

# Evolution of LCV < 3.5 ton segment

0 to 3.5 T Industry Growth



0 to 3.5 T M&M Market Share



# Evolution of LCV < 3.5 ton segment

25 Years of  
Dominance

F25

30  
Lac

25  
Lac

F23

20  
Lac

F21

15  
Lac

F18

10  
Lac

F15

5  
Lac

F12

1  
Lac

F98 - F05

25 Years of  
Dominance



No. 1 in LCV 2-3.5T segment  
for last 25 years

Pik-Up range - Amongst  
top four 4W brands sold in  
India in F24

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top four 4W brands sold  
in India in F24

No. 1 in LCV 2-3.5T segment  
for last 25 years

No.1 in LCV < 3.5T segment  
for last 10 years

No.1 in LCV < 3.5T segment  
for last 10 years

Highest ever CV volumes  
in F24 - ~2.5 Lacs

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in F24 - ~2.5 Lacs

**30 Lac+**  
**Happy customers**

## Segment Firsts

Pikup with iMaXX

CNG vehicle with 500+ km range  
in <2T segment - Supro Excel

Height adjustable seats

Micro truck segment with Jeeto

Pickup Evolution  
1.1T — 1.3T — 1.5T — 1.7T — 2T

Flatbed cargo

Engine stop start

D + 2 Seating



# DELIVER BEYOND EXPECTATIONS

## Segment Firsts

CNG vehicle with 500+ km range  
in <2T segment - Supro Excel

Pikup with iMaXX

Micro truck segment  
with Jeeto

Height adjustable seats

9ft & 10ft Cargo

Pickup Evolution  
1.1T — 1.3T — 1.5T — 1.7T — 2T

D + 2 Seating

Engine stop start

Flatbed cargo



**Ramesh**  
Market Load operator



Is employed as a driver  
Wants to buy own vehicle

**Pain points**



Comfort at work



Low respect



Limited vehicle options

**Trade offs**



Loading vs Mileage



Loading capability vs comfort



Maneuverability vs Safety

**Anuj**  
Captive User



Owns a sweet shop and a single vehicle  
Looking to expand to 2 more outlets

**Pain points**



Driver availability



High operating costs



Low customization options

**Trade offs**



Suboptimal factory built HD vs Long lead local built HD



Loading capability vs comfort



Maneuverability vs Safety

**Yuvraj**  
Contract - Fleet owner



Attached fleet with eCommerce  
Wants to expand business

**Pain points**



Underutilized vehicle



Real time tracking



Limited vehicle efficiency data

**Trade offs**




Driver Retention vs Asset Utilization



Loading capability vs mileage



Maneuverability vs Safety



Setting a new  
benchmark with a  
future-ready platform.

**SOCHSE  
AAGE**

Exceeding customer  
expectations with category  
redefining products.





## Urban Prosper Platform

Setting a new benchmark with a  
future ready **platform**

India's first Multi-Energy CV Platform  
**Diesel, CNG & Electric**

Unmatched Savings  
BIC Mileage, Service Intervals & IMAXX features

Spans multiple tonnage  
1 to 2 ton+ payload

Power of Choice  
Multiple WheelBases & Cargo Options

Exceptional Performance & Capability  
Class leading Dynamics & Payload



Segment First Safety  
AIS 096 & Airbag

Next generation Frame  
High Strength Chassis with High stiffness

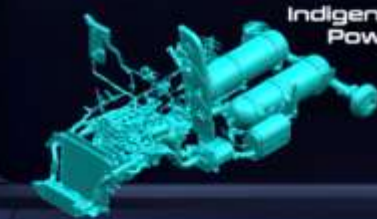
Premium Cabin Experience  
Segment first features with D+2 seating

## Urban Prosper Platform

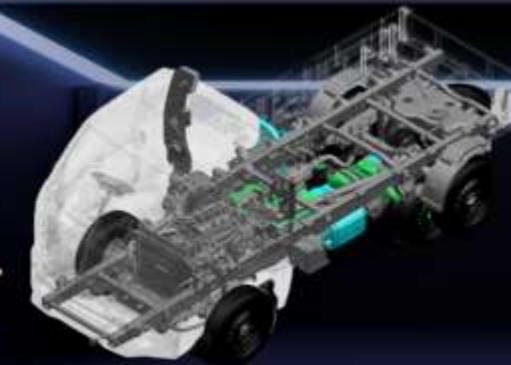




Indigenized "Diesel"  
Powertrain



Indigenized "CNG"  
Powertrain



Urban Prosper  
Platform



Multi-energy Powertrain

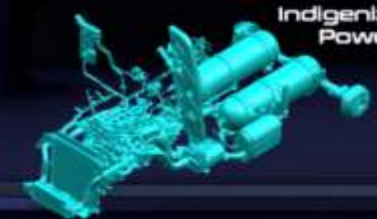


Upcoming Indigenized "EV"  
Powertrain

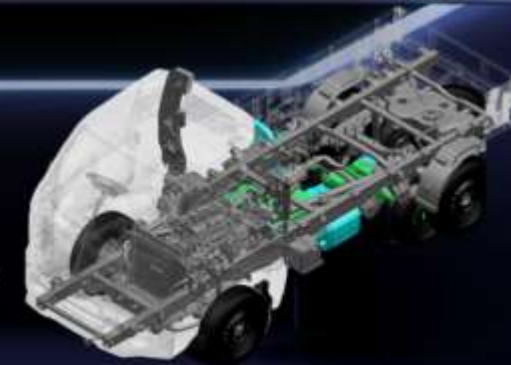
India's 1st ground-up Multi-energy  
Modular CV Platform



Indigenized "Diesel"  
Powertrain



Indigenized "CNG"  
Powertrain



Urban Prosper  
Platform



Multi-energy Powertrain

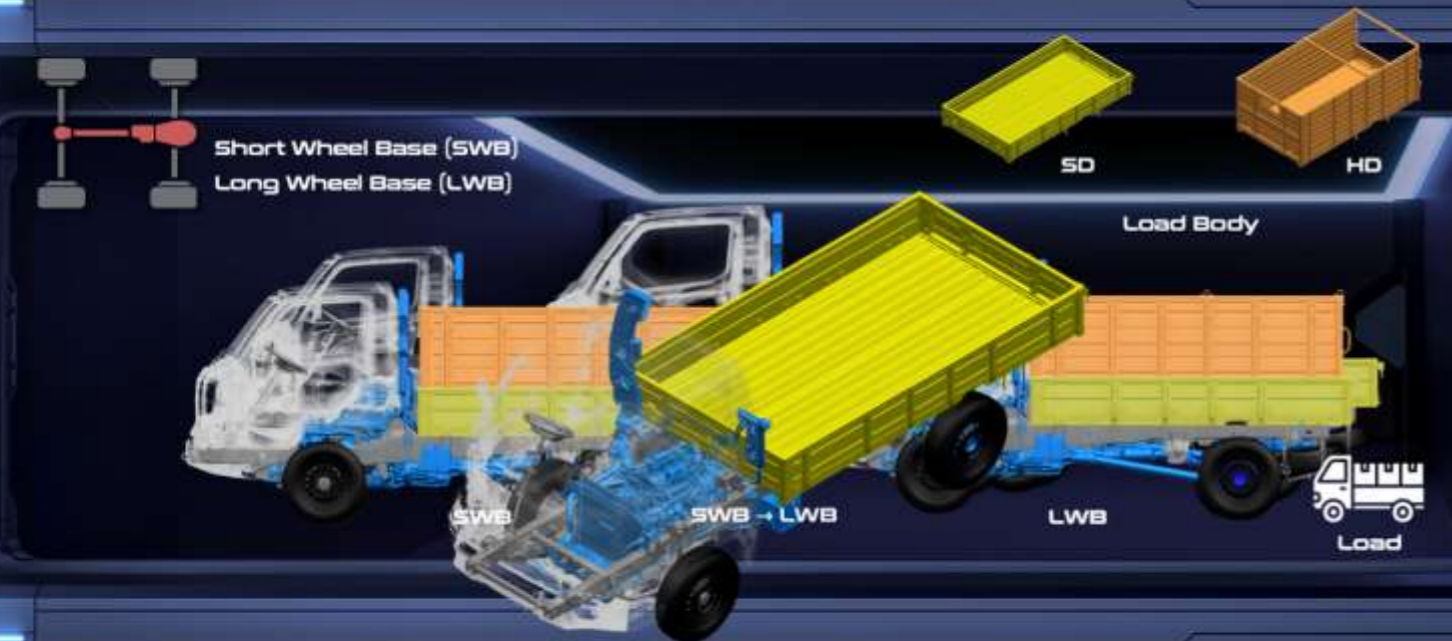


Upcoming Indigenized "EV"  
Powertrain



# Urban Prosper Platform

India's Most versatile & Modular Platform



5 Wheelbases & 14 Cargo Body options

4 Tyre Sizes with tube & tubeless options



Common Top Hat across ICE & EV Models

Ground-up Glider for Diesel, CNG & EV's



**BRAND PURPOSE**  
SMALL COMMERCIAL  
VEHICLES

**WE GET THE  
TOUGH GOING**

IT'S CRUCIAL FOR BOTH  
OPERATORS AND  
ENTERPRISES TO GET THE  
BEST SOLUTIONS TO GET  
GOING.

OUR AGILE, SOLID, AND  
COLLABORATIVE PEOPLE  
CREATE TOUGH  
DISRUPTIVE PRODUCTS  
WITH THE LEAST COST OF  
OWNERSHIP, OFFERING  
SOLUTIONS WHICH HELP  
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**VEERO**

**SOCH SE AAGE**

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## South Opportunity Small Pickup Segment



South India  
Share of Industry: **36%**  
M&M market Share: **27%**



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M&M market Share: **27%**

A horizontal banner with a dark blue, metallic, futuristic design. It features three panels, each containing the Mahindra Global Design logo. The banner is illuminated with blue light from the top and bottom edges. The central panel is slightly recessed and has a grid-like pattern on its sides.

**mahindra**  
GLOBAL DESIGN

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GLOBAL DESIGN

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MAHINDRA  
INDIA  
DESIGN  
STUDIO



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INDIA  
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INDIA  
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VEERO

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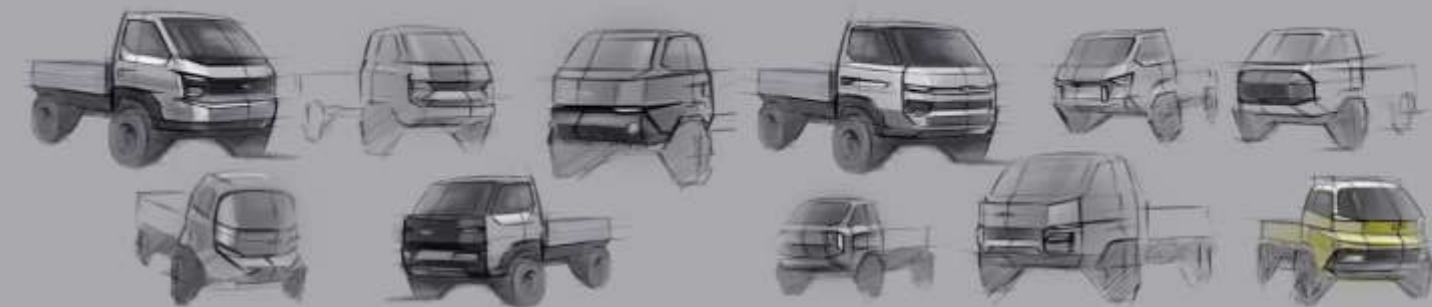
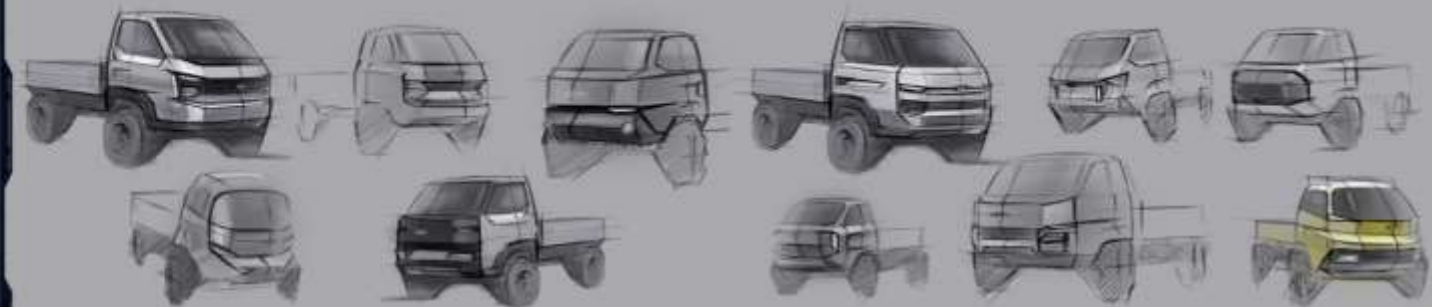


A Range of Exploration

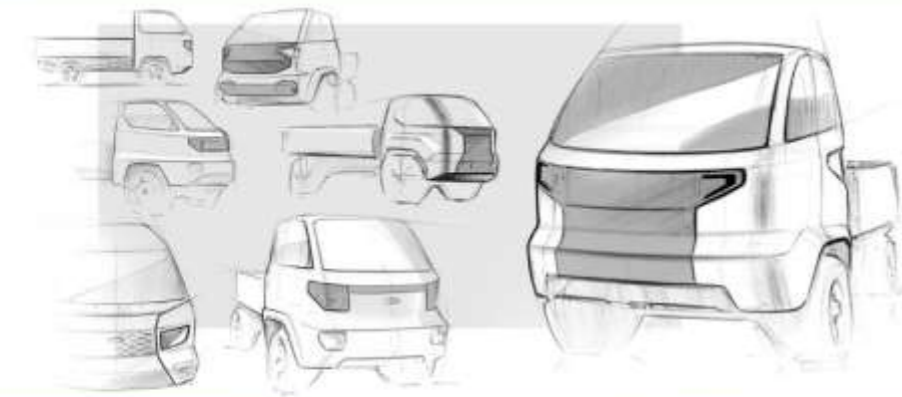
A Range of Exploration

## Exterior Design

Purposeful, Confident  
Proportions Modern Surfaces  
& Unmistakable Graphic  
'Tough' Details

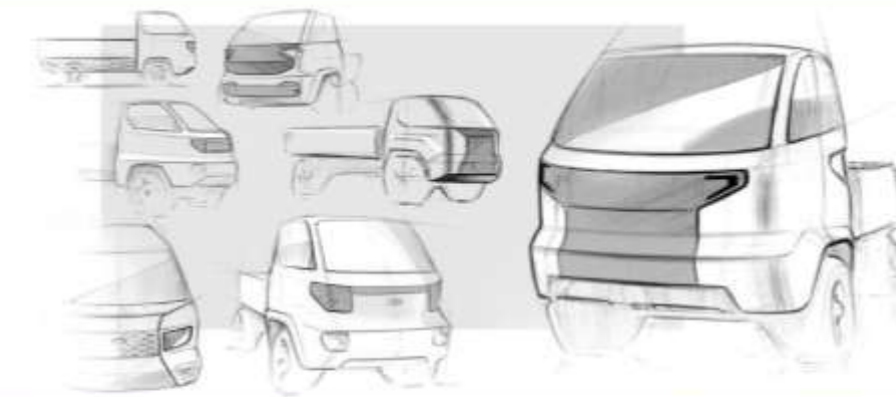


An Emerging Direction



## Exterior Design

Purposeful, Confident  
Proportions Modern Surfaces  
& Unmistakable Graphic  
'Tough' Details



An Emerging Direction



Heavy-Hauler Inspired  
Protective 'Corner Shields'

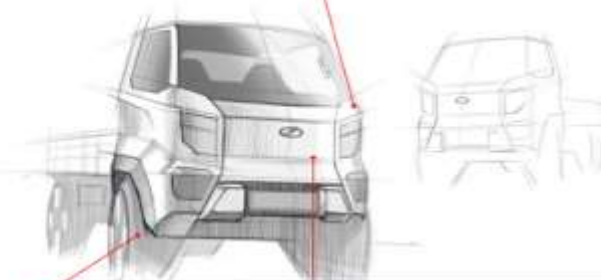
Slim & Modern  
Glass-Graphic

Heavy-Hauler Inspired  
Protective 'Corner Shields'

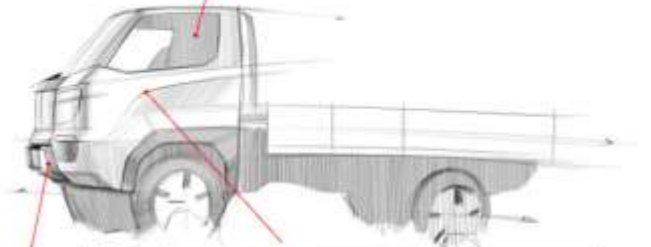
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## Exterior Design

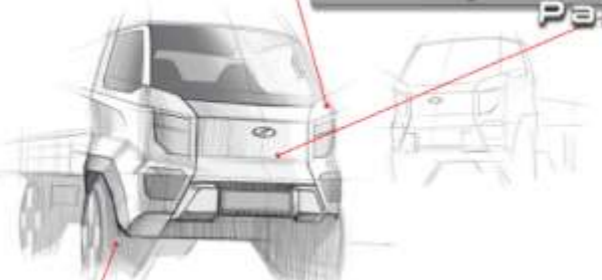
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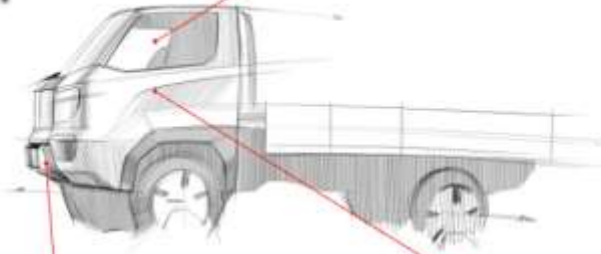
Bold, Central Full-  
Depth X-Graphic  
Panel



Lean & Precise  
Surface-Treatment



Bold, Central Full-  
Depth X-Graphic  
Panel



Lean & Precise  
Surface-Treatment

Powerful,  
Confident  
Stance

Tough 'Bumper-  
in-Bumper'  
Design

Powerful,  
Confident  
Stance

Tough 'Bumper-  
in-Bumper'  
Design



## Exterior Design

Purposeful, Confident  
Proportions Modern Surfaces  
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Maturing the Design using  
World-Class Processes




## Exterior Design

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## Exterior Design

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At Ease, EVERYWHERE!

At Ease, EVERYWHERE!



## Exterior Design

Purposeful, Confident  
Proportions Modern Surfaces  
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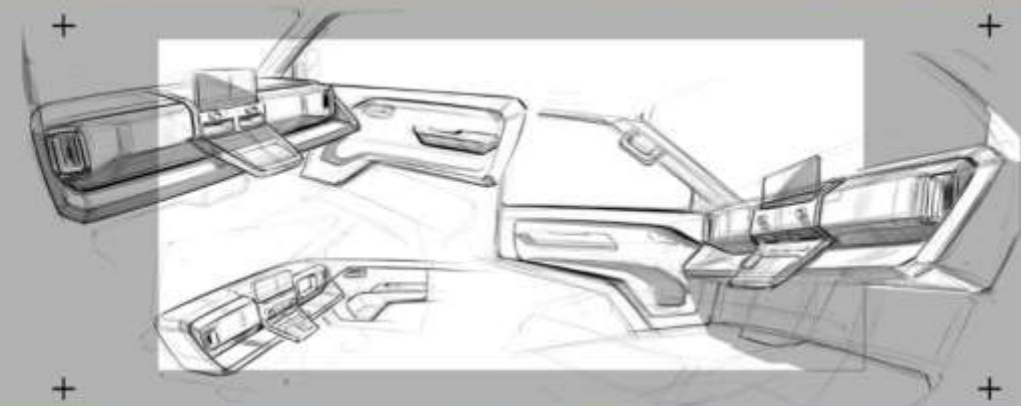


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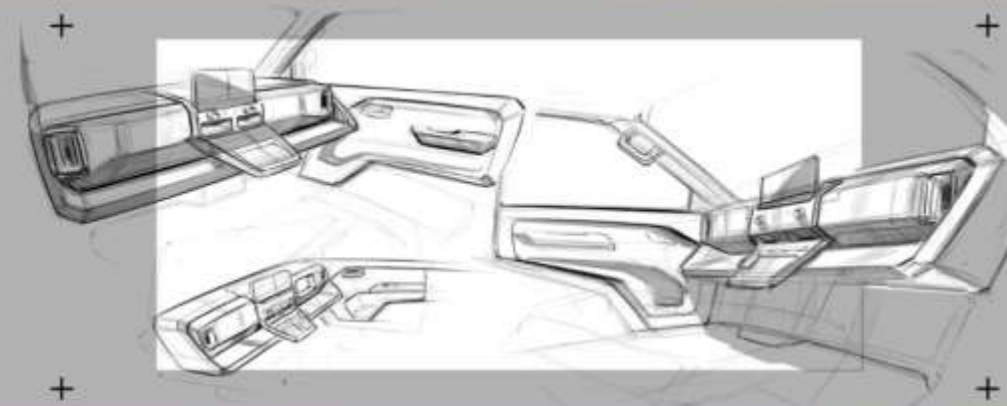
*The Modern, Functional Office-On-  
Wheels*



*Interior & Colour-  
Material-Finish Design*

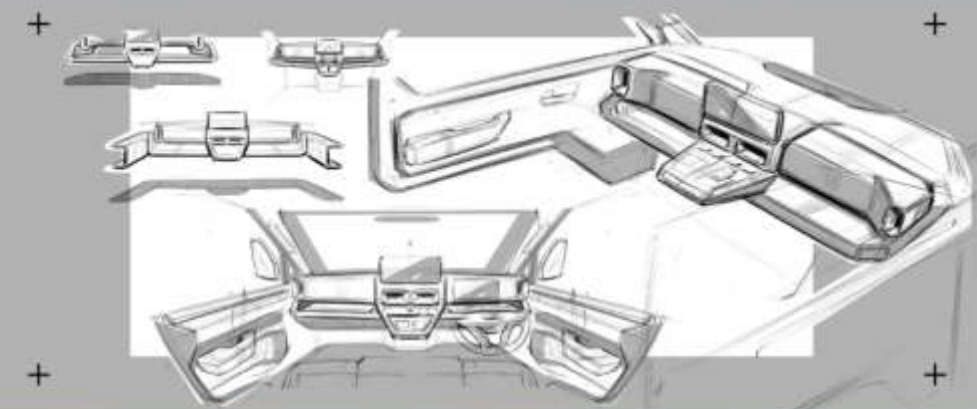
*Form Follows Function  
Professional, Feature-Rich  
Workspace Car-Like, Finely  
Crafted Details*

*The Modern, Functional Office-On-  
Wheels*



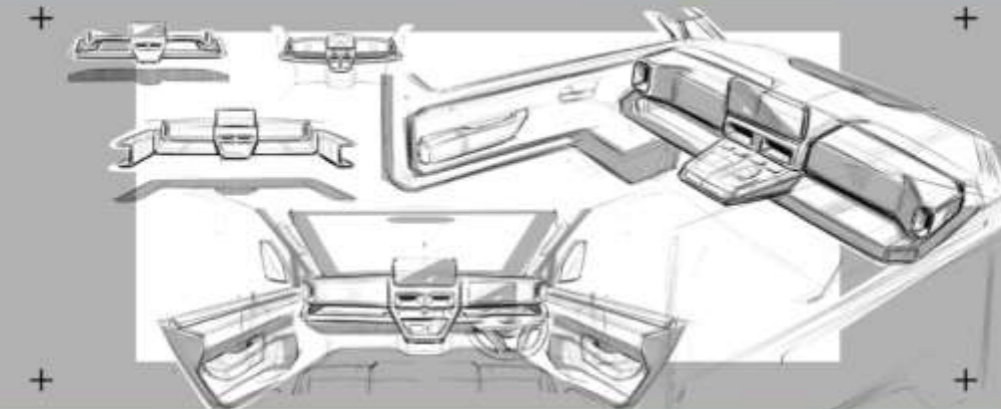


Everything in it's Place &  
a Place for Everything



**Interior & Colour-  
Material-Finish Design**

Form Follows Function  
Professional, Feature-Rich  
Workspace Car-Like, Finely  
Crafted Details



Everything in it's Place &  
a Place for Everything

Explorations...



**Interior & Colour-  
Material-Finish Design**

*Form Follows Function*  
Professional, Feature-Rich  
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Explorations...



Convergence

Convergence



*Interior & Colour-  
Material-Finish Design*

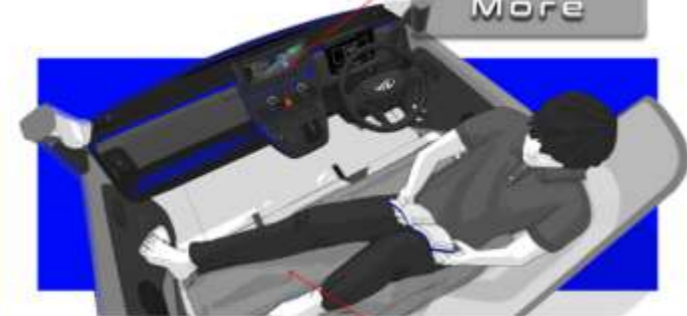
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**Sophisticated & Practical**

All-Digital Info-at-a-Glance

Stay Tuned & More



Make-Your-Own-Weather

Fold-Flat Seating

Clean Surfaces with large, easy-reach multi-use spaces

**Interior & Colour-Material-Finish Design**

Form Follows Function  
Professional, Feature-Rich  
Workspace Car-Like, Finely  
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All-Digital Info-at-a-Glance

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*Interior & Colour-  
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THE Place to be!



*Interior & Colour-  
Material-Finish Design*

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THE Place to be!





*Interior & Colour-  
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Appropriate & Premium  
Materials & Treatment



*Interior & Colour-  
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Appropriate & Premium  
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MAHINDRA  
INDIA  
DESIGN  
STUDIO



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A horizontal banner with a dark blue, metallic, futuristic appearance. It features three panels, each containing the Mahindra Global Design logo. The banner is illuminated with blue light strips along the top and bottom edges and small light accents at the corners. The central panel is slightly recessed and flanked by two vertical, textured pillars.

**mahindra**  
GLOBAL DESIGN

**mahindra**  
GLOBAL DESIGN

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GLOBAL DESIGN





**VEERO**  
SOCH SE AAGE.

**VEERO**  
SOCH SE AAGE.

**VEERO**  
SOCH SE AAGE.

NEED

Maneuverability but no safety



NEED

Maneuverability but no safety



NEED

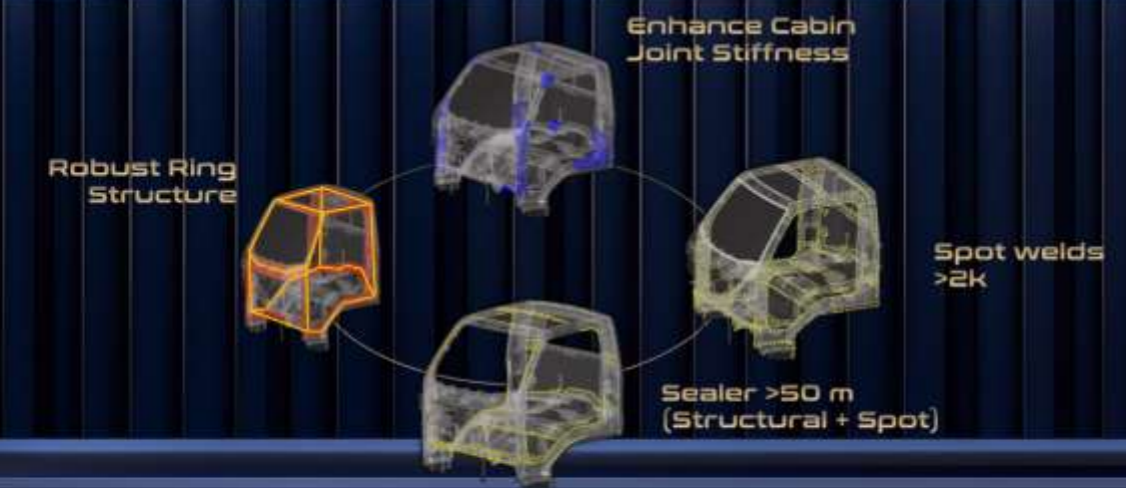
Maneuverability but no safety







### Best-in-Class Cabin Stiffness for Safety, NVH & Durability

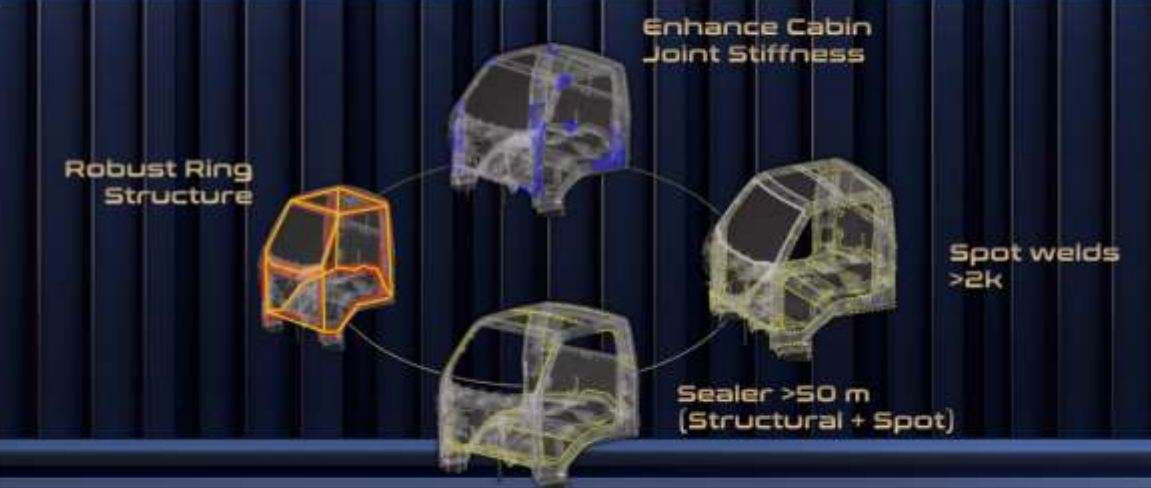


Maneuverability but no safety



Unmatched Safety  
• Full-frontal Crash compliance (AIS 096)

### Best-in-Class Cabin Stiffness for Safety, NVH & Durability







### Best-in-Class Frame for Safety

#### Frame Strength - Safety



62 % High Strength Steel  
(Highest in the segment)  
HSS (370 - 590 MPa)



Maneuverability but no safety



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### Best-in-Class Frame for Safety

#### Frame Strength - Safety



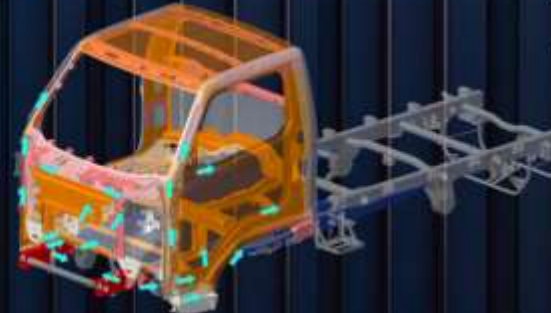
62 % High Strength Steel  
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■ HSS (370 - 590 MPa)  
■ HSS (< 370 MPa)







### Full-frontal crash compliance (AIS 096)



Vehicle Level Energy Absorption Curve



Maneuverability but no safety



Unmatched Safety  
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Vehicle Level Energy Absorption Curve







Maneuverability but no safety



**Unmatched Safety**

- Full-frontal Crash compliance (AIS 096)
- India's 1st SCV with Driver Airbag







5.1m Turning Radius



Maneuverability but no safety



- Unmatched Safety**
- Full-frontal Crash compliance (AIS 096)
  - India's 1st SCV with Driver Airbag
- Superior Maneuverability**
- Best-in-class 5.1m Turning Radius with all round visibility



5.1m Turning Radius



Superior all round visibility



Maneuverability but no safety

**Unmatched Safety**

- Full-frontal Crash compliance (AIS 096)
- India's 1st SCV with Driver Airbag

**Superior Maneuverability**

- Best-in-class 5.1m Turning Radius with all round visibility



Superior all round visibility





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Loading capability but no comfort.

- Price of a car but feels like a truck.
- Spacious but dated interiors.
- Modern but cramped interiors.
- Not many options.



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**Car-like Ultimate Comfort**

- Best in class Spacious Multi-function ergonomic Cabin







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- Best in class Spacious Multi-function ergonomic Cabin
- First-in-class Car-like features

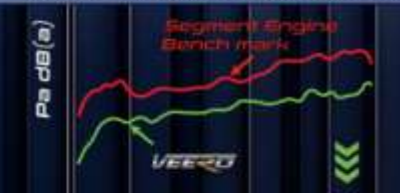




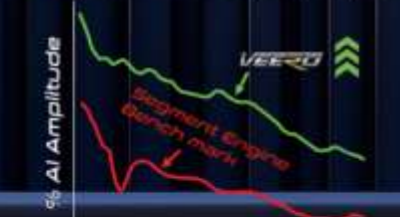
### Ride & Drive Comfort



#### Driver-ear Noise (Sound Level)



#### Articulation Index (Sound Quality)



**NEED**

Loading capability but no comfort.

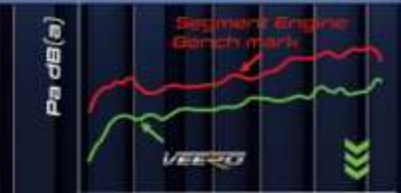
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#### Articulation Index (Sound Quality)



**Car-like Ultimate Comfort**

- Best in class Spacious Multi-function ergonomic Cabin
- First-in-class Car-like features
- **Best-in-class Ride & Drive Comfort**



NEED

Capability but less savings.



NEED

Capability but less savings.



NEED

Capability but less savings.

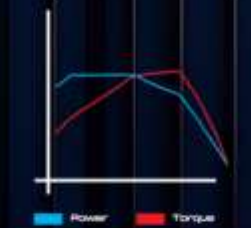




### Powerful mDI Diesel Engine

Maximum Torque  
**210 Nm**

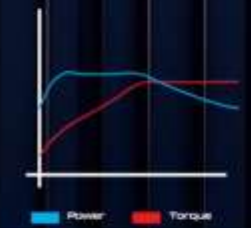
Maximum Power  
**80 hp**



### Turbo mCNG Engine

Maximum Torque  
**210 Nm**

Maximum Power  
**90 hp**



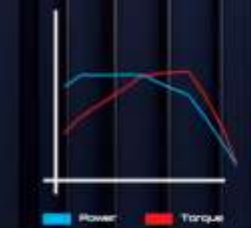
Capability but less savings.



### Powerful mDI Diesel Engine

Maximum Torque  
**210 Nm**

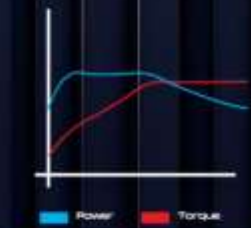
Maximum Power  
**80 hp**



### Turbo mCNG Engine

Maximum Torque  
**210 Nm**

Maximum Power  
**90 hp**



Superior Capability  
\* Powerful mDI Diesel & mCNG Engines





### 1600kg Payload with 10ft & 9ft Cargo Body options



Standard Deck (SD)



High Deck (HD)

Robust Ring Structure

85% High Strength Material (>340 MPa)

Maximum Payload

2606 Spot welds



High Stiffness Floor Structure

RS



Capability but less savings.



Superior Capability

- Powerful mOI 80 & mCNG 90 Engines
- Best-in-class 1600kg Payload with 10ft & 9ft Cargo Body options.

Robust Ring Structure

85% High Strength Material (>340 MPa)

Maximum Payload

2606 Spot welds



High Stiffness Floor Structure



Standard Deck (SD)



High Deck (HD)



### 1600kg Payload with 10ft & 9ft Cargo Body options





### Strong Seamless Chassis with Tubular Construction

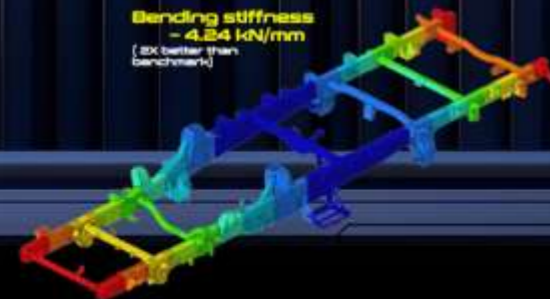


#### Frame Stiffness

Torsional stiffness - 3.22 kNm/deg  
(2X better than benchmark)



Bending stiffness - 4.24 kN/mm  
(2X better than benchmark)



Capability but less savings.



#### Superior Capability

- Powerful mDI 90 & mCNG 90 Engines
- Best-in-class 1600kg Payload with 10ft & 9ft Cargo Body options.
- Strong Seamless Chassis with Tubular Construction.

### Strong Seamless Chassis with Tubular Construction



#### Frame Stiffness

Torsional stiffness - 3.22 kNm/deg  
(2X better than benchmark)

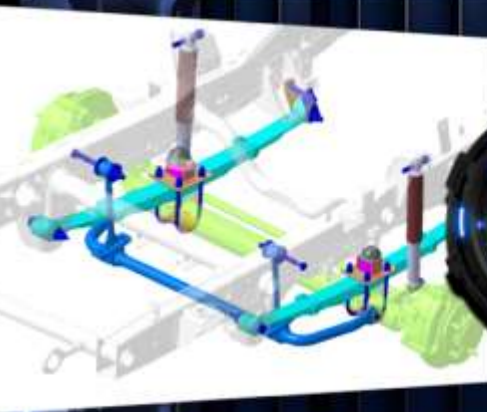


Bending stiffness - 4.24 kN/mm  
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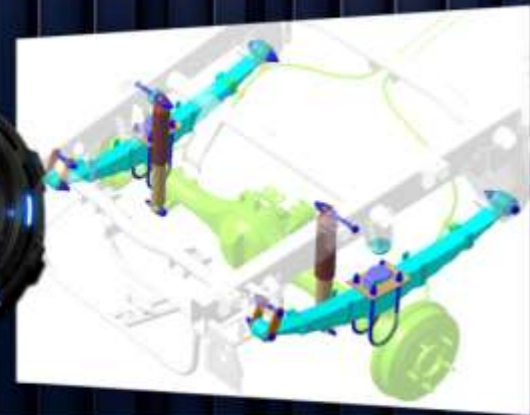


### Over-slung Semi-elliptic Multi-Leaf Suspension



**5**  
Front Leaf Spring

**8**  
Rear Leaf Spring



**NEED**

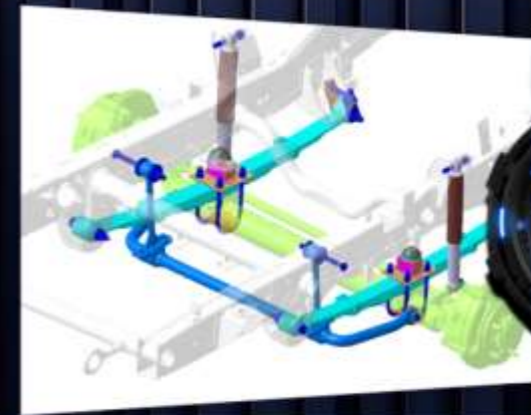
Capability but less savings.

#### Superior Capability

- Powerful mDI 90 & mCNG 90 Engines
- Best-in-class 1600kg Payload with 10ft & 9ft Cargo Body options.
- Strong Seamless Chassis with Tubular Construction.
- **Over-slung Semi-elliptic Multi-Leaf Suspension.**

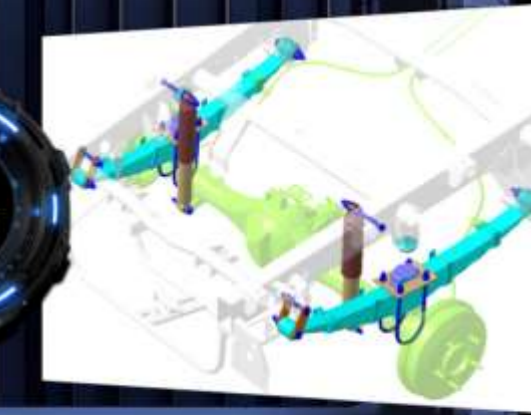
**SOCHSE AAGE**

### Over-slung Semi-elliptic Multi-Leaf Suspension



**5**  
Front Leaf Spring

**8**  
Rear Leaf Spring





# 18.4 km/l

Diesel Mileage with Fuel saving technologies



Engine Stop Start



Power / Eco Modes



Fuel Coaching



Capability but less savings.



Unparalleled Savings  
• Best-in-class 18.4 km/l Diesel Mileage with Fuel saving technologies.



Engine Stop Start



Power / Eco Modes



Fuel Coaching

# 18.4 km/l

Diesel Mileage with Fuel saving technologies







5000+ kms  
Range



Unmatched Savings

Exceptional Performance

Segment 1st Safety

Premium Cabin Experience

Standout Design

Unmatched Savings

Exceptional Performance

Segment 1st Safety

Premium Cabin Experience

Standout Design

**Mileage**   
 Diesel 18.4 km/l  
 CNG 19.2 km/kg

**Payload**   
 Diesel 1600 kg  
 CNG 1500 kg

**Driver Airbag** 

**10.25" Touchscreen** 

**500+ km CNG Range** 

**10ft & 9ft Cargo**

**Full Frontal Crash Compliance** 

**Power Windows** 

**Tough - Modern Exterior** 

**Engine Stop-Start** 

**Turning Radius : 5.10m** 

**Reverse Parking Camera** 

**D+2 Seating**

**Car-like Cabin** 

**Fuel coaching** 

**Engine - mDI 80hp & mCNG 90hp**

**AC with Heater** 

**AC with Heater**

# VEERO

**Mileage**   
 Diesel 18.4 km/l  
 CNG 19.2 km/kg

**Payload**   
 Diesel 1600 kg  
 CNG 1500 kg

**Driver Airbag** 

**10.25" Touchscreen** 

**500+ km CNG Range** 

**10ft & 9ft Cargo**

**Full Frontal Crash Compliance** 

**Power Windows** 

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**AC with Heater**

 **BEST IN CLASS**  **FIRST IN CLASS**

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50,000+ vehicles since 2022

90 crore+ kms covered



iMAXX integral part of Customers' life

### New features

- ✓ Fleet announcement
- ✓ Integration of Digi Locker with Document wallet
- ✓ Service booking
- ✓ Remote functionality



The most used features are "Find my vehicle", "Live Tracking" and "Vehicle Alerts"

iMAXX available in Android and IOS - rating 4.3+



# Mahindra iMAXX



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Body Shop



Chassis  
Manufacturing



Cargo  
Manufacturing



Body Shop



Chassis  
Manufacturing



Cargo  
Manufacturing

# State of the art infrastructure

Paint Shop



TCF



Paint Shop



TCF





Free Road-Side Assistance for 1 year



No labour charge for periodic services upto 70,000kms



Industry best maintenance schedule of 20,000kms



Lowest periodic maintenance cost in the segment - upto 46% lower



3 Years/100K kms Standard Warranty

1000+ Service touchpoints

# Best in class Service

3 Years/100K kms Standard Warranty

1000+ Service touchpoints

Industry best maintenance schedule of 20,000kms



Lowest periodic maintenance cost in the segment - upto 46% lower



Free Road-Side Assistance for 1 year



No labour charge for periodic services upto 70,000kms



2 Cargo Lengths  
10ft & 9ft

3 Cargo Types - Standard  
Deck (SD), High Deck (HD) &  
CBC (with PTO provision)

3 Standard and 2  
optional trim variants



2 Engine options  
Diesel and CNG

## Variants beyond expectations

3 Standard and 2  
optional trim variants



2 Engine options  
Diesel and CNG

2 Cargo Lengths  
10ft & 9ft

3 Cargo Types - Standard  
Deck (SD), High Deck (HD) &  
CBC (with PTO provision)



Value Conscious

Flat Fold Seats -  
Sleeping provision

Driver Seat Slide &  
Recline

Door Arm-rest

A-Pillar Grab Handles

Piano Black  
Cluster Bezel



V2

Vinyl Seat Covers

PVC Floor Carpet

12V Socket

Mobile Dock

Driver Airbag  
[Optional]

V2

7.99 Lakh

Value Conscious

Flat Fold Seats -  
Sleeping provision

Driver Seat Slide &  
Recline

Door Arm-rest

A-Pillar Grab Handles

Piano Black  
Cluster Bezel



V2

Vinyl Seat Covers

PVC Floor Carpet

12V Socket

Mobile Dock

Driver Airbag  
[Optional]



## Comfort Seeker

Heater & AC

Driver Seat with Adjustable Headrest

Hybrid (Fabric + Vinyl) Seat cover

Premium Floor Carpet



V4

Upper Glove Box

Fast Charging USB C-Type

Co-driver ELR Seat Belt

Driver Airbag [Optional]

V4

8.99 Lakh

## Comfort Seeker

Heater & AC

Driver Seat with Adjustable Headrest

Hybrid (Fabric + Vinyl) Seat cover

Premium Floor Carpet



V4

Upper Glove Box

Fast Charging USB C-Type

Co-driver ELR Seat Belt

Driver Airbag [Optional]



## Ambitious Aspirer

Driver Airbag

10.25" Touchscreen  
Infotainment

Power Windows

Steering Mounted  
Controls

iMAXX  
Connected Vehicle



### V6

Reverse Parking  
Camera

Immobilizer

Fully-Trimmed  
Cabin

Piano Black Centre  
Console

# V6

# 9.56 Lakh

## Ambitious Aspirer

Driver Airbag

10.25" Touchscreen  
Infotainment

Power Windows

Steering Mounted  
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iMAXX  
Connected Vehicle



### V6

Reverse Parking  
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