

Press Release

For Immediate dissemination

Mahindra launches cutting-edge BLAZO X m-DURA Tipper and BSV Range of Construction Equipment at EXCON 2023

- **The BLAZO X m-DURA (Naya India ka Naya Tipper):** The BLAZO X m-DURA Tipper range, is offered in 28T GVW and 35T GVW categories. It has tested, durable, and dependable aggregates and is furnished with a Double Service Guarantee that offers a 36-hour turnaround time and a 48-hour uptime in addition to round-the-clock onsite support for up to ten tipper fleets. 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 Equipments: An upgrade to existing Earthmaster – Back hoe Loader & Roadmaster - Grader** with the higher power of 74 hp & 102 HP engine with CEV 5 emission standards. **Earthmaster** is also equipped with New Bigger and comfortable for higher operator's productivity.

Bengaluru, December 12, 2023: Mahindra's Truck and Bus Division (MTBD) and Construction Equipment Division (MCE), a part of the Mahindra Group, today launched its latest offerings at EXCON 2023, demonstrating their commitment to innovation and reliability. **The "Naya India ka Naya Tipper" Mahindra BLAZO X m-DURA and new CEV5 range of Construction Equipment's** are set to redefine the standards in their respective categories, offering advanced features and compliance with the latest industry norms.

At the MTB stall OD67 at the Bangalore International Exhibition Centre (BIEC), Mahindra's entire range of BSV construction equipment like **RoadMaster and EarthMaster**, as well as the extensive truck range like BLAZO X m-DURA 35 Tipper, BLAZO X 28 Transit Mixer, FURIO 10 Fuel Bowser with 6KL and Loading OPTIMO Tipper were on display. Mahindra also demonstrated **the new concept - LiftMaster compact crane**, with loading and hauling capacity, which aims to provide a versatile solution for construction needs.

Speaking on the occasion, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "Our consistent efforts to introduce cutting-edge products and technologies, coupled with its emphasis on local manufacturing, exemplify the company's strong support for the Make in India initiative. The introduction of the Blazo X m-Dura Tipper and New CEV5 range of construction equipments at EXCON, reaffirms Mahindra's commitment towards the commercial vehicle and construction equipment segment, and the company is poised to continue leading the way with its innovative and customer-centric approach. While m-DURA tipper is poised to become the most reliable partner among our customers with its proven and sturdy aggregates, the New CEV5 range is the outcome of agility of our engineers who have made these products ready, much before the timeline defined by govt."

Customer Welfare Programs such as Mahindra Saarthi Abhiyaan aim to provide 1100 scholarships for Truck Driver's Daughters, by direct bank transfer of INR 10,000 and a certificate in recognition of this achievement.

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.

Below are details of the key products on display:

BLAZO X m-DURA: A New Benchmark in Tipper Technology

The **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 car; with Mahindra IMAXX advanced telematics, it is a comprehensive solution for the modern transporter.

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** 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.

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 10,000 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 "Get Highest Productivity per Liter of Diesel or Return the Backhoe Loader" Guarantee for their BS4 range of Backhoe Loaders – Mahindra EarthMaster SX IV and VX IV.

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 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

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