

Mahindra launches cutting-edge CEV-V Range of Construction Equipment at BAUMA CONEXPO Delhi

Auto

Author : mahindraadmin Category : Auto Published : 12/12/2024

? The **New CEV5 range launch of Construction Equipment from Mahindra**: An upgrade to existing **Earthmaster - Backhoe Loader & Roadmaster** – Motor Grader with the higher power engine with CEV 5 emission standards.

? Mahindra Construction Equipment (MCE) introduces **New Bigger and Comfortable Cabin** for higher operator's productivity.

? Mahindra launches **Roadmaster G100** with higher power for faster road construction.

? Mahindra **Roadmaster G80** Motor Grader to help small contractors break free from sub-optimal grading practices and to upgrade themselves to mechanization, from manual labor and make-shift farm tractor-based graders.

? Also, Mahindra Construction Equipment (MCE) announces **Uptime Service Guarantee**:

- If the stopped machine is not back in action within **48 hours**, get **Rs. 1000 per day**.
- To be supported by an ever-growing and wide service and spares network comprising over **50+ 3S Dealerships, Saathi + (Authorized Service & parts Centers)** outlets.

Delhi, December 11, 2024: Mahindra Construction Equipment Division (MCE), a part of the Mahindra Group, today launched its latest offerings at BAUMA CONEXPO 2024, demonstrating their commitment to innovation and reliability. The new CEV5 range of Construction Equipment are set to redefine the standards in their respective categories, offering advanced features and compliance with the latest industry norms. Mahindra pavilion at the India Expo Centre, showcases entire range of Mahindra BSV construction equipment like **RoadMaster** and **EarthMaster**, as well as the extensive truck range for construction segment - BLAZO X 48 CLS 10x4 Tipper, BLAZO X m-DURA 35 8x4 Tipper, BLAZO X 28 Transit Mixer with 7.5 cum capacity drum, FURIO 10 Fuel Bowser with 6KL capacity and BOLERO Camper & Maxx Pik-up were on display.

Speaking on the occasion, **Dr. Venkat Srinivas, Business Head – Truck and Bus & Construction Equipment, Mahindra & Mahindra Ltd. said,** “Our consistent efforts to introduce cutting-edge products and technologies, coupled with emphasis on local manufacturing, exemplifies the company's strong support for the Make in India initiative. The introduction of the New CEV5 range of construction equipment at BAUMA CONEXPO, reaffirms Mahindra's commitment towards the sustainability goals set by the Government of India. The new CEV5 range is a testament to the agility of our engineers, who have developed these products with a clear focus on performance. The range is specially equipped with a larger, more comfortable cabin to enhance operator productivity”.

Furthermore, it is powered with Mahindra IMAXX advanced telematics, providing strong control over the lower costs of ownership and higher fleet safety. The New CEV5 range of Construction Equipment: An upgrade to existing Earthmaster – Backhoe Loader & Roadmaster – Motor Grader with the higher power of 74 HP & 102 HP engine with CEV 5 emission

standards.

Below are details of the key products on display:

MCE CEV5 Range: Redefining Efficiency and Compliance

The MCE CEV5 Range debuted with two flagship offerings: The **RoadMaster G100**, the high-power Motor grader, is designed to meet the forthcoming CEV5 emission standards. Its 102 HP engine and 440 NM torque make it an excellent grader for road construction, especially on state and national highways. The new **EarthMaster SX & SXe** also complies with CEV5 emission regulations. It is a versatile backhoe loader with a 74 HP engine, a new larger and more comfortable cabin, and iMAXX telematics technology, ensuring improved performance and efficiency.

BLAZO X 48 CLS 10x4 Tipper 29 cum & 18 cum BS6 OBD2 - All New Business solution for our customers in Blue metal, Coal, M-sand, Earthwork and 18 cum specially designed for Iron ore transportation hence providing a wide range of long-haul Tipper applications. The Double Service Guarantee, which offers a 36-hour Turnaround Time (TAT) and 48-hour Uptime to ensure maximum productivity for the users. The BLAZO X 48 10x4 Tipper is more than just a truck; with Mahindra IMAXX advanced telematics, it is a comprehensive solution for the modern transporter. MORE UPTIME AND MORE PROFITS ASSURED.

BLAZO X m-DURA Tipper (22 cum body in 35T Tipper & 16 cum in 28T Tipper & 14 cum Rock body also available in 28T Tipper platform): A New Benchmark in Tipper Technology. BLAZO X m-DURA heralds a new era in tipper technology in India. With its well-proven, robust, and dependable aggregates, this range, available in 28T and 35T GVW categories, sets new standards for performance and durability. The Double Service Guarantee, which offers a 36-hour Turnaround Time (TAT) and 48-

hour Uptime to ensure maximum productivity for the users, is one of its primary highlights. Furthermore, the range offers up to 10 tipper fleets with round-the-clock onsite support, giving customers' unmatched peace of mind. The BLAZO X m-DURA is more than just a truck; with Mahindra IMAXX advanced telematics, it is a comprehensive solution for the modern transporter.

BLAZO X 28 (7.5 cum) Transit Mixer – A completely unique offering for construction segment customers with state-of-the-art Cabin with best in class suspension, comfort enhancing productivity, 7 cum drum capacity powered by Kirloskar reliable Slave engine with fuelsmart technology leading to best in class fluid efficiency and better clutch life towards more uptime supported by double service guarantee. Reduced Service intervals from 12 to 7 which provides TCO advantage to the customers.

FURIO 10 6KL Fuel Bowser – Unique On-Door step diesel delivery business solution for CV customers in the niche segment and Go! Drive towards fuel savings cum ease of business. Mahindra has tied up with Repos Energy to cater to Doorstep Fuel delivery demand through their FURIO trucks - range of Light and Intermediate commercial vehicles. It is a double dispensing Alpha Mobile Fuel Pump built on Mahindra FURIO truck. Door-step diesel delivery will lead to an efficient energy distribution infrastructure and will provide diesel to bulk consumers and industries.

The MTB range of Tipper, Transit mixer and Fuel bowser range comes with Double service guarantees, i.e. "Back on Road in 48 hours or get Rs. 1000 per day". And "36 Hours Turnaround Time from Dealership Workshop or get Rs. 3000 per day."

Customer Welfare Programs such as Mahindra Saarthi Abhiyaan aim to provide 1000+ scholarships every year for Truck Driver's Daughters, by

direct bank transfer of INR 10,000 and a certificate in recognition of this achievement. Till date cumulatively 10000+ Girl Child of Truck Drivers has been benefitted under the Mahindra Saarthi Abhiyaan program.

MTBD's service network has expanded to 400 plus touch points, including 80 3S dealerships and over 2900 Roadside assistance service points and Spares network of over 1600 retail outlets on key trucking routes across India.

About Mahindra Construction Equipment (MCE)

MCE, a division of the Mahindra Group, provides a Backhoe Loaders in the Earthmoving Segment and Motor Graders in the Road Building Machinery Segment. The CE product range has been engineered for Indian requirements with the underlying philosophy of; 'Made in India, Made for India' and is being manufactured at the new green field plant at Chakan, Pune. In BHL segment, MCE already has over 11,000 equipment in the country and is currently commanding no.1 position in Motor grader segment.

These products come with a two-year, 4000 hours warranty, eliminating the customer's anxiety when it comes to expensive repairs. MCE has rapidly expanded its after sales service and spares network which now includes over 50 3S Dealerships, Authorized service centers and spares network of more than 50 retail outlets to further improve the reach and support for customers. The 50+ SPEV mobile service vans and mobile workshops further add to the reach and agility of the support network. Given the spiraling fuel prices, the Company believes that there was not a better time to introduce the first-of-its-kind disruptive and unique Customer Value Proposition "Assured Highest Productivity per Liter of Diesel" for their BS5 range of Backhoe Loaders – Mahindra EarthMaster SX and SXe series.

For further information, please visit

www.mahindraconstructionequipment.com

About Mahindra Truck and Bus

Mahindra Truck and Bus Division is a division of the Automotive and Farm sector of Mahindra Group that provides an entire line of integrated trucking solutions. The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of; Made in India, Made for India. The new range of intermediate, medium and heavy commercial vehicle is being manufactured at the new green field plant at Chakan (Pune). The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4,000 Crore and is producing other

Mahindra products as well. The entire range of LCV Trucks and Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad (Telangana State).

For further information, please visit www.mahindratruckandbus.com

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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