

Mahindra BLAZO establishes itself as the country's most fuel-efficient truck within 3 years of launch

- Company working on a strategy to **Simplify BSVI products** for its customers
- Emerges as **#4 player in the ICV segment within 6 months**, set to soon become a full-range player in this segment
- To **commercially launch the recently unveiled CRUZIO** range of long platform overhang (LPO) buses in the employee & school segments
- Supported by a wide service and spares network - over **100 3S dealerships, 210 authorized service centers**, a wide spares network of retail outlets, **39 strategically located Parts Plazas & 3 service corridors** namely, Kashmir-Kanyakumari, Delhi-Mumbai and Kolkata-Chennai

Mumbai, October 14, 2019: Mahindra Truck and Bus (MTB), a part of the USD 20.7 billion Mahindra Group today announced that its BLAZO range of trucks has become the market leader in terms of mileage within the trucking industry. The BLAZO range of trucks has achieved this distinction in just 3 years of its launch and is currently selling at a premium in comparison to other market players.

MTB is now consolidating its position with the launch of its BSVI range of products which is well on track. It is also working on simplifying BSVI for its customers, an integral part being 80% parts remaining unchanged from the BSIV variant.

The company has also launched the BLAZO X 49 Rigid MAV truck in 16-wheeler category, with BLAZO's inherent advantages of higher mileage and payload. In the recently launched ICV (Intermediate Commercial Vehicle) segment, MTBD's FURIO has seen unprecedented success by emerging as the 4th player in the 12 tonne and 14 tonne segments. The company has recently launched 3 more variants to its portfolio and in keeping with its product enhancement plan, will launch 18 more variants in the ICV segment from 5 to 18 tonne. All of these would be BSVI compliant.

Speaking on the developments, **Rajan Wadhwa, President, Automotive Sector, Mahindra & Mahindra Ltd.**, said "With the HCV segment going through tough times, we felt the need to constantly innovate to stay ahead of the curve. This has resulted in the BLAZO meeting with unparalleled success with regard to mileage which is a win win for its owners. We are on track to being BSVI compliant with a wider range of truck and buses, simplified new technology and the unique customer value proposition of guaranteed higher mileage".

Vinod Sahay, CEO, Mahindra Truck and Bus Division, Mahindra & Mahindra Ltd. mentioned, "Continuing with our disruptive customer value proposition of mileage guarantee, the new BLAZO X 49 Rigid MAV truck in 16-wheeler category ensures that customers save more and earn higher due to higher mileage and payload. Our newly launched ICV range, FURIO has been acknowledged by the customers and with the launch of 18 new variants in the coming months, we hope to be a full range player in this segment. We are excited to commercially launch our CRUZIO range of long platform overhang (LPO) buses in the employee & school segments".

The company has emerged as the **number 3 player in haulage segment (Multi Axle Vehicle & + Tractor Trailer), in H1 FY20** across major markets such as Mumbai, Delhi, Gujarat, Rajasthan, West Bengal, Himachal Pradesh and Jammu & Kashmir and North East region.

MTBD – All new initiatives

While most of the new engines bring in complexity, MTBD is committed to offer **Simplified BSVI experience to its customers**. BLAZO X will be available to the customers with minimum changes, thereby offering a hassle-free switch to BS VI. The company is all set to launch 18 more variants in BS VI from 5 tonne to 18 tonne ICV segment of the recently launched FURIO range.

The company has also announced the setting up of its **Express North-South Service Corridor** on the 3,800 kms long stretch, from Kashmir to Kanyakumari. The Kashmir to Kanyakumari Service corridor will further strengthen the after sales network. This comprises 41 service touchpoints, one every 100 kms, with a guaranteed service reach of 4 hours or Rs. 500 compensation for every hour of delay. This is the second such corridor after the Mumbai-Delhi service corridor which caters to nearly 30% of truck movement.

The MTB range is supported by an ever growing and wide service and spares network comprising over **100 3S dealerships, 210 authorized service centers**, a wide spares network of retail outlets and **39** strategically located **Parts Plazas**.

Success of the BLAZO Range of Trucks

Today BLAZO X is the undisputed leader of mileage and there are over **26,000 BLAZOs on Indian roads** that have cumulatively covered more than 1100 crore kms.

The success of the BLAZO can be attributed to its mileage superiority and low cost of ownership which has been attained through increased oil change intervals, reduced oil cost and a class leading 6 years / 6 Lakh kms transferable warranty.

Mahindra BLAZO is the only truck in India that gives six guarantees including guaranteed better fuel efficiency than the existing trucks of their customers or else the customers can actually return their truck. MTBD has also guaranteed uptime on its breakdown service by getting the truck back on road in 48 hours, else the Company will pay the customer Rs. 1000/- per day. Additionally, guaranteed turnaround of vehicle in 36 hours at the dealer workshop or company will pay 3000/- per day.

MTBD's Mileage guarantee is a clear validation of its engineering excellence and resolve to provide better value proposition to customers. The Service and Spares Guarantees are the outcome of strong focus on after-sales network by leveraging Group synergies and organic growth in the service touch points and spares retailer network. Continuous product innovation and customer centricity is at the core of MTBD which has made these guarantees possible.

Please use the following hashtags/handles for social media updates:

#MahindraTruckAndBus

@MahindraTrukBus

@MahindraRise

About Mahindra Truck and Bus (MTB)

Mahindra Truck and Bus, 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. With high performance vehicles, unprecedented disruptive customer value proposition such as “get more mileage or give the truck back” and

several other performance linked guarantees MTB has set a new benchmark in the Indian Commercial Vehicle industry. Today, MTB has rapidly expanded its after sales service and spares network and the company also boasts of India's first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

Right from its inception, MTB, has been pushing the envelope to redefine the trucking and commercial vehicle industry in India, as a challenger brand. These efforts have ensured several awards and accolades for the brand.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahindralcv.com.

Awards and Accolades

Right from its inception, MTB, has been pushing the envelope to redefine the trucking and commercial vehicle industry in India, as a challenger brand. These efforts have ensured several awards and accolades for the brand. Be it the prestigious **CV-Apollo Awards** for outperforming products such as BLAZO, the **Best Technology Innovation award** for FUELSMART Technology by IATIA, the **ABP News Brand Excellence Award, Economic Times Promising Brand Award, White Page International - India's Most Admired Truck Brand & Inspirational Business Leader award, AIMA Award for Breakthrough Innovations, Best Innovation Award from World Auto Forum**, or the recent award for **Most Consistent Excellence in Digital Publishing at the 9th India Digital Awards of IAMAI**, all these during a brief 9-year journey of MTB.

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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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