

Mahindra signs MoU with IIT Madras Incubated firm - Campervan Factory to make Bolero Camper Gold Luxury Camper Trucks

Auto

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Budget-friendly campers to cater to the burgeoning caravan tourism segment in India

Mumbai, February 04, 2022. Mahindra and Mahindra Ltd. has signed a collaboration agreement with Campervan Factory Pvt. Ltd. – a research-based, IIT Madras-incubated caravan manufacturing company – to launch budget-friendly luxury campers in India. These well-equipped campers based on the double-cab Bolero Camper Gold platform, will cater to the self-drive tourism segment that is gaining popularity in the country.

This is the first time that an Indian automotive OEM has ventured into the caravan segment in India. As a part of this agreement, Mahindra will introduce innovative campervan designs and models in India that match international standards. These will be developed with assistance from IIT Madras Advanced Manufacturing Technology Development Centre (AMTDC), International Centre for Clean Water (ICCW) for water management and waste disposal solutions and Saint Gobain Research Centre for their expertise in glazed solutions.

Commenting on this new venture, **Harish Lalchandani, VP- Marketing, Mahindra Automotive** said *“Mahindra’s entry into this segment fulfils the*

requirements of travel enthusiasts for whom the open road is the destination and those who want to enjoy the outdoors in complete freedom. Our Bolero Camper Gold - luxury camper trucks will be kitted with all modern conveniences for safe, comfortable and enjoyable travel – that too, at an affordable cost. Our alliance with Campervan Factory to produce these high-quality yet rugged camper trucks will be a boon for India’s travel and tourism industry to cater to a new class of adventure seekers and adds a new source and Rol to business operations.”

The Mahindra Bolero Gold Camper luxury camper trucks will be offered with a range of facilities, including smart water solutions, beautifully designed fittings and comfortable interiors to cater to all travellers. Each camper truck will offer sleeping facility for four, sitting and dining facility for four, a restroom fitted with a bio-toilet and a shower, a complete kitchen with mini-fridge and microwave, an air-conditioner (optional), and a complete multimedia experience, including television and other conveniences.

The pocket-friendly caravan will be easy to operate and drive, and won’t require special driving skills, making it easy for tour operators to rent these caravans out as self-drive campers. This will also be beneficial for tourists as it will provide them with privacy and safety. With these campers, one has the freedom to venture out to any part of the country, even to remote spots. The Bolero Camper Gold double-truck which forms the base for these campers is a proven vehicle, and acknowledged for its reliability, performance, efficiency, ruggedness and capability to handle the toughest of terrains.

“It’s a privilege to be associated with Mahindra & Mahindra to launch campers in India. This could be a major shot in the arm for the Indian caravan market and will change the very dynamics of holidaying in India. Caravan tourism is a blessing for the sector, especially given the effects of

the pandemic," said **K M Vandhan, Director, Campervan Factory**

Caravan Tourism has found favour from various State Governments and they have announced many initiatives to support the industry, like the establishment of Caravan Parks. States of Kerala, Maharashtra, Karnataka, Odisha, Madhya Pradesh, Uttar Pradesh and many others have already announced caravan policies and are promoting it extensively. Many other State governments are expected to announce its Caravan Tourism programme shortly.

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.

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