

BUILT TO DELIVER PROSPERITY

At Mahindra, our focus is on understanding the businesses of our customers and helping them grow. Our trucks, buses and construction equipment are built around the needs of our customers with advanced engineering and helping businesses operate efficiently and reduce costs and maximise earning potential to maximise profit and prosperity. Every solution is designed to support long-term success across journeys.



mahindra ^{Rise}

TURNING
EVERY DROP
OF FUEL INTO
LASTING
PROSPERITY.



BLAZO X

JANUARY

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
18	19	20	21	22	23	24	25	26	27	28	29	30	31							

26 Jan Republic Day

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TRUCK AND BUS
**SOCH BADLO,
TAQDEER BADLEGI!!**

2026



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CRUZIO

CARRYING
YOUNG MINDS
SAFELY TO BUILD
A PROSPEROUS FUTURE.

FEBRUARY

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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22	23	24	25	26	27	28														
15 Feb Mahashivratri																				

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SOCH BADLO,
TAQDEER BADLEGI!

2026



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**BUILDING
THE FOUNDATION
OF PROSPERITY.**

EARTHMASTER

MARCH

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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22	23	24	25	26	27	28	29	30	31											

3 Mar Holi / 19 Mar Gudi Padwa / 21 Mar Ramzan / Eid

**PROFIT KA
PARTNER**

2026



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CARRYING
THE LOADS
THAT KEEP
PROSPERITY
IN MOTION.



FURIO

APRIL

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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19	20	21	22	23	24	25	26	27	28	29	30									

3 Apr Good Friday

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**BUILT TO MOVE
HEAVY WORK,
SO PROSPERITY
KEEPS RISING.**

BLAZO X

MAY

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						

1 May Maharashtra Day

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TAQDEER BADLEGI!!**

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**BUILT FOR
CONSISTENCY,
DELIVERING
PROSPERITY MILE
AFTER MILE.**

FURIO

JUNE

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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21	22	23	24	25	26	27	28	29	30											

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TAQDEER BADLEGI!!**

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**MOVING PEOPLE
WITH SAFETY
AND COMFORT TOWARDS
HIGHER PROSPERITY.**

**CRUZIO
GRANDE**

JULY

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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19	20	21	22	23	24	25	26	27	28	29	30	31								

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**POWERING
PROSPERITY ON
EVERY ROAD.**

COMPAX

AUGUST

S M T W T F S S M T W T F S S M T W T F S

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

15 Aug Independence Day

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**BUILT FOR CITY
RUNS THAT TURN
EFFICIENCY
INTO PROSPERITY.**

MAHINDRA

SEPTEMBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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20	21	22	23	24	25	26	27	28	29	30										

14 Sept Ganesh Chaturthi

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WHEN HIGHER
LOADS MEET
HIGHER RETURNS,
PROSPERITY
FOLLOWS.

BLAZO X

OCTOBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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18	19	20	21	22	23	24	25	26	27	28	29	30	31							

2 Oct Mahatma Gandhi Jayanti / 20 Oct Dussehra

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**KEEPING
CONSTRUCTION
MOVING, SO
PROSPERITY
TAKES SHAPE.**



BLAZO X

NOVEMBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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22	23	24	25	26	27	28	29	30												

8 Nov Diwali (Laxmi Pujan) / 10 Nov Diwali (Balipratipada / Padwa) / 11 Nov Diwali (Bhaubij)

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TAQDEER BADLEGII!**

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SHAPING
THE PATH THAT
CARRIES
PROSPERITY
FORWARD.

ROADMASTER

DECEMBER

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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20	21	22	23	24	25	26	27	28	29	30	31									

25 Dec Christmas

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ABOUT MAHINDRA

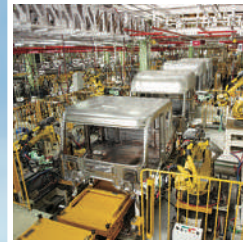
Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's 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 www.mahindra.com/newsroom



ENGINEERED BY MAHINDRA FOR SUCCESS



Mahindra Truck and Bus and Construction Equipment vehicles are manufactured at the state-of-the-art Greenfield Plant in Chakan, one of India's most advanced manufacturing facilities. Expansive in scale, the Chakan Plant is distinguished by its meticulous attention to detail. Each vehicle is assembled with robotic precision and rigorous quality control to uphold the highest standards of reliability. The plant is staffed by a young, skilled and dedicated team of technicians, ensuring that every vehicle meets our exacting standards. With cutting-edge technology and sustainable practices, the Chakan facility is equipped to produce generations of high-performance vehicles.

INITIATIVES TO TRANSFORM THE INDIAN COMMERCIAL VEHICLE SEGMENT.

Combined with SML network, Mahindra's truck and bus sales, service and spares network has now grown to

- ◆ 203 3S dealerships,
- ◆ 137 2S dealerships,
- ◆ 273 authorized service centres,
- ◆ 2000+ Spares retailers,
- ◆ 200+ Mobile Service vans & mobile workshops as roadside assistance points supported with 22 exclusive M-Parts Plazas outlets.
- ◆ The company also has India's first multi-lingual helpline, NOW 24x7, manned by technical experts to provide instant support and complaint resolution to customers and drivers.



TOUR DE CHAKAN: This is a one-of-its-kind initiative that presents customers a unique tour of Mahindra's state-of-the-art Chakan plant. So they can see the entire truck manufacturing process, the technology and quality control that goes into making Mahindra's trucks the outperforming machines that they truly are.

MPOWER: Launched in association with the Indian Institute of Management, Ahmedabad as the Knowledge Partner, MPOWER helps young professionals in the transport industry meet today's challenges and take their business to new heights. The programme has received widespread appreciation in the Indian transport industry and has seen over 670 young transport entrepreneurs completing the course.

MAHINDRA SAARTHI ABHIYAAN: Staying true to Mahindra's philosophy of 'Rise', Saarthi Abhiyaan, a unique social project was started. It supports truck drivers and their families through scholarships for daughters, health camps, driver training programmes and more.

MAHINDRA iMAXX: The range is also equipped with Mahindra iMAXX Telematics solution, India's most advanced telematics technology, offering benefits like location tracking, geofencing, vehicle health monitoring, driver performance analytics, fleet dashboards, and more.



All New Mahindra Special Application Vehicle Range

Ambulance Fire Tender Garbage Tipper Troop Carrier Police Van Water Tanker Fuel Bowser

GIVE YOUR BUSINESS THE EDGE OF OUR AWARD WINNING COMMERCIAL VEHICLE RANGE.

- ◆ 2025: Apollo CV Awards - Debutant LCV of the Year
- ◆ 2025: ACEF Global customer engagement Awards - Best use of Celebrity Endorsement
- ◆ 2025: ACEF Global customer engagement Awards - Effective Digital Marketing
- ◆ 2024: SAMMIES 2025
- ◆ 2024: ACEF Global Customer Engagement Summit & Awards
- ◆ 2024: Apollo CV Awards - Debutant CV of the Year
- ◆ 2024: Apollo CV Awards - School Bus of the Year
- ◆ 2023: YELLOW DOT AWARDS - APPLICATION AWARDS: CONSTRUCTION VEHICLES
DESIGN AWARDS - INNOVATIVE USE OF DIGITAL PLATFORM - MAHINDRA iMAXX
- ◆ 2023: CIA AWARDS - BLAZO X TIPPERS "BEST COMMERCIAL VEHICLE OF THE YEAR"



- ◆ 2025: CIA World Construction and Infra Awards - Best company in road construction equipment
- ◆ 2025: CIA World Construction and Infra Awards - Best technology in construction equipment
- ◆ 2024: 10th CIA world construction and infra awards.
- ◆ 2024: Best technology in construction equipment VX-IV (backhoe loader)
- ◆ 2024: Best brand in construction and infrastructure industry- BC & IB 2024 awards
- ◆ 2024: Outstanding company in road construction equipment award- 10th EPC world award
- ◆ 2023: YELLOW DOT AWARDS - DESIGN AWARDS INNOVATION - ROADMASTER G75 SMART
- ◆ 2023: 10TH EPC WORLD AWARDS - OUTSTANDING COMPANY IN ROAD CONSTRUCTION EQUIPMENT
- ◆ 2023: CIA WORLD AWARDS - BEST COMPANY IN HIGHEST MARKET SHARE SUB 100 HP MOTOR GRADER
- ◆ 2023: BC & I AWARDS - BEST BRAND IN CONSTRUCTION & INFRASTRUCTURE INDUSTRY IN CONSTRUCTION MACHINERY

