

MFCSL launches MFC Xpress - Country-wide chain of multi-brand outlets to offer swift & customised solutions

Emerging

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Country-wide chain of multi-brand outlets to offer swift & customised solutions

Mumbai, May 10, 2018: In a fast-paced world, where everyone is hard pressed for time, India's largest chain of multi-brand car service workshops, Mahindra First Choice Services (MFCS) has joined hands with Hindustan Petroleum to launch its 'MFC Xpress', that offers a quick on-the-go car service that will complete 50% of the mechanical services within 3 hours.

"We are excited to kick start our first MFC Xpress outlet in partnership with Hindustan Petroleum. With MFC Xpress, we strive to save our customers' precious time by offering them quick and customised services. We plan to open over 500 outlets in the next 3 years at strategic locations across the country. Our 9 years of experience in servicing multi-brand cars has helped us up our game to deliver reliable, time effective and cost-efficient services," said YVS Vijay Kumar, CEO, Mahindra First Choice Services at the launch of the first MFC Xpress outlet in Mumbai.

These MFC Xpress outlets, launched with the purpose of providing a hassle-free, quick and convenient experience to car owners of multi-brand vehicles, will be available at HP petrol pumps across the country. The first

operational outlet opened at the HP Petrol pump in Koparkharine, Mumbai on XX, following which, MFC Services plans to open XXX outlets across XXX cities by the end of 2018.

Among the host of services on offer at the MFC Xpress outlet are General Check-up, Oil Change, Minor engine tune up, brake cleaning, wheel alignment and balancing, break-down assistance, AC Check-up, minor electrical check-up along with cleaning and dry washing of the vehicle. Half of these mechanical services will be completed within 3 hours by a team of skilled and dedicated technicians.

MFC Services, which is part of the USD 19 billion Mahindra Group, is known for efficient service and value for money among its customers.

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 1000 workshops. MFCS crossed the milestone of 1 million car services mark in December 2017.

MFC Services has also entered the business of private label spare parts for all brands of cars under the 'MFC' brand name. The MFC brand stands for smart replacement and is targeted at customers who want quality and value for money spares for their cars.. Mahindra First Choice Services is also certified as a 'Great Place to Work' organization.

Visit us at 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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