

HIGHEST RANK for Mahindra Truck and Bus Division (MTBD) in Dealer Satisfaction study in the prestigious J D Power Survey: A hallmark of recognition in Automotive Industry.

Glad to share with you all that with a score of **890 points** (against industry average of **773**), **Mahindra Truck and Bus Division (MTBD)** gets the **HIGHEST RANK** in Dealer Satisfaction study in the prestigious **J D Power Survey**, which is a hallmark of recognition in Automotive Industry.

This score is based on survey amongst the LCV and HCV dealers (dealers of commercial vehicles ranging from 3.5 T to 49 T)

MTBD thanks each one of you for making this happen in F17.

Few Top Highlights of F17:

- Launch of other new products, several patents and innovative technology like FUELSMART
- Successful and impactful introduction of BLAZO
- Targeted performance by LCV Business with many breakthroughs
- Strong focus on aftersales network ramp up – Delhi-Mumbai Service Corridor, Parts Plaza, Growing ASC Network, etc.
- Strong focus on Dealer Employee capability building and processes

About the Study

Now in its seventh year, the India DSWAMI Study measures dealer satisfaction with vehicle manufacturers or importers in India and identifies dealer attitudes regarding the automotive retail business. Dealerships of two-wheeler and commercial vehicle manufacturers in India are covered for the first time in the 2017 study. Overall dealer satisfaction is determined by examining nine factors (in order of importance): sales team; marketing and sales activities; support from the manufacturer; product; vehicle ordering and delivery; training; warranty claims; after-sales team; and parts.

The 2017 study is based on responses from 2,358 dealer principals or dealership general managers located in more than 200 cities throughout India. The study was conducted in association with the Federation of Automobile Dealers Associations (FADA) and was fielded from January through March 2017.



Here's a little bit more about the Survey and results