

Mahindra mSHOPPE crosses 100 Retail Outlet milestone

Emerging

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A customer centric initiative to make genuine spare parts available for Mahindra vehicle owners

Mumbai, February 20, 2018: Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today crossed the milestone of 100 retail outlets for mSHOPPE, an exclusive retail outlet that stocks and sells Mahindra Genuine Spare Parts.

Started as a customer centric initiative in 2014, mSHOPPE offers customers various facilities like real time price updates, information on part features and benefits, new part line introductions, etc.. They are also made aware of the security features inbuilt in the packaging and stickers. Recently, the company inaugurated 5 mSHOPPE outlets on a single day, taking the number of mSHOPPE outlets to 102. Today, mSHOPPE outlets are spread across the country, from Leh in J&K to Tuticorin in Tamil Nadu and Godhra in Gujarat to Tura in Meghalaya.

According to **Hemant Sikka, President – CPO, Powerol & Spares Business**, "For automakers, the biggest concern is that counterfeit parts make vehicles unsafe. Today, spurious parts reportedly make up a third of the total supplies in the market which only puts into context the magnitude of the problem. Having said that, customer awareness and ready availability of genuine spare parts is the key to curb the sale of these counterfeit products. At Mahindra, we recognize this growing menace and have hence, set up these mSHOPPEs, across the country, which are first of their kind retail outlets for genuine Mahindra spare parts. Going forward, we will set up many such outlets, making genuine parts easily available and adding to the convenience of our customers."

The company conducts regular counterfeit checks and has also launched mechanic and retailer meets and various outreach programs through its spare parts distributors, aimed at educating influencers and end consumers on the various initiatives taken by the company to control the sale of counterfeit parts. In recent times, the company has successfully conducted 79 raids across the

country and intends to expand such actions to newer territories in the current financial year.

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 has 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.

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