

## **Mahindra showcases World of SUVs, a first of its kind transformative experience in automotive retail**

*Auto*

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New format, next generation dealerships to take customer experience to the next level

- A digital transformation journey for end-to-end solution for the pre-purchase and purchase phases
- Bringing in next level of technologies in automotive retail
- Over 300 World of SUVs set up in a record time of just 6 months

**Mumbai, June 28, 2019:** Mahindra & Mahindra Ltd. (M&M Ltd.), part of the USD 20.7 billion Mahindra Group today showcased its World of SUVs, a new format, next generation dealership to redefine the customer purchase experience. A transformation experience in automotive retail, the company has already set up over 300 such World of SUVs across the country, within a record time span of 6 months.

The company envisioned the future to shape a breakthrough in brand and customer experience and presented the World of SUVs. It is a new format dealership that redefines customer experience, thanks to digital technologies and interventions. It is aptly themed around the Mahindra DNA of 'Live Young, Live Free.'

Speaking at the showcase of the World of SUVs, **Veejay Ram Nakra, Chief of Sales and Customer Care, Automotive Division, Mahindra & Mahindra Ltd** said, “The Mahindra World of SUVs is a differentiated customer experience, a synthesis of next level technology with a physical environment that showcases the brand promise of ‘Live Young Live Free’. Infact it is built on the foundation of providing convenience, transparency and personalisation.”

**Mr. Nakra** further added, “At Mahindra we have always leveraged technology to re-imagine the purchase and ownership experience for our customers. For a personalized experience we have several industry first initiatives such as SYOUV.com, Bring the Showroom Home and multiple tie-ups with portals for online booking of our vehicles at the pre-purchase stage. Further, for a seamless ownership experience, With You Hamesha is a digital platform for our existing customers.”

The World of SUVs fortify Mahindra’s engagement in the pre-purchase and purchase stages by integrating the virtual world with the real on a phygital (physical+digital) platform, alongside a robust backend mechanism.

### **About the Mahindra World of SUVs**

Apart from the new look and feel, the World of SUVs will harness the power of digital aides for an immersive customer experience.

### **New generation, future look dealerships**

At Mahindra’s World of SUVs customers can get an elevated experience of design along with technological interventions, thereby creating an aspirational engagement. The revamping of the dealership is in line with the Mahindra DNA of tough and rugged and is conceived around the theme of ‘LIVE YOUNG LIVE FREE’

- For example, Hexagon represents the shape of DNA. Hence the hexagonal design forms have been aptly carried forward across the dealership touchpoints as an expression of the DNA of Mahindra SUVs.
- Wi-Fi connected, luxurious **Customer Lounges** and **Re-Fuel counters** add to customer delight
- VIP treatment for each vehicle on display

### **Seamless Customer Experience**

- **High-end Display Area** – A display zone for high end SUVs such as Alturas G4, it comes with an **immersive virtual reality experience for the customer, along with TV screens for mirroring.**
- The mirroring of the tablets content on 86 inch screens enables the entire family to get the immersive experience
- Additional convenience with **embedded screens and virtual reality with mirrored displays.**
- This zone also has specially trained Relationship Managers for a personalized experience.

**Sales Assistance aided through digital Interventions** – This ensures clutter free space and paperless interaction through:

- **Industry first virtual reality** experiences
- **Tablets** - to capture customer information & provide an immersive demo to the customers
- **Digital info panel** alongside every vehicle to ensure utmost transparency,
- **Sales genie** application to capture enquiries
- **Personal voice assistance** in test drive vehicles
- **Ease of scheduling test drives**, anytime, anywhere
- **Dress Yourself 'Mahindra Style'** unit formerchandise and accessories zone

**Please use the following hashtags for social media updates:**

#MahindraWorldofSUVs

#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](http://www.mahindra.com) / Twitter and Facebook:  
@MahindraRise

## **Media contact information**

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Landline – + 91 22 28468510

Email –nair.mohan@mahindra.com

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