

## **Mahindra touches milestone of 100 Small Commercial Vehicle dealerships across India**

*Auto*

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*Aims to expand further to 250 dealerships mark by March 2020*

**Mumbai, October 17, 2019:** Mahindra & Mahindra, a part of USD 20.7 billion Mahindra Group, today announced the inauguration of its 100th new standalone dealership for small commercial vehicles (SCV), within a span of just 6 months. Mahindra's SCV dealerships stretch the length and breadth of the country.

The recently launched dealerships are simple, frugal, tidy and contemporary in design with an optimal investment and focused approach. These are leaner, appealing outlets with effective coverage serving as single-point hubs for sales and other customer needs, ensuring an enhanced buying experience for prospective customers. Being a one-stop shop, customers can also avail of a host of other benefits including financing options, vehicle accessories and full-service contracts for an enhanced service experience.

Commenting on this milestone, **Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd.**, "Given the growth potential of small commercial vehicles, we have started creating a separate channel for them from April 2019 and are in the process of ramping it up to sharpen our focus on this segment. This dedicated channel

allows us to increase our volumes, gain market share, and add more value to our customers.”

**Satinder Singh Bajwa, Business Head- Small Commercial Vehicles, Mahindra & Mahindra Ltd. Said,** “With Rise at the center of Mahindra’s brand promise, we are working with our network partners to offer our customers a solid product mix and a differentiated sales experience. We are concentrating on strengthening our SCV sales network in order to deliver performance and profitability. With well-planned facilities and an unmatched commercial vehicles range, we are better placed at building strong, lasting relationships with our customers”.

This business model ensures dealers gain profitability, viability, and simplicity from day one. SCV customers will continue to receive a dedicated and segregated service space within existing dealer workshops. Put together, these add up to a robust dealer network comprising 250 dealerships and over 1,000 touchpoints across India.

Mahindra’s Small Commercial Vehicles portfolio is extensive, comprising the Alfa Passenger, Alfa Load, E-Alfa, Treo Auto, Treo Yaari, Jeeto Range and Supro range of vehicles. The company aims to aggressively increase its SCV dealership network to 250 by March 2020 and continue to offer the best value and experience to its customers.

### **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 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, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

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