

Mahindra Launches India's First Pick-up with 1,700 kg Payload Capacity

Auto

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- Maha Strong, Maha Bolero Pick-up to offer industry first payload capacity of 1,700 kgs.
- New range offers higher earnings, greater durability and enhanced driver comfort
- All new interiors with wider co-driver seating adds to comfort and overall look

October 11, 2018, Pune: Mahindra & Mahindra Ltd., the leader in the Indian pick-up segment for over 20 years, today launched its new Maha Strong, Maha Bolero Pick-up, an upgrade of its popular Bolero Pick-up range of commercial vehicles. Keeping in mind the inherent need for greater earnings, the Maha Bolero Pick-up boasts of a class leading payload capacity of 1,700 kg. The new range of Maha Bolero Pick-up will also have an all new interior and better seating comfort with a wider co-driver seat.

True to its name "MAHA", the New Bolero Pick-up comes with an extra-long cargo deck with a length of 9ft (2765mm) – the highest in its category, which complements the highest payload carrying capacity of 1,700 kg. The Maha Bolero Pick-up comes with a double bearing axle, stronger 9-leaf suspension and wider 15 inch, 12 PR tyres to support the increased load carrying capacity.

To provide higher safety to consumers it comes with Twin Tandem Booster LSPV brakes and a stronger body and chassis. All these make it suitable for carrying heavy loads across the nation with a national permit. The Maha Strong, Maha Bolero Pick-up range consists of different body styles, cargo box lengths and varying payload capacities of 1,300 kg, 1,500 kg & 1,700 kg, suitable for various customer segments and their needs.

The Maha strong, Maha Bolero Pick-up flat-bed has been launched at a very special introductory price for the festive season, starting at Rs. 6.66 lacs (ex-showroom, Pune).

Speaking on the all new proposition of the Maha Bolero Pick-up range, **Veejay Nakra, Chief – Sales and Marketing, Automotive Division, Mahindra & Mahindra Ltd** said, "As a market leader for over

20 years, it has always been our endeavour to raise the bar in the pickup segment and provide the best customer value. The Maha Strong, Maha Bolero Pik-up provides unprecedented earning potential with its category best 1,700 kg payload and 9 ft (2765 mm) length cargo box. This Maha Bolero Pik-up will further enhance the core values of Mahindra's tough and rugged DNA, enabling higher earning potential with lower maintenance costs, and take the brand to the next level".

The Maha Strong, Maha Bolero Pik-up also comes with the category best "India Ka No. 1 Pickup Ka Vaada" scheme" which offers 2 years of free maintenance and a Rs. 4 lakh buyback guarantee after 4 years. This improves its earning potential and restores peace of mind for the customer.

With a 62% market share (YTD September 2018) in the pick-up segment, Mahindra has forged a deep relationship with its customers founded on trust. This has been earned on the strength of the quality of its products, their robustness, earnings potential, low maintenance cost and above all the reliability of brand Mahindra, with the highest resale value in the category. Today, Mahindra has the widest portfolio in Pick-ups to cater to the various needs of cargo transportation and the flagship range of Bolero-Pik-Ups have more than 10 lakh happy customers. Mahindra is known for various firsts in the Pick-up segment, be it the first Flat-bed cargo pickup, first Double Cabin Pickup, first AC Pick up, first CNG Pick up or the first Micro Hybrid Pick up.

The aim is to influence the customer's life positively and enable them to earn more and progress in life, while building a long-term relationship with brand Mahindra. Today, Mahindra also has one of the widest sales and service networks spread across the country and the Maha Bolero Pik-up customers can avail of it.

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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