



# Driven by Nature

What can be the epitome of immaculate designs that have shaped the lives and ways of living on earth, but nature. It's no wonder that humankind turns to nature when designing cutting-edge machines. Airplanes inspired by the aerodynamics of nature's avian wonders. Boats, by the motion of the creatures under water. Even climbing equipment, taking after the biomechanics of the common gecko.

The triumph of humankind has been its powers of observation in the realm of nature. Be it the migratory behaviour of certain birds that announce onset of monsoon in arid regions of Africa. Or the flowering of cherry blossoms heralding spring in Japan. And many more that, in fact, even led us to dividing a year into seasons and seasons to months.

If one were to consider what Mahindra Commercial Vehicles stand for – tough, rugged, durable, frugal and efficient, using natural resources sustainably, deliver on speed, power and load carrying ability, yet offer superior value propositions to the customers, one would see a linkage between our vehicles and nature's ways. Perhaps Subliminally, we've been inspired by and sought answers from nature to outperform. Flip through the leaves of this calendar and you'll learn how.

2021



# Mahindra Commercial Vehicles Make tough roads tremble



ROADMASTER

Mahindra CRUZIO GRANDE

MAHINDRA FURIO

MAHINDRA BLAZO X

Mahindra CRUZIO

EARTHMASTER



ALFA MINI

TREO

ALFA PLUS

SUPRO AMBULANCE

SUPRO SCHOOL VAN

Mahindra JAYO

SUPRO HD SERIES

JEETO PLUS

ALFA PLUS

TREO ZOR

2021

JANUARY



# Designed to Dominate

Cheetahs are ingeniously designed. Their large nostrils and lungs allow them to breathe more easily while running. They're blessed with a flexible spine that stretches out to help them sprint faster. Their semi-retractable claws provide good traction. And the black tear-shaped streaks under their eyes help reflect the sun's glare while chasing their prey.



**MAHINDRA**  
**FURIO**

Mahindra FURIO was created to outrun the competition. Designed by the famed Pininfarina design company, everything from its ergonomics to its powerful engine, and from its fuel efficiency to its comfortable cabin, help owners increase their profitability.

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2021

FEBRUARY



# Built Tough Built to Last

The White Rhinoceros is the biggest of all rhinoceroses. Weighing up to 2500 kg, they're renowned for their strength and stamina. Surprisingly fast, a White Rhinoceros can attain a speed of up to 50 km/h and can run for almost 64 km at one go.



## SUPRO HD SERIES

The Mahindra SUPRO HD Series Maxitruck is the strongest in its category. It can carry a load of up to 1000 kg and attain a top speed of 80 km/h while delivering an impressive mileage of 21.94 km/l.\* Its robust aggregates ensure it treads on tough terrains with ease, for years. In one word, the PROFIT TRUCK!

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\*As per VRDe certification, based on standard driving conditions.

2021

MARCH



# Fearlessness in its DNA

Asiatic Lions once prowled from India all the way to the Middle East. The undisputed King among beasts, the Asiatic Lion fears no one and conquers any territory it desires thanks to its sheer power, strength and speed. All this while remaining efficient and frugal. These ferocious beasts hunt their prey effortlessly and only when hungry.



**MAHINDRA**  
**BLAZO X**

BLAZO X has fearlessness in its DNA. Its mPOWER FuelSmart 7.2 litre engine makes it the most powerful truck in Mahindra's portfolio. But what truly makes it fearless, efficient and frugal, is the assurance of a higher mileage, higher running time, quick service turnaround time, and spare parts availability.

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2021  
APRIL

# Ensures Well-being of Others

A one-of-a-kind breed, Saint Bernards are famous for rescuing and protecting people. They possess a high tolerance for cold weather and have rescued many people in the Alps. Not to mention, their loving and affectionate nature which make them truly remarkable.



**SUPRO**  
SCHOOL VAN

**SUPRO**  
AMBULANCE

The SUPRO Ambulance was designed to save lives thanks to its state-of-the-art features and its compact size which aids manoeuvrability. The SUPRO School Van is compact as well and is the ideal choice to safely ferry children to their school and back.

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2021  
MAY

# High on Endurance

Bactrian camels are truly unique as they have two humps instead of one. The humps store fat which gets converted into water and energy when sustenance isn't available. Hence, these camels are able to go without water for months altogether.



**JEETO  
PLUS+**

Mahindra JEETO can go on and on without refuelling as it is designed to offer best-in-class mileage. Its maintenance cost is less too, enabling it to do more trips without any fuss. The JEETO isn't just economical, it's yet another profit machine by Mahindra.

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2021  
JUNE

# Reliable to the Core

Gypsy Horses are strong, powerful, and reliable. A beautiful breed envisioned by the gypsies of Great Britain; this horse was originally bred to pull the caravans in which the gypsies lived. They're among the friendliest horses too.



Mahindra  
**JAYO**

Mahindra JAYO boasts of best-in-class Payload and Loading Span, to go with its proven and powerful mDI engine. All combining to make it an extremely reliable bet to help businesses grow and thrive.

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2021  
JULY

# Built to Protect

A Kangaroo's new-born enters the world very early in its development cycle. Weighing less than a gram and just 2 cm long, the tiny Joey embarks on an epic journey to crawl up its mother's body and enter its pouch. Here, it stays protected and it continues to grow for the next nine months.



Mahindra  
**CRUZIO**

Mahindra  
**CRUZIO**  
GRANDE

CRUZIO and CRUZIO GRANDE have been especially designed by the world-renowned Hexagon Studios, Turkey, to protect their passengers. They ensure them a safe and comfortable ride. What's more, their powerful and fuel-efficient engines help owners make a comfortable profit too.

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2021  
AUGUST

# Strength that inspires Awe

Leopards possess incredible strength to carry their prey, weighing up to double or triple their own weight, up a tree. A leopard can effortlessly climb up to 50 feet with its prey in its mouth, to ensure no other predator can feast on its spoils.



TREO  
Zor

ALFA  
PLUS

TREO Zor and ALFA Plus may be smaller in size but they're solid and can take on the heaviest of loads. They're fast, too, and can adapt to any terrain, efficiently, effortlessly and frugally!

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2021  
SEPTEMBER



# Unmatched Agility

Despite its size, the Peregrine Falcon is the world's fastest creature. The key to its speed is its dive from dizzying heights. These falcons can reach a speed of 200 mph during its descent, displaying amazing aerodynamics and manoeuvrability to catch its prey.



Lightweight, compact, and quick, the ALFA Passenger, TREO Passenger, and E-ALFA, are known for their agility and manoeuvrability, especially, in narrow lanes. Add to that their low running cost, durability and tough built, they stand tall in the last mile public transport segment.

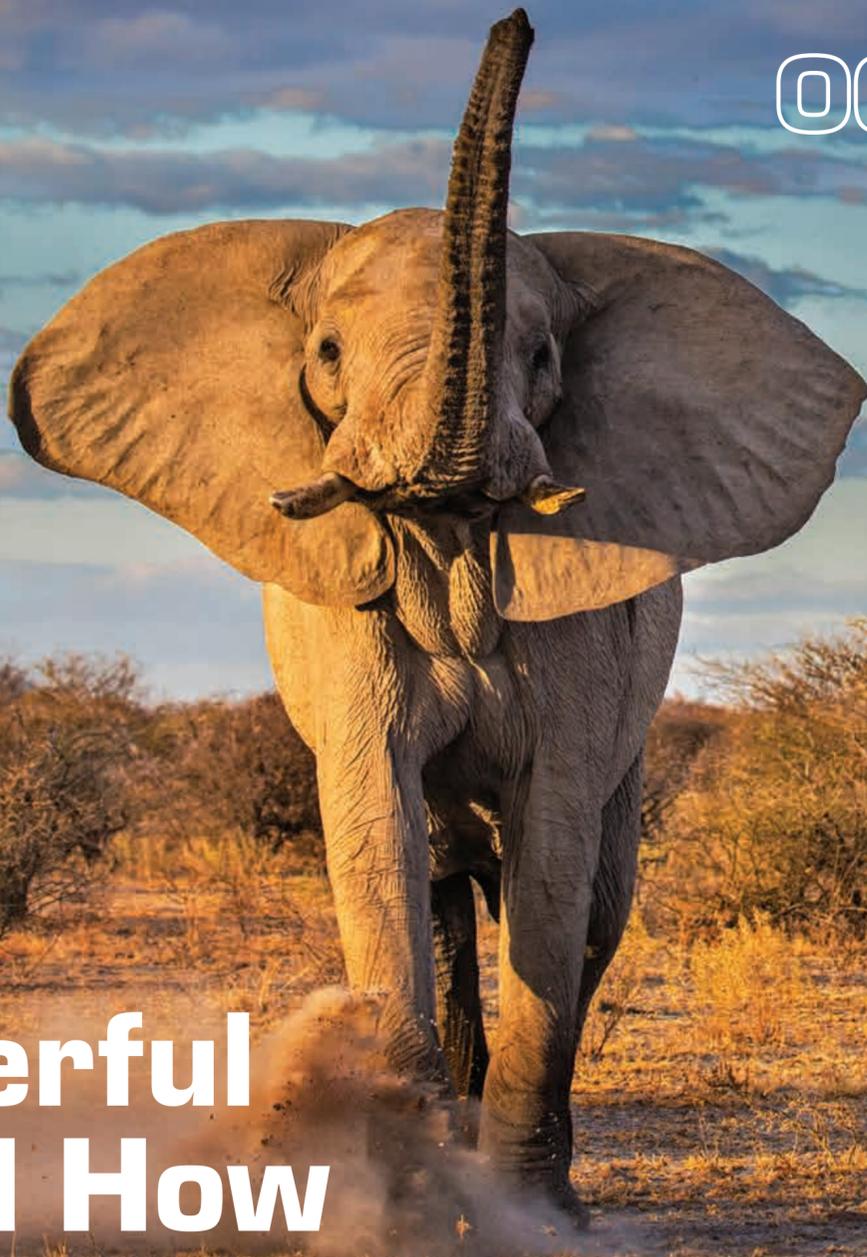
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2021  
OCTOBER



# Powerful and How

African Bush Elephants are the world's strongest land animals. They weigh up to 6,350 kg and can carry up to 9,000 kg – the weight of 130 adult humans. An elephant's trunk alone contains 40,000 muscles, powerful enough to uproot an entire tree trunk.



The EarthMaster is as strong as it gets and is used to lift heavy loads at construction sites. The RoadMaster, meanwhile, is used to build roads where there are none. Making its own path and helping customers scale new heights of prosperity.

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2021

NOVEMBER

# Adapted to Win

The Addax Antelope thrives in the trying Sahara by adapting to go without water for long. And by sporting a rich white coat in summer to deflect sunlight, and a brown-grey coat in winter to absorb it.



The wide, Value-Added Products range of Mahindra are flexible to various applications and business requirements. These fully built vehicles are carefully created based on customer insights and needs, and are the most durable, reliable commercial solutions out there to help customers grow profitably.

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**18003157799**





# Evolved to Outperform

Smart animal instinct has the lords of the wild evolve in build and performance. So, they tackle the toughest challenges, and march forth in time with elan.

Mahindra's Greenfield plant in Chakan has evolved in scale and cutting-edge technology. It constructs Commercial Vehicles with robotic precision and micro detailing, to roll-out generations of vehicles that outperform the rest.



# 2011

CV & HCV OF THE YEAR - 25 TONNE  
RESEARCH & DEVELOPMENT INNOVATION  
AWARD - EARTHMASTER  
EMERGING CONSTRUCTION EQUIPEMENT  
COMPANY OF THE YEAR -  
MAHINDRA CONSTRUCTION EQUIPEMENT

# 2012

PRIME MOVER OF THE YEAR - 40 TONNE  
CII DESIGN EXCELLENCE AWARD - EARTHMASTER

# 2013

HAULAGE TIPPER OF THE YEAR - TORRO 31

# 2014

CARGO CARRIER OF THE YEAR - TORRO 25

# 2015

HCV RIGID CARGO CARRIER OF THE YEAR - TRUXO 37

# 2016

SCV & CV OF THE YEAR - JEETO

# 2017

CV & HCV OF THE YEAR - BLAZO 37  
BEST DESIGN ECO-FRIENDLY CONSTRUCTION EQUIPMENT - RAODMASTER G75  
INNOVATIVE PRODUCT IN ROAD CONSTRUCTION - RAODMASTER G75  
INNOVATIVE PRODUCT OF THE YEAR - RAODMASTER G75

# 2018

MHCV TIPPER OF THE YEAR - BLAZO 25  
MOTOR GRADER BRAND OF THE YEAR - RAODMASTER G75

# 2019

SCV OF THE YEAR - SUPRO MINITRUCK  
HCV RIGID CARGO CARRIER OF THE YEAR - BLAZO X 37 PUSHER AXLE  
BEST DESIGN TRANSFORMATIONAL VALUE CONSTRUCTION EQUIPMENT - RAODMASTER G90  
BEST MARKETING THROUGH A MOBILE APP - FURIO VR FILMS AND DEMO  
BEST SOCIAL MEDIA BRAND OCCASION MARKETING - GOLD AWARD

# 2020

CV OF THE YEAR - FURIO  
BEST INNOVATIVE PRODUCT OF THE YEAR - ROADMASTER G90  
SPECIAL APPLICATION CV OF THE YEAR - MAHINDRA FURIO 12 REEFER  
ICV CARGO CARRIER OF THE YEAR - MAHINDRA FURIO 14  
HCV TIPPER OF THE YEAR - MAHINDRA BLAZO X 28  
HCV PRIME MOVER OF THE YEAR - MAHINDRA BLAZO X 55

## TRANSFORMING THE INDIAN TRANSPORT INDUSTRY



### MAHINDRA TRANSPORT EXCELLENCE AWARDS

Celebrates excellence in the Indian transport industry. Over the years, the scope of awards have been widened by consistently adding new categories of merit, making it the premier platform for recognising and rewarding outperformance.



### MAHINDRA SAARTHI ABHIYAAN

True to Mahindra's philosophy of 'Rise', this is a unique social project that supports truck drivers and their families in the form of health camps, scholarships, training programmes and more.



### MPOWER

A programme that equips young professionals to meet today's challenges and take their businesses to new heights. It has bolstered over 401 young transport entrepreneurs and counting. Knowledge Partner: IIM Ahmedabad.



### UDAY

A pioneering initiative that empowers owners of Mahindra's Small Commercial Vehicles with benefits that help them in maximising earnings and in personal growth & well-being.

# A Triumph of Triumphs Awards & Recognition

**75** Mahindra  
*Rise.*