

Mahindra reimagines automotive retail through Own-Online

Auto

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- Launches India's most complete, end-to-end online car owning solution that offers a smart, contactless & differentiated experience
- In 4 simple steps, the customer can avail of online exchange, finance and insurance, personalize & own their chosen Mahindra vehicle
- Entire network of 270+ dealers & 900+ touchpoints integrated into 'Own-Online' for real-time assistance, hygienic home test-drives & vehicle delivery

Mumbai, May 8, 2020: Mahindra & Mahindra Ltd. (M&M Ltd.), part of the USD 20.7 billion Mahindra Group today announced the launch of '**Own-Online**', **India's most complete, end to end, online vehicle ownership solution**. A **smart new way to own a Mahindra vehicle**, Own-Online is a one-stop, 24X7 destination where the customer can finance, insure, exchange, accessorize and own a Mahindra vehicle in **4 simple steps**, from the comfort of their homes. (www.mahindrasyouv.com/Own-Online).

The customer can now own a Mahindra vehicle in 4 easy steps:

1. Explore & Personalize

Explore Mahindra's wide range of SUVs & personalize as per your needs.

2. Get instant exchange quote

Select a dealer of choice & get an instant, real-time quotation for your old car.

3. Choose finance & insurance

Choose from multiple finance & insurance options & seamlessly complete the process online

4. Payment & delivery @doorstep

Make payment and get 'contactless' delivery at preferred location.

Speaking about the launch of Own-Online, **Veejay Nakra, CEO – Automotive Division, Mahindra & Mahindra Ltd.** said, "Today we are delighted to launch 'Own-Online' platform, India's most complete, end-to-end, online car ownership solution. Its easy & convenient 4-step journey allows the customer to own a Mahindra vehicle in less time than it takes to get a pizza delivered!"

Mr. Nakra further added, “With our pre and post purchase online solutions already in place, reimagining the car purchase experience was a logical next step for us. In the recent times, online has been a preferred purchase channel across categories and going forward, the online purchase of vehicles is set to gain more traction. We are ready to lead this change in automotive retail by providing many industry-first experiences to our customers.”

Own-Online is a seamless solution where the customer can **personalize their vehicles, instantly generate an exchange, finance & insurance quotations** in a few clicks and make booking payment, **making the car ownership journey end-to-end and online in the true sense.**

Mahindra's **pan-India network of 270+ dealers & 900+ touchpoints is integrated with the Own-Online platform** through robust back-end technology & process cohesion. This will enable a seamless & personalised end-to-end customer experience, offering convenience of online purchasing and comfort of local assistance. Dealerships have upgraded their procedures & processes and are trained to minimize physical contact. In fact, additional precautions are being taken across the customer interaction processes such as test drives, document collection and vehicle delivery to ensure high hygiene standards are maintained.

Own-Online - Redefining Auto Retail

Own-Online is a one-stop destination for Mahindra in the pre purchase and purchase phases of the vehicle-ownership journey which promises benefits of transparency, personalization and convenience to the new age buyer. It is designed to offer a transparent, seamless & contactless experience from vehicle selection to delivery. Additionally, in case the customer needs any assistance to complete the Own Online process, our product & process experts will be available online on chat (video & text) at a click of a button.

Own-Online platform simplifies car buying by offering a high degree of convenience, transparency and personalisation at each step of the journey. For customers looking at exchanging their old cars, it offers an instant, real-time online quotation for their old car in an easy & transparent manner. Further, those opting for financing can check their finance eligibility & generate sanction letter online. It gives the customer an option to generate quotations from various insurers through this portal and the process of fulfilment of vehicle insurance will be facilitated by the respective dealership. The platform

also allows the customer to personalize their chosen Mahindra vehicle by accessorizing it and opting for add-ons such as extended warranty & roadside assistance.

Own-online is the only mass-market car owning platform that gives the customer the visibility of on-road or transaction price offered by our dealerships, including break-down of all components such as registration, road taxes, insurance etc. as well as benefits like discounts & offers.

With Own-Online, Mahindra now offers online solutions through the full spectrum of car ownership, covering pre-purchase, purchase and post purchase, by providing class leading customer experience in each stage. Through Mahindra's pre-purchase platform - SyouV, the customer can conveniently select a Mahindra vehicle of choice, in the convenience and comfort of home as well as involve their family in the decision-making process. While with Mahindra's post purchase platform With You Hamesha, the customer can book service online, view vehicle history, receive service invoices and do a lot more. Now, the company is ready to take this disruption to the next level by changing the way automotive retail is perceived in India.

Please use the following hashtags for social media updates:

#MahindraOwnOnline

#FutureOfAutoRetail

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

Tags :

Mahindra Own-Online automotive retail digital sales platform contactless ownership solution
Veejay Nakra