

# M&M Trucks & Bus Division Breaks Even

Mahindra group unit's volumes grew at double the market rate in FY18, and it aims to break into the top 3

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**Mumbai:** Mahindra Trucks and Buses division, the commercial vehicle arm of the \$19 billion Mahindra Group, has broken even almost eight years after it entered the highly competitive market.

The company grew at double the market growth in volumes in FY18 as a strong tailwind helped it inch towards the five-digit mark.

The volumes of medium and heavy trucks at Mahindra have more than tripled from 3,000 units at the end of FY15 to 9,484 units at the end of FY18, growing by 41% over FY17 as against a market growth of 20%.

Rajan Wadhera, president for the automotive sector at Mahindra and Mahindra, told ET that the business is now adding to the bottom line of the company and is aiming to break into the top three medium and heavy truck makers in the country in the next 3-4 years.

## In Full Swing

Volume of medium, heavy trucks sold by M&M

FY15 | **3,000** units

FY18 | **9,484** units

Growth rate  
**41%**

Along with LCVs and buses, Mahindra Trucks and Buses delivered **17,228 units** in FY18

### CO BENEFITTED FROM



Guarantee on fuel efficiency



Quicker uptime in case of accident



Parts availability with its Blazo range of trucks



"We are no longer a struggling business. We have turned around, business is making profits, but I can't give you the exact numbers," Wadhera said.

Along with LCVs and buses, Mahindra Trucks and Buses delivered 17,228 units in FY18 and if one includes the small commercial vehicles and pick-up trucks, Mahindra & Mahindra is the second largest com-

mercial vehicle maker in India ahead of Ashok Leyland, but in the overall CV space, its predominant sales comes from smaller vehicles.

For a business, which was under pressure to deliver in 2013, the company has made a smart turnaround.

Apart from revamping its entire portfolio, M&M bet on fuel efficiency, quicker uptime in case of accidents, parts availability with its Blazo range



The company is now aiming to break into top three medium and heavy truck makers in the country in the next three to four years.

**RAJAN WADHERA**  
president for automotive sector, M&M

of trucks starting 2016 and the move paid off. That, along with re-hauling of the entire ecosystem with adequate penetration of showroom and service centres including parts plaza, the company has managed to get higher offtake from the market.

Wadhera said "now we are number 3 in certain segments and certain markets, now our target is to become pan India number 3. That will be organisation's next leap." That would mean the company will have to double its volumes in the coming 2-3 years.

The confidence at Mahindra also comes from the fact that 45% of its customers are repeat buyers of trucks. From guaranteeing, Mahindra is now moving to a sales pitch of "lowest cost of ownership."

The task will not be easy, as it will be fighting two global giants, Daimler and Volvo, through their respective Indian subsidiaries. Both Volvo through its JV — VE Commercial Vehicles and Daimler's Bharat Benz have made strong inroads into the market.