

Mahindra
Rise.

Mahindra Truck and Bus



**OUR TRUCKS OUTPERFORM.
BUT WE'RE NOT THE ONES SAYING THAT.**



OUR JOURNEY SO FAR

Mahindra Trucks and Buses Ltd. is now a wholly owned subsidiary of Mahindra & Mahindra Ltd. With high performance vehicles, optimised after sales service, extended warranty and several other benefits we have set new benchmarks in the Indian trucking industry. Whereas our proactive initiatives like Mahindra Transport Excellence Awards and the Outperformers' League, continue to revolutionise trucking in every possible way.

MTBL CLOSER TO MAHINDRA

Today, Mahindra Trucks and Buses Ltd. has over 1 lakh LCVs and more than 8,000 HCVs running on Indian roads. The company also boasts of a 24x7 service network. This service network of more than 1,600 touch points includes 57 3S dealerships, 271 authorised service points and nearly 1,263 roadside



assistance points strategically located on important trucking routes. The driving force behind Mahindra's success is its philosophy: Rise. And accepting no limits, alternative thinking and driving positive change are the three pillars of Rise. Backed by this strong philosophy, Mahindra is revolutionising the transport industry.

OUTPERFORMANCE COMES IN MANY FORMS

We have a range of trucks specifically designed for different applications. From transit mixers to car carriers and refrigerated container trucks, we provide an entire line of integrated trucking solutions. Our HCVs are built to withstand the harshest climate and terrain. While our LCVs deliver the kind of performance that makes profitability a regular feature.



CAR CARRIER



“WHEN IT COMES TO TRANSPORTING CARS, I ONLY TRUST THE SAFETY AND RELIABILITY OF MY MAHINDRA TRUCKS.”

K. S. SINGHAL, MD, Indian Vehicle Carrier Pvt. Ltd., Mumbai

For his car transport business, Mr. Singhal wanted a truck that matched his expectations of high performance and reliability. With the 7.2 litre m-POWER 210 engine that offers higher reserve power and torque, a 10-bar braking system for better control and a truly comfortable cabin for the driver, the Mahindra TRACO 35 car carrier didn't just meet his expectations but exceeded them.

Comfortable and safe cabin* | 10% better power* | 25% better braking*
Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More

CAR CARRIER



“MY MAHINDRA TRUCKS MAKE SURE SOME OF THE MOST PRIZED POSSESSIONS ARE DELIVERED SAFELY.”

J. K., DARSHAN & JUGAL BAWEJA, DBRC Pvt. Ltd., Delhi

For the Bawejas, there's no better car carrier than the one made by Mahindra. With the 7.2 litre m-POWER 210 engine that offers higher reserve power and torque, a 10 bar braking system for better control and a truly comfortable cabin for the driver, the Mahindra TRACO 35 car carrier will also give your business a winning edge.

Comfortable and safe cabin* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





CEMENT



“EVEN THE MOST PUNISHING USE COULDN'T TEST THE STRENGTH AND PERFORMANCE OF MY MAHINDRA TRUCKS.”

RAJENDRA PRAJAPATI, Partner, Arpita Roadline, Ahmedabad

To tackle the difficulties of cement transportation, Rajendra added the Mahindra TRUXO 31 Bulker to his fleet. And it was one of his best business decisions yet. The truck's high pulling power, dependability and ability to withstand heavy loads gave him the advantage of uninterrupted business. Take a look, this truck will change the way you look at transporting cement.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power*
25% better braking* | Best-in-class fuel economy* | Comfortable and safe cabin*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More

CEMENT



“DESPITE BEING OVERWORKED,
OVERUSED AND PUT THROUGH
HELL, THESE TRUCKS STILL
PERFORM MAGNIFICENTLY.”

RAVI KULANDAI, Proprietor, A6G Transports, Salem

Cement transportation needs trucks with high pulling power. That can withstand heavy loads for lakhs of kilometres without fail. Trucks that are highly dependable even after punishing use. Ravi needed all these qualities along with another one: low maintenance. And he found it all in the Mahindra TRUXO 31 Bulker.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power*
25% better braking* | Best-in-class fuel economy* | Comfortable and safe cabin*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





CEMENT



“ I’VE USED MANY TRUCKS IN MY BUSINESS. NOT ONE COMES CLOSE TO MY MAHINDRA’S STRENGTH AND PERFORMANCE. ”

S. SALAI MARAGATHAN, Proprietor, V. N. S. Transports, Salem

The challenges of cement transportation can really test the performance of a truck. Which is why we’ve built a truck that excels on every count - the Mahindra TRUXO 31 Bulker. The truck’s high pulling power and ability to withstand heavy loads offers the advantage of uninterrupted business. While its high dependability, despite punishing use, makes it the truck of choice for many transporters including S. Salai Maragathan.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Safe and comfortable cabin*

*As compared to the competition

Fuel Efficiency

10% More

Kms per Month

20% More

Monthly Profit

25% More



CEMENT

“MY MAHINDRA TRUCKS ALWAYS PERFORM LIKE NEW. ONLY I KNOW HOW OVERWORKED THEY ARE.”

CHINTAN BABARIA, Director, Cement Carriers, Nagpur

Every cement transporter dreams of the perfect truck. A truck with high pulling power. That can withstand heavy loads for lakhs of kilometres without fail. A truck that is highly dependable even after punishing use. For Chintan, that dream became a reality when he added the Mahindra TRUXO 31 Bulker to his fleet.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Safe and comfortable cabin*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





CEMENT

**“AFTER LAKHS OF KILOMETRES ...
AFTER MANY PEAK LOADS ...
AFTER PUNISHING USE, THESE
TRUCKS STILL FEEL LIKE NEW.”**

MAYANK SHARMA, Director, Kaypee Logistics & Carriers, Kiratpur

Something as tough as cement transportation can become stress-free with the right support. For Mayank, that support came in the form of the Mahindra TRUXO 31. And with its combination of high pulling power, superior torque, heavy-duty build and best-in-class mileage, this truck can also be your ideal business partner.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Safe and comfortable cabin*

*As compared to the competition

Fuel
Efficiency

**10%
More**

Kms per
Month

**20%
More**

Monthly
Profit

**25%
More**

COAL



“ I’VE SERIOUSLY PUSHED THEM TO THE LIMITS AND YET THESE TRUCKS PERFORM MAGNIFICENTLY.”

ARUN ANBAZHAGAN, Proprietor, Blue Ocean Enterprise, Chennai

For Arun’s coal transport business, he needs a tipper that is extremely robust, carries huge loads in the harshest conditions and performs without fail. So that every delivery can be made on time, so that nothing comes in between his business and his profits. For Arun, Mahindra’s fully built TORRO 31 Haulage Tipper is that tipper.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Safe and comfortable cabin*

*As compared to the competition

Uptime

20%
More

Kms per
Month

15%
More

Monthly
Profit

25%
More





COAL



“ I FIND MAHINDRA TRUCKS CAN EASILY TAKE ON ANY EXTREMES. BE IT TOUGH ROAD CONDITIONS OR ROUGH USAGE. ”

BRIJESH AGRAWAL, Partner, M/s. B. Himmatlal Agrawal, Nagpur

Coal transportation is tough. But we've designed a truck that is tougher; the fully built Mahindra TORRO 31 Haulage Tipper. Extremely robust, it carries huge loads in the harshest conditions and performs without fail. Making it the ideal truck for Brijesh and his coal transport business.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Safe and comfortable cabin*

*As compared to the competition

Uptime

20%
More

Kms per
Month

15%
More

Monthly
Profit

25%
More

CONTAINER



“MY DRIVERS FEEL FRESH EVEN AFTER DRIVING MAHINDRA TRUCKS DAY AND NIGHT.”

MULCHAND VORA, Partner, Vora Transport, Mumbai

Mahindra trucks never compromise on anything. Ask Mulchand and he'll agree. With their superior pulling power, fast turnaround time, fuel-efficient engine and comfortable interiors, they have revolutionised the container market load transport business. So choose a Mahindra TRACO 35 tractor-trailer and give your business a competitive advantage.

Comfortable and safe cabin* | 12% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





CONTAINER



“MY DRIVER FEELS FRESH EVEN AFTER WORKING DAY AND NIGHT IN THESE TRACTOR-TRAILERS.”

MANOJ KUMAR SAHU, MD, Ganpati Carrying Corporation Ltd., Mumbai

What's better than a truck with great performance? A truck with great comfort. That's why the Mahindra TRACO 35 tractor-trailer comes with superior pulling power, fast turnaround time, fuel-efficient engine and really comfortable interiors. And that's why it is the most obvious choice for Manoj's business and yours too.

Comfortable and safe cabin* | 12% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel Efficiency

10% More

Kms per Month

20% More

Monthly Profit

25% More

CONTAINER



“ I’VE NEVER COME ACROSS TRUCKS THAT MAKE MY DRIVERS FEEL THIS COMFORTABLE. ”

R. P. SINGH, Proprietor, M/s. Lift & Shift Services, Kolkata

Comfortable drivers can do wonders for your business. That’s why Mr. R. P. Singh chose the most comfortable truck for his container transport business; the Mahindra TRACO 35 tractor-trailer. With its highly ergonomic and comfortable interiors, superior pulling power, fast turnaround time and fuel-efficient engine, it gives your business just the competitive edge you need.

Comfortable and safe cabin* | 12% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





CONSTRUCTION



“ I JUST CAN'T UNDERSTAND HOW THESE TIPPERS REMAIN TROUBLE-FREE AFTER SO MUCH PUNISHING USE. ”

PRAMOD PAGARIYA, Director, Urja Tech, Nagpur

Imagine a tipper that can overcome any challenge in its way. A tipper that is extremely robust, carries huge loads in the harshest conditions and performs without fail. So that every delivery is made on time without the slightest hitch. Mahindra's fully built TORRO 25 Tipper is that one tipper for many transporters. And for Pramod as well.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Higher uptime for remote areas*

*As compared to the competition

Uptime

**20%
More**

Kms per
Month

**10%
More**

Monthly
Profit

**25%
More**

CONSTRUCTION



“BUMPY ROADS, ROUGH USAGE,
LONG JOURNEYS... NOTHING SEEMS
TO BOTHER MAHINDRA TRUCKS.”

LOKESH SINGH, Director, M/s. Shree Bahora Constructions Pvt. Ltd., Delhi

Lokesh has always known how fierce the construction industry is. But it never worries him, thanks to Mahindra's fully built TORRO 25 Tipper. Extremely robust, the tipper carries huge loads in the harshest conditions and performs without fail. So that every delivery is made on time. So that nothing comes in between Lokesh's business and his profits.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Higher uptime for remote areas*

*As compared to the competition

Uptime

20%
More

Kms per
Month

10%
More

Monthly
Profit

25%
More





GRANITE



“**GREAT BRAKING AND ABSOLUTELY NO BREAKDOWNS. THAT'S WHAT I NEED FOR MAKING ON-TIME DELIVERIES. THAT'S WHAT I GET FROM MAHINDRA.**”

JAGDISH K. M., Proprietor, Sri Choodalingeshwara Transport, Bangalore

In the tough world of granite transportation nothing but the toughest truck will do. Which is why Jagdish turned to the superior Mahindra TRUXO 25 truck. Powerful, durable and highly fuel-efficient, this truck helps you make more trips. Moreover, with its 10 bar braking system and sturdy chassis it overcomes any challenge with incredible ease. No wonder Mahindra is the preferred truck for Jagdish.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Higher uptime for remote areas*

*As compared to the competition

Fuel
Efficiency

6%
More

Kms per
Month

10%
More

Monthly
Profit

80%
More

LPG



“ I THINK OF THESE TRUCKS AS ARMoured TANKS. THAT'S HOW SAFE THEY FEEL. ”

GURUCHARAN SINGH, Director, GRS Transport, Delhi

There's no room for error when transporting hazardous liquids like LPG. This is why Gurucharan was looking for a truck that met all his standards of safety and reliability. His search ended with the superior Mahindra TRACO 40 for his LPG Bullet tanker application. The sturdy body, robust axles and effortless braking make it a highly dependable truck that you can rely on. Especially when it matters the most.

Comfortable and safe cabin* | 10% better power* | 34% better gradeability* | Best-in-class fuel economy*

*As compared to the competition

Fuel Efficiency

10% More

Kms per Month

20% More

Monthly Profit

25% More





MARKET LOAD



“ MAHINDRA TRUCKS DELIVER WHAT EVERY BUSINESS NEEDS: FASTER, PROFITABLE AND TROUBLE-FREE TRIPS. ”

MOTILAL AGARWAL, Proprietor, Supreme Transport, Ahmedabad

To meet the strict timelines of the demanding FMCG industry, Motilal had faith in only one truck - the Mahindra TRUXO 25 – 170. Powered by the superior m-POWER 170 engine, it offers faster pick-up, rugged power and extremely fuel-efficient drives. Allowing transporters like Motilal to minimise delays and maximise profits.

Strong and sturdy aggregates* | Bigger clutch* | 25% better braking*
Comfortable and safe cabin*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More



MARKET LOAD

“PROFITS ARE POSSIBLE ONLY WITH HIGHLY EFFICIENT TRUCKS. ONE MORE REASON WHY I CHOSE MAHINDRA TRUCKS.”

R. D. TIWARI, Proprietor, M/s. Tiwari Cargo Carrier, Kolkata

In transport, there's nothing more important than low operating costs and timely deliveries. Both, for the FMCG industry and businessmen like Mr. Tiwari. That's why we've added a number of thoughtful features in the TRUXO 25 - 170. Like the high-performance m-POWER 170 engine which offers rugged power, faster pick-up and great fuel efficiency. Making every trip faster, profitable and trouble-free. Just what any FMCG transport business needs.

Strong and sturdy aggregates* | Bigger clutch* | 25% better braking*
Comfortable and safe cabin*

*As compared to the competition

Fuel
Efficiency

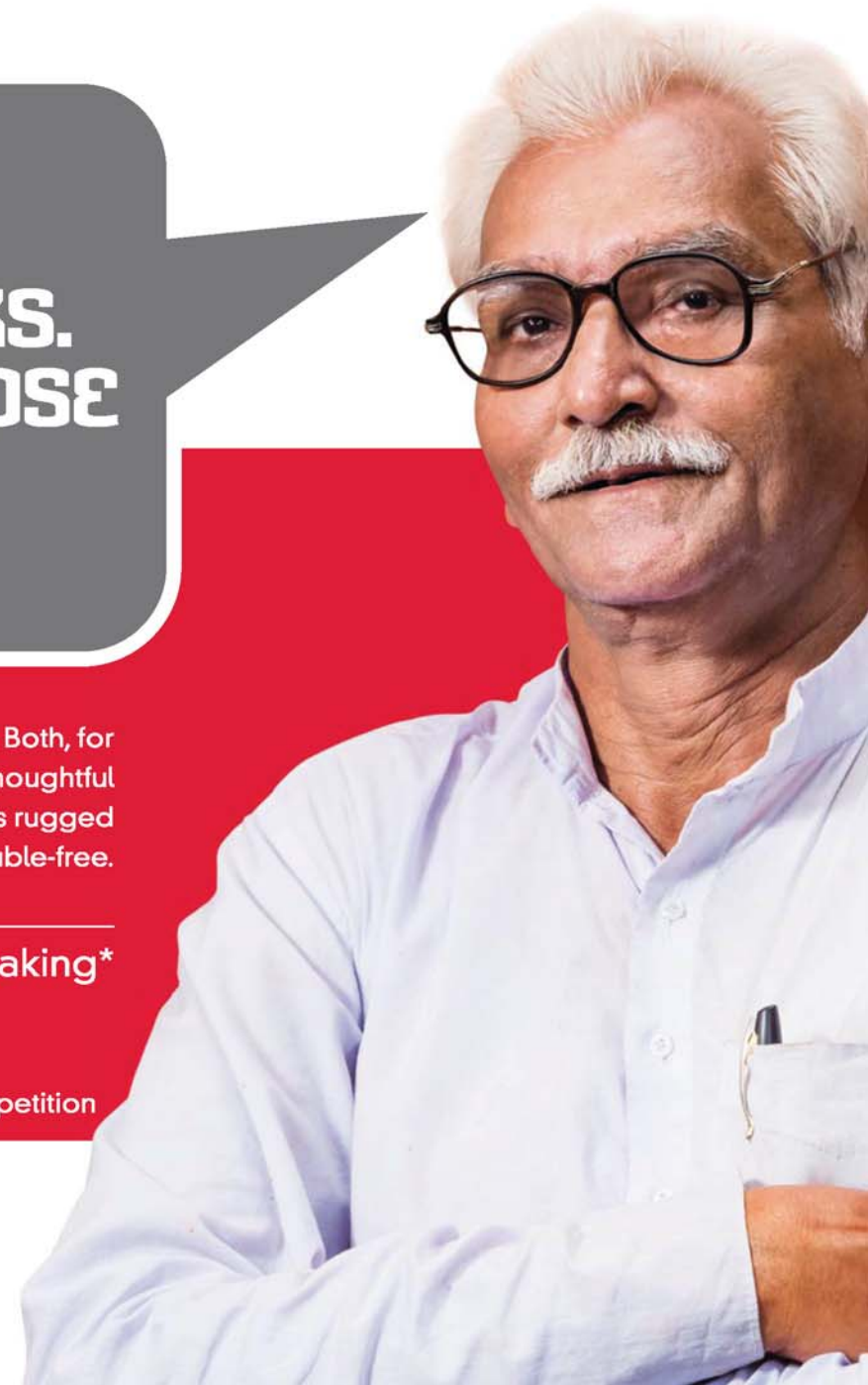
10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





MARKET LOAD



**“TIMELY DELIVERIES,
EXCEPTIONAL COMFORT, GREAT
PROFITS: MAHINDRA TRUCKS
HAVE EVERYTHING COVERED.”**

SHREYANS KATARIA, Director, Kataria Transport, Delhi

To meet the demands of transport, everyone looks for trucks that offer outstanding performance. That have raw power, super quick pick-up, overcome every challenge on the road and meet tight delivery deadlines. Along with excellent fuel efficiency that makes every trip profitable. For Shreyans, the search ended with the Mahindra TRUXO 25 -170.

**Strong and sturdy aggregates* | Bigger clutch* | 25% better braking*
Comfortable and safe cabin***

*As compared to the competition

Fuel
Efficiency

**10%
More**

Kms per
Month

**20%
More**

Monthly
Profit

**25%
More**

MARKET LOAD



“THESE TRUCKS HAVE JUST WHAT I NEED FOR SUCCESS: HIGH MILEAGE, HIGH PERFORMANCE AND HIGH PROFITS.”

HEMANT LADDHA, Director, Shivani Carriers Pvt. Ltd., Indore

Hemant had a lot of expectations from his newest purchase - the Mahindra TRUXO 25 – 170. To make sure such expectations were met, we added a number of thoughtful features in the truck. Like the high-performance m-POWER 170 engine which offers rugged power, faster pick-up and great fuel efficiency. Making every trip faster, profitable and trouble-free. Just what any FMCG transport business needs.

Strong and sturdy aggregates* | Bigger clutch* | 25% better braking*
Comfortable and safe cabin*

*As compared to the competition

Fuel
Efficiency

10%
More

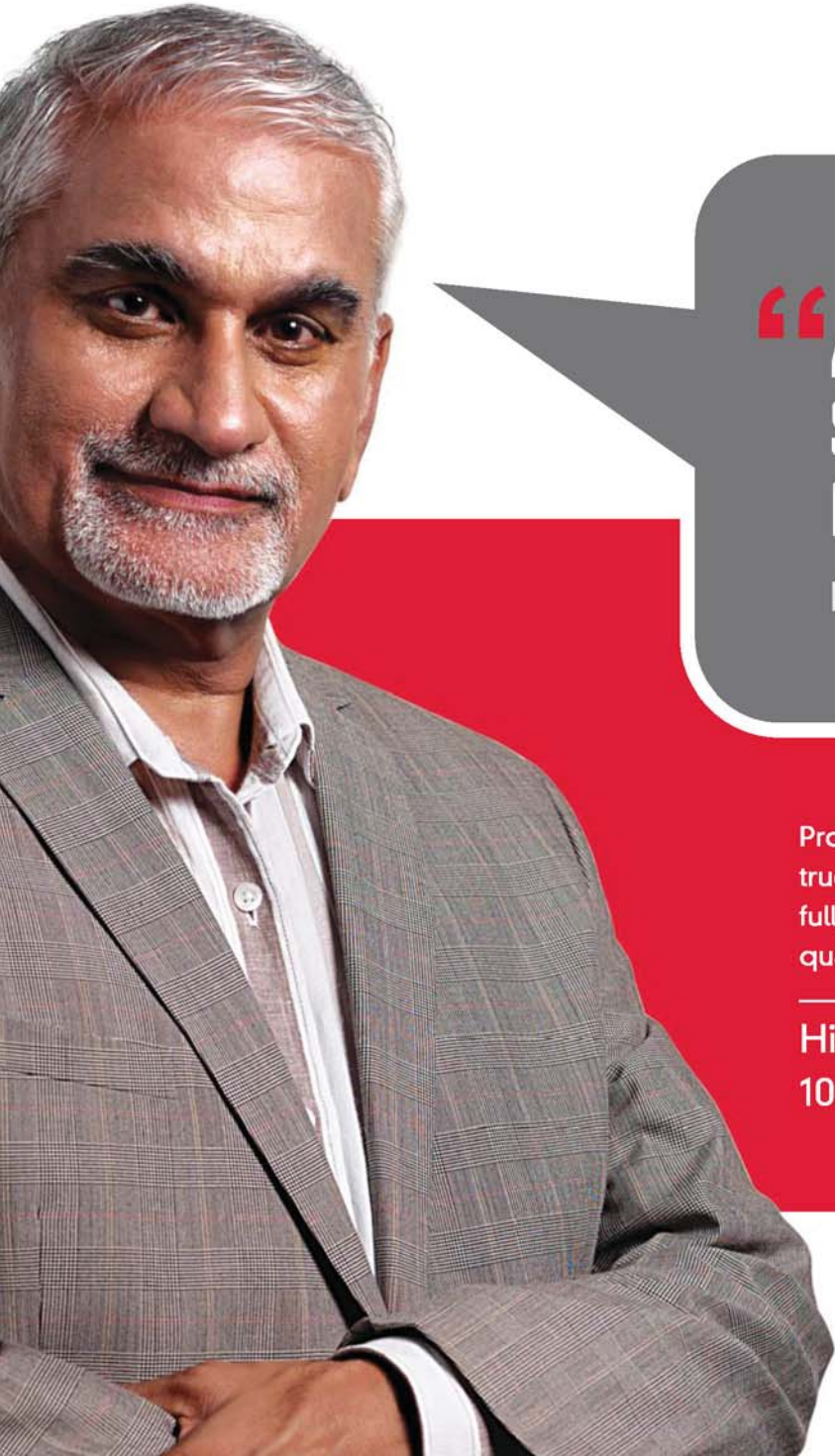
Kms per
Month

20%
More

Monthly
Profit

25%
More





REEFER



“MY MAHINDRA TRUCKS MAKE SURE THE PRODUCTS REMAIN FRESH. AND THE DRIVERS TOO.”

H. R. KHURANA, Partner, Sheetal Parivahan, Mumbai

Products which need controlled temperature during transport need highly dependable reefer trucks. For Mr. Khurana, there's only one company that delivers on this count: Mahindra. Its TRUXO 25 fully built reefer van has better insulation, robust build, solid power and good fuel economy. Just the qualities that make it highly wanted. Just why it is highly recommended by Mr. Khurana.

Higher uptime* | Comfortable and safe cabin* | 34% better gradeability*
10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

20%
More

RIG BOREWELL



“ I HAVE THE POWER TO DRILL DEEPER,
TORQUE TO REACH REMOTE PLACES
AND THE PERFORMANCE TO TAKE MY
BUSINESS AHEAD. DO YOU? ”

M. MOHAN, Proprietor, Gem Rock Drills, Salem

In the demanding borewell industry, every day is a test for a truck's performance. Which is why Mohan didn't think twice while choosing the outperformer. With its sturdy chassis and robust axles, the Mahindra TRUXO 25 easily carries the hefty weight of the drill. While the high reserve power of the 7.2 litre m-POWER 210 engine ensures that you always outperform in your business.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Higher uptime for remote areas*

*As compared to the competition

Fuel
Efficiency

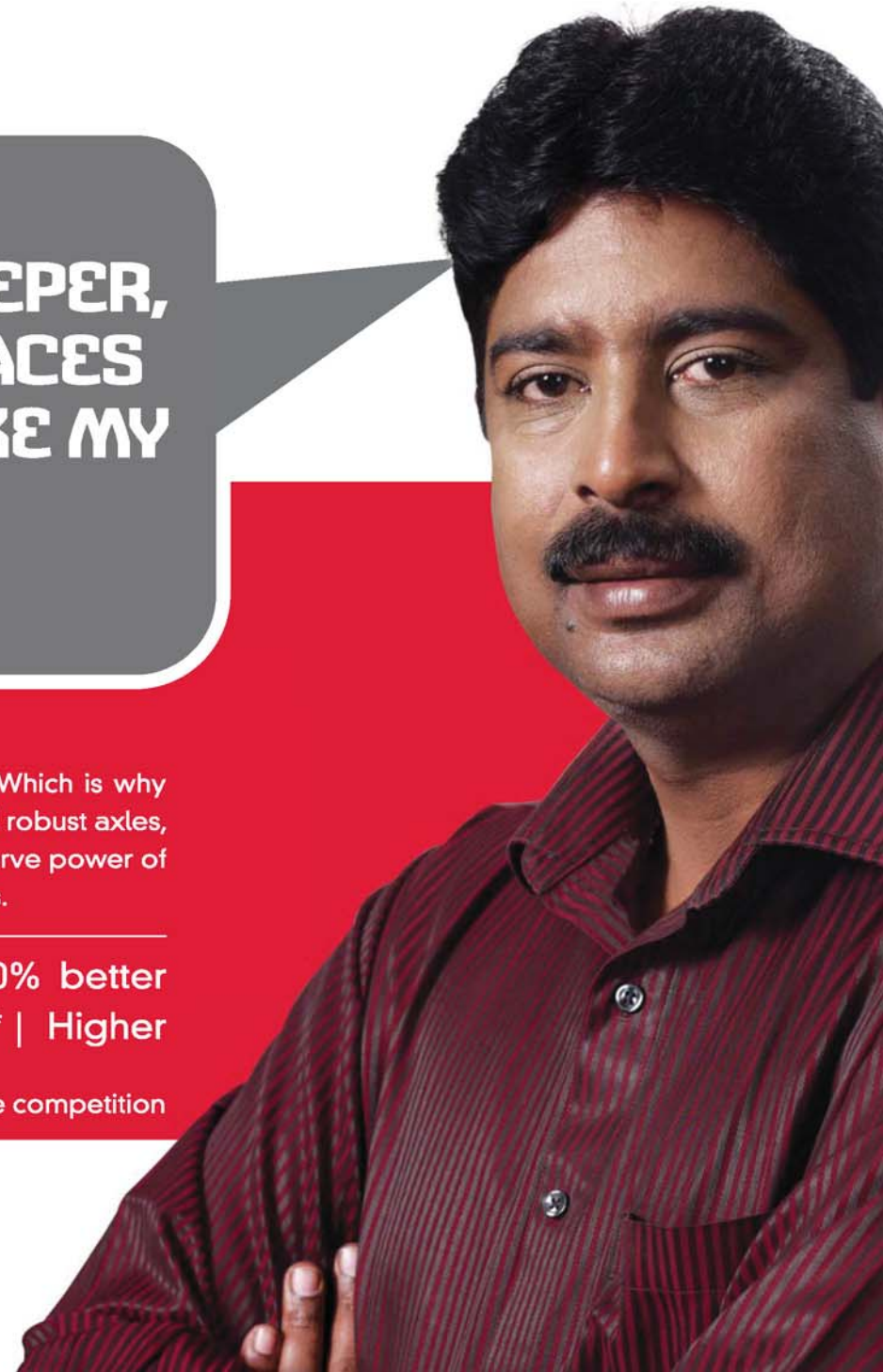
10%
More

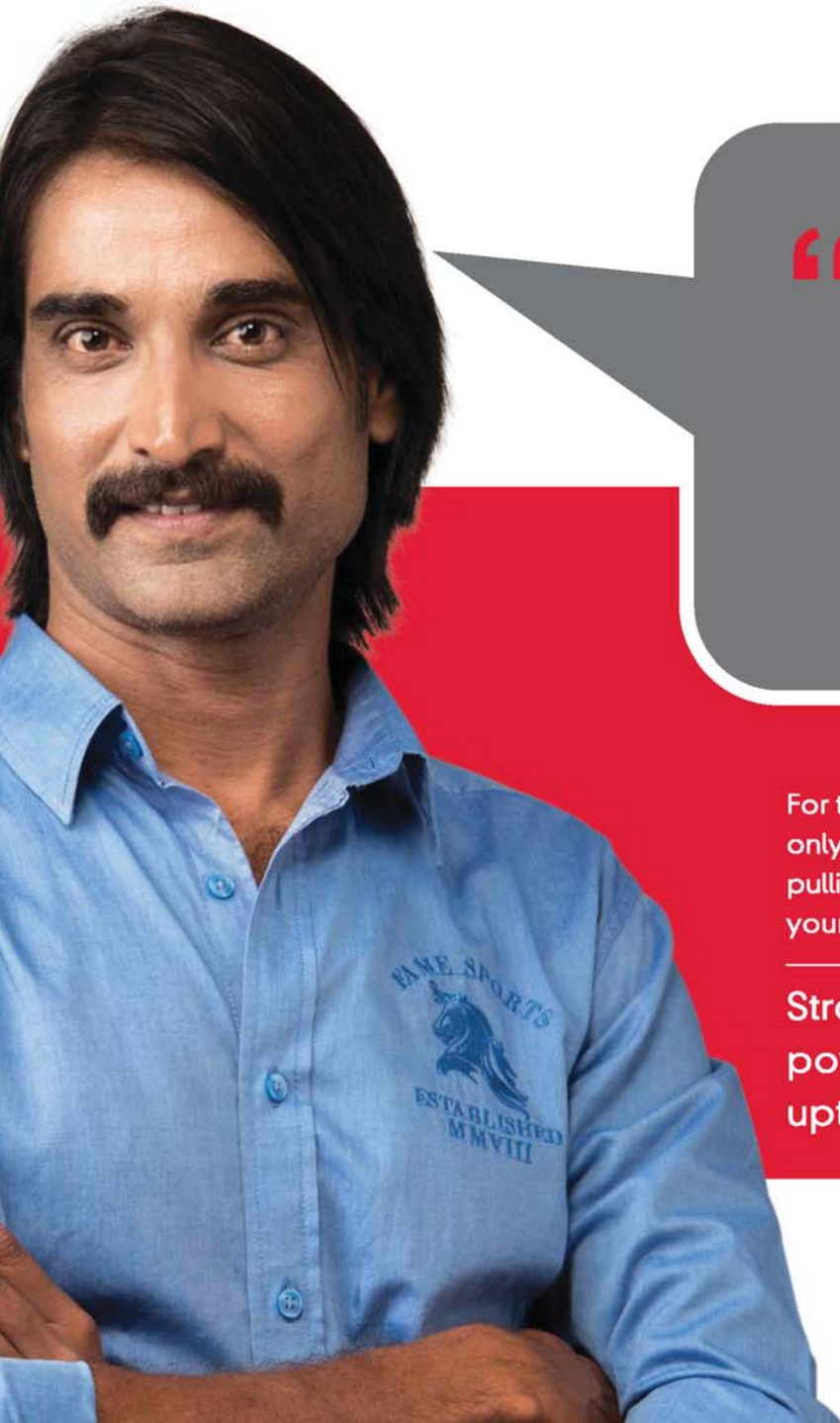
Uptime

20%
More

Monthly
Profit

25%
More





SAND



“ ONLY THE BEST TRUCKS CAN TAKE ON RIVERBEDS AND WIN. MY MAHINDRA TRUCK DOES THAT EVERY SINGLE TIME. ”

R. SUBRAMANYAM, Proprietor, B. L. Roadlines, Bangalore

For transporting sand from river, you need a lot of pulling power. That's why Mr. Subramanyam trusts only the Mahindra TORRO 31 to get the work done. For good reason. The truck offers massive pulling power and superior torque. Giving you the sort of agility and performance that increases your trips and maximises your profits.

Strong and sturdy chassis* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy* | Higher uptime for remote areas*

*As compared to the competition

Uptime

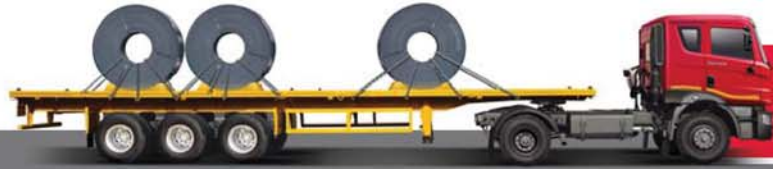
15%
More

Kms per
Month

20%
More

Monthly
Profit

20%
More



STEEL

“THESE TRUCKS ARE NOT ONLY MAKING MY DRIVERS HAPPY, THEY’RE ALSO ENHANCING THEIR EARNING ABILITY.”

NITESH AGARWAL, Vice President, DARCL Logistics, Delhi

The long distance journey, rough terrains, unpredictable conditions - it sure isn't easy to transport steel. Unless you have a truck that easily overcomes these challenges. Whose sheer power and excellent driving comfort minimises the labours of climbing steep inclines. A truck so fuel-efficient it earns you extra profits. For Nitesh, the Mahindra TRACO 40 is that truck.

Higher uptime* | Comfortable and safe cabin* | 34% better gradeability*
10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





TANKER



“TRANSPORTATION OF EDIBLE OIL NEEDS TO BE ABSOLUTELY SAFE. THAT'S WHY I ONLY TRUST MAHINDRA TRUCKS.”

BHIKU BHAJ AGRAWAL, Director, M. R. Shah Logistics, Gandhidham

Whether it is transporting milk or edible oil, lack of reliability can cause big problems. No one knows this better than Bhiku Bhai. Which is why he trusts only Mahindra's superior TRUXO 31 for his tanker business. The sturdy body, robust axles and effortless braking make it a highly dependable truck. Especially when it matters the most.

Higher truck life* | Comfortable and safe cabin* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel Efficiency

10% More

Kms per Month

20% More

Monthly Profit

25% More

TANKER



“MY MAHINDRA TRUCKS TOTALLY TAKE AWAY THE STRESS OUT OF TRANSPORTING EDIBLE OILS.”

SANJAY SINGH, Proprietor, M/s. Shree Durga Oils, Kolkata

There was no way Sanjay could compromise on the reliability needed to transport edible oils. That's why there was no way he would choose any other truck but the superior Mahindra TRUXO 31 for the job. The sturdy body, robust axles and effortless braking make it a highly dependable truck. So you know which truck to choose for complete peace of mind.

Higher truck life* | Comfortable and safe cabin* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel
Efficiency

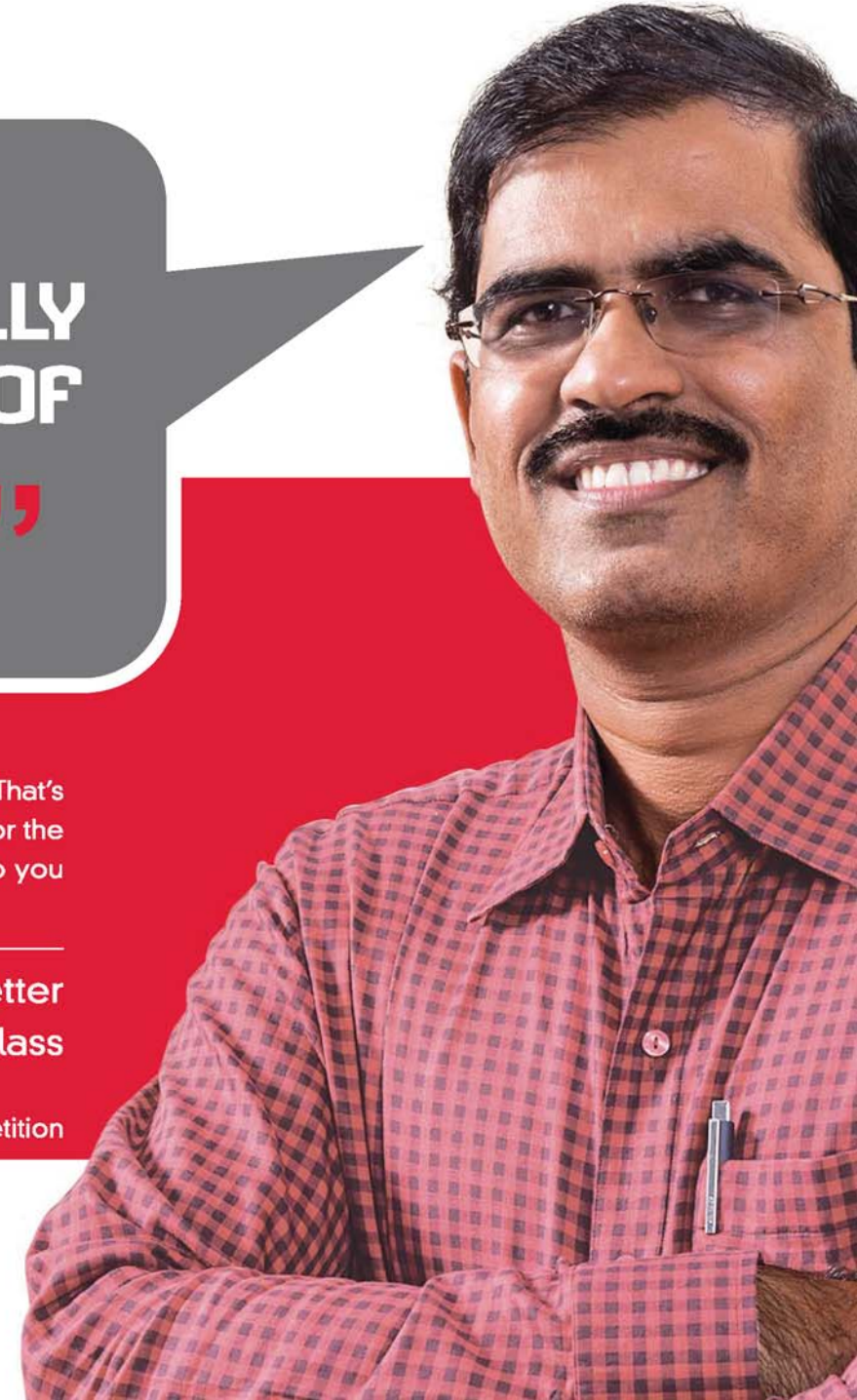
10%
More

Kms per
Month

20%
More

Monthly
Profit

25%
More





TANKER



“WITH MAHINDRA’S STURDY AND RELIABLE TANKERS, THE WORRY OF TRANSPORTING EDIBLE OIL SIMPLY EVAPORATED.”

VINEET AGARWAL, Director, Shree Balaji Bulk Carriers, Gorakhpur

There’s no room for error when transporting liquids like edible oil. This is why Vineet was looking for a tanker truck that met all his standards of safety, reliability and low maintenance cost. His search ended with the superior TRUXO 31 tanker truck from Mahindra. The sturdy body, robust axles and effortless braking make it a highly dependable truck that you can rely on. Especially when it matters the most.

Higher truck life* | Comfortable and safe cabin* | 34% better gradeability* | 10% better power* | 25% better braking* | Best-in-class fuel economy*

*As compared to the competition

Fuel Efficiency

10% More

Kms per Month

20% More

Monthly Profit

25% More

THE FUTURISTIC CHAKAN PLANT

Mahindra's state-of-the-art manufacturing facility at Chakan is a Greenfield project, which means it is built from scratch, with no size, scope or technology restrictions. It consists of a 5-stage end-of-line quality verification process and a flexible line to accommodate different wheel bases. It ensures quality of safety critical joints by using the electric DC nut runner. Spread across 27,000 sq. m. it is the largest automotive production plant in India.



THE ULTIMATE m-POWER ENGINE

The high performance m-POWER engine is specifically designed to suit Indian weather and road conditions. The engine is tested for over one million kilometres to ensure you get optimum strength even in the toughest conditions. It offers literage of 7.2 litres and torque of 820Nm and 920Nm, highest in the engine category. Moreover, its features, like individual cylinder heads, head gaskets and the hot side and cold side, are further assurance of its excellent performance, reliability and fuel-efficiency.





TO DRIVE HOME HIGHER PROFITS, DRIVERS NEED TO FEEL AT HOME.

Mahindra trucks deliver power packed performance and are comfortable to the core. The cabin is where many drivers will spend half their lives. So they are fitted with many thoughtful comforts and conveniences to make it a cozy home-away-from-home for drivers and co-drivers. The comfortable and ergonomic 4-point suspended cabin ensures fatigue-free driving which in turn means fewer stoppages. In fact Mahindra trucks cover more distance in less time, thus improving turnaround time.



SHAPE IT TO YOUR NEED.

The Mahindra TRUXO 25/31 and TRACO 35 is also available in the cowl model. Which means you get the same level of performance along with the freedom to give it the shape that suits your business.

PREPARED FOR THE UNPREDICTABLE.

Roads, weather and load conditions impact any vehicle that has to ply on Indian roads. We've anticipated the most unpredictable situations and conditions while building our trucks. The clutch with 380 mm diameter and a heavy-duty gearbox ensure that driving is effortless and safe. A strong chassis, reliable S-cam airbrakes with 10 bar pressure and rear leaf suspension make this vehicle extremely sturdy and reliable. A heavy-duty front axle has been fitted in for trouble free operations over a longer life. The design of all these aggregates is such that, aside from being completely trustworthy, they last longer and require minimum maintenance.



MULTIPLE ROUTES TO OUTPERFORMANCE



Our trucks and buses are backed by a robust service network. We have 57 HCV dealers and 26 LCV dealers with the latest tools, genuine spares and all the technical know-how on servicing Mahindra trucks and buses. We have 1,263 Road Side Assistance points, an army of service vans and India's first 24/7 multi-lingual helpline called 'NOW.' To give you the assurance of expert advice and immediate aid

whenever you want and wherever you want it. We also offer the most cost-effective Annual Maintenance Contract and a unique conditions-free warranty for total peace of mind. Our reliability now extends to pre-owned trucks as well. Through MTRUST, we give you the most reliable way to buy used Mahindra trucks.



*No. of service points currently and growing by the day.

DEDICATED BUSINESS MACHINES

Mahindra has created trucks that are specifically designed to suit different business needs. From transit mixers and bulkers to car carriers and refrigerated container trucks, the range provides an entire line of integrated trucking solutions. This gives the advantage of quick turnaround time and reliability along with the assurance of Mahindra's excellence in every aspect. The range not only helps you bring in profits but also delivers outperformance.



PIONEER OF BREAKTHROUGH INITIATIVES



MAHINDRA TRANSPORT EXCELLENCE AWARDS

We established the Mahindra Transport Excellence Awards to recognise and reward excellence in the transport industry. Now we have added new categories like highway mechanic, youth transport personality and lady transport personality to widen the recognition of excellence in Indian transport.



THE OUTPERFORMERS' LEAGUE

We also created an exclusive forum for fleet owners to come together and interact with the stakeholders in the trucking industry through the Outperformers' League. The League has now extended its focus to provide development programmes for segments like Coal, Steel, Market Load Operators and Cement. Till now, the league has benefitted more than 1,500 transporters.



MPOWER

To help young professionals in the transport industry meet today's challenges and take their business to new heights, we have launched 'MPOWER', a management development programme in association with IIM – Ahmedabad and Anantara Solutions Pvt. Ltd.



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