

Model	Jeeto Plus
Engine Displacement Capacity (cc)	625cc
Engine Type	Single Cylinder DI Water cooled

Engine - Number of Cylinder	1
Engine - Max Power	16hp
Engine - Max Torque	38Nm
Gear Box	4 - Speed
Steering	Manual
Tyre Size	R12
Suspension Front	IFS
Suspension Rear	Semi-trailing arm
Fuel Tank Capacity (Litres)	10.5L
Gross Vehicle Weight (kg)	1445 kg
Payload (kg)	715 kg
Wheel Base (mm)	2500mm
Cargo box L X W X H (mm)	2257 (7.4ft) x 1493 (4.9 ft)x 300 (1ft)
Overall Length (mm)	3876mm
Overall Width (mm)	1498mm
Overall Height (mm)	1750mm
Fuel Efficiency(KM/L)	29.1km/l

Seating capacity

D+1

Warranty

3year/72000km

About Jeeto

Launched in June 2015, Jeeto is the first ever product in its category with a modular range of 8 mini-trucks to cater to the varied needs of the sub 1 tonne load segment customers. The diesel variant of the Jeeto is available in S, L & X series and caters to the 3 wheeler, micro-truck and mini-truck customers. Since its launch Jeeto has been a game changer in last mile distribution with its modular range, unmatched versatility and superior efficiency to haul goods across different segments. All these along with strong customer validations have resulted in Jeeto being awarded the Apollo CV of the Year Award.

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, 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 / Twitter and Facebook: @MahindraRise

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