

Mahindra Launches the All New FURIO 7 range of LCV Trucks

Auto

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Comes with Unprecedented Double Guarantees:

‘More Mileage or Truck Back’ and ‘Guaranteed Resale Value’

Price start at Rs.14.79 lakh for FURIO 7 10.5ft HSD variant, Rs.15.18 lakh for FURIO 7 HD and Rs.16.82 lakh for FURIO 7 Tipper variant (all ex-showroom Pune)

- All new FURIO range of LCVs will offer for the first time ‘More Mileage or Truck back’ and ‘Guaranteed Resale Value’ in the highly competitive Indian CV industry, including Higher Profit Guarantee on Tipper model.
- Bollywood Superstar Ajay Devgn to endorse FURIO 7’s Double Guarantee proposition in an impactful manner with his signature act <https://www.youtube.com/watch?v=CYXtbFXfFjk>
- Mahindra has invested Rs.650 crore in the development of the FURIO range of Intermediate & Light Commercial Vehicles
- FURIO 7 range of LCVs are powered by two super-efficient, light weight, low friction engines – MDi and MDi Tech, with popular Dual Mode FuelSmart technology
- To be manufactured at Mahindra’s world-class facility in Chakan
- Designed by Pininfarina for Indian road conditions, FURIO sets new benchmarks with its world-class design and engineering excellence, with one of the safest, most ergonomic and comfortable cabins

- To be supported by an ever-growing and wide service and spares network comprising of over 90 3S Dealerships, 210 Authorised Service Centres, a spares network of 1,600 retail outlets and 34 strategically located M Parts Plazas

Mumbai, September 15, 2021: Mahindra's Truck and Bus Division (MTB), a part of the Mahindra Group, today announced the commercial launch of the new Mahindra FURIO 7, its latest, modern range of Light Commercial Vehicles (LCVs) with an unprecedented double guarantee of 'More Mileage or Truck Back' and 'Guaranteed Resale Value' after five years.

Mahindra Truck and Bus has extended its existing FURIO – an Intermediate Commercial Vehicle brand launched in 2019 – to an all-new Light Commercial Vehicle range, the Mahindra FURIO 7. This range will be available across three product platforms: 4-Tyre Cargo, 6-Tyre Cargo HD and 6-Tyre Tipper. The range will cover every application of business needs in Light Commercial Vehicle segments, delivering the FURIO brand promise of Higher Profitability along with Best-in-Class Mileage, Higher Payload and a Benchmark Cabin offering optimum comfort, convenience and safety. It also boasts of the Most Advanced Telematics technology: Mahindra iMAXX.

Mahindra FURIO 7 Light Commercial Vehicle range is part of the FURIO ILCV product range development, which is the culmination of focused efforts over the past six years of over 500 Mahindra engineers and 180 suppliers, and an investment of Rs.650 crore. The introduction of the FURIO range follows MTB's launch of the BLAZO X range of Heavy Commercial Vehicles with the hugely successful and popular 'Mileage Guarantee', which subsequently helped BLAZO X establish itself as the most fuel-efficient truck in the HCV segment.

Speaking on the occasion, **Veejay Nakra, Chief Executive Officer, Automotive Sector, Mahindra & Mahindra Limited, said,** *"The launch of the new FURIO 7 range of LCV trucks with an unprecedented customer*

value proposition of 'more mileage or return the truck and guaranteed resale value after five years', is a landmark in the industry. It will set new benchmarks of excellence and customer-centricity while reflecting our serious commitment to the segment and confidence in our products."

According to **Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Limited**, *"Mahindra FURIO 7 range is designed around the unmet needs of LCV customers. Our customer insights for the category revealed that they are looking for a truck that can deliver higher earnings, lower Total Cost of Ownership (TCO), best warranty offer, lowest maintenance, safety and comfort – all these leading to a risk-free business and complete peace of mind, all in one truck. Mahindra FURIO 7, with its unmatched package of customer value propositions and a very competitive initial price offer, is precisely that. We are confident enough to guarantee higher mileage or give the truck back as well as guaranteed resale value after five years that makes it a defining moment for the industry. This will help us in our objective of making our customers more prosperous."*

About Mahindra Truck and Bus

Mahindra Truck and Bus, a division of the Mahindra Group, 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 has already reached over 55,000 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 55 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 on its HCV Range, 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 Division has further strengthened its position all across India with over 2,00,000 vehicles already on the roads. Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes over 90 3S Dealerships, 210 Authorised service centres, 34 M-Parts Plazas 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.

Mahindra Truck and Bus range is equipped with Mahindra iMAXX Telematics solution, which is based on next generation telematics technology and is at the heart of MTB brand promise -HAR CHEEZ GUARANTEE KE SAATH, for its BS6 vehicles. Mahindra iMAXX, enhances

fleet operations efficiency to higher asset productivity/ fleet utilisation, lower costs of operations and higher fleet safety.

For further information, please visit www.mahindra.com,
www.mahindratruckandbus.com

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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