

## **MFCSL hosts "Under The Bonnet" initiative for Reliance employees**

*Emerging*

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### **A unique initiative by MFCS for giving a hand on experience for car servicing to employees from corporate organizations**

**Mumbai, 21 August 2018:** Mahindra First Choice Services, India's leading chain of multi-brand car workshops recently hosted its 'Under the Bonnet' initiative for the employees of Reliance Industries. "Under the Bonnet" is an innovative program for corporate employees and is designed to educate car owners on maintenance and servicing their cars with hands on experiential's.

More than 100 employees from Reliance Industries Limited participated in this activity with great zest and enthusiasm. The participants were eager to learn about various aspects of car maintenance and other basic do's and don'ts of car servicing. The objective of the session was to educate and empower people on vehicle maintenance, repair & servicing.

Speaking on the initiative, YVS Vijay Kumar, CEO, Mahindra First Choice Services said: "We at Mahindra First Choice Services offer the best value proposition in car servicing. With initiatives like "Under the Bonnet" we aim to impart our knowledge and understanding by educating corporate professionals on car servicing and maintenance. With our skilled MFCS

trainers, we strive to deliver in-depth understanding of car services for a safe and smooth driving experience. The idea of this initiative was not just to educate people but to also give them practical knowledge about servicing cars when the need arises & enable them with self-sufficiency when it comes to basics of car repairs."

The skilled and trained representatives of MFCS provided interesting insights on basics like how to replace flat tyre, how to improve battery life, how to avoid overheating, resolving the car starting issue, how to change engine oil etc. The one-hour session concluded with significant learnings for the participants, like preventions and measures for emergency situations, what workshops do when you give your car for servicing and general maintenance tips to increase the mileage of the car etc.

Mahindra First Choice Services has launched this initiative exclusively for Corporate organizations and in past they have hosted Under the Bonnet with women employees of IFFCO TOKIO. MFC Services plans to spread the knowledge of car servicing through this initiative among other corporate firms as well.

### **About Mahindra First Choice Services**

Mahindra First Choice Services (MFC Services) is a wholly owned subsidiary of the USD 20.7 billion Mahindra group and is India's largest chain of multi-brand car workshops with over 340 workshops, present in 250+ towns across 24 states.

Marching towards its vision - to be amongst the top 3 service providers for out of warranty cars by 2018, MFC Services is aggressively making inroads in the Indian car service market, which has historically been shared by OEM dealers and Independent Garages. The company aims to establish a country wide network of over 1000 workshops.

MFC Services entered the business of private label spare parts for all brands of cars under the 'MFC' brand name. MFC Services has also launched a unique digital initiative, Carworkz - an innovative car servicing workshop aggregator. Targeted at all car owners, this mobile and web-based platform, enables them to find the best and nearest workshops for servicing their car. They can get service estimates through the innovative service estimator tool, avail of exclusive offers and conveniently book appointments on the go.

Mahindra First Choice Services is also certified as a 'Great Place to Work' organization.

Visit us at [www.mahindrafirstchoiceservices.com](http://www.mahindrafirstchoiceservices.com)

### **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, 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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