BLAZO i-TRK by Mahindra: Setting New Standards for Profitable & Intelligent Trucking in India

- *'Profit Ka Rocket' – India's First Heavy Commercial Vehicle which maximises earnings, improves productivity, reduces operating costs and enables greater control, altogether, intelligently*
- *Sets new benchmark for profitable & intelligent trucking with industry-first 48-hour Uptime Guarantee* and potential to deliver up to ₹15 lakh* additional profit per truck over five years*
- *India's most intelligent truck with patented AI-enabled iFuelSmart Auto Drive mode that provides maximum fuel economy consistently.*
- *Entire range powered by Mahindra's next-gen 320hp mPOWER engine optimized for best-in-class fuel economy and performance*
- *Available with the most intelligent - iMAXX 2.0 advanced fleet telematics solution that has features like remote ignition inhibit and AC usage control for fleet owners*

Mumbai, August 14, 2026: Mahindra Truck and Bus, part of the Mahindra Group, today announced the launch of the all-new **BLAZO i-TRK**, a new generation Heavy Commercial Truck engineered around one singular promise to transporters and fleet owners - **Profit Ka Rocket**.

Purpose-built as a complete business solution rather than just a truck, the **BLAZO i-TRK** combines best-in-class fuel efficiency, high-performance powertrain, intelligent connected technologies and an industry-leading uptime guarantee. It enables customers to maximise earnings, improve productivity, reduce operating costs and exercise greater control over their fleet.

The BLAZO i-TRK has been engineered around **three powerful customer assurances**:

Earn More

Delivering **up to 10% better fuel efficiency**, the **BLAZO i-TRK** integrates advanced technologies including **AI-powered iFUELSMART auto drive mode**, **TurboMAXX turbocharger**, **OptiFuel air compressor** and multiple other **hardware solutions and software innovations** to extract maximum value from every drop of fuel. These cumulative savings can translate into **up to ₹15 lakh* of additional profit per truck over five years**, helping customers grow their business faster.

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Run More

Powered by Mahindra's trustworthy and best-in-class **320 HP mPOWER engine** across the entire **BLAZO i-TRK** range, the truck delivers strong performance, higher reliability and greater productivity. Enhanced driver comfort – through the **COMFiMAXX** suspended seat, **EzyCruise** cruise control, **Bluetooth enabled music system with mic** for handsfree and safe communication, spacious, premium and ergonomic AC cabin – keeps drivers productive on long-haul operations, enabling fleets to complete more trips with greater efficiency.

Every **BLAZO i-TRK** is backed by Mahindra's comprehensive service assurance programme designed to maximise vehicle availability and minimise operating costs. At its core is the **industry-first 48-hour Uptime Guarantee***, under which customers receive **₹10,000 per day*** if the vehicle is not put back on road within the committed timeline of 48 Hours*. This is supported by an expanding nationwide network of service centres and **Mahindra Quick Service Points (mQSPs)** located **within 75 km on National Highways and 50 km on State Highways**.

Further strengthening the proposition are **Mahindra's Parts Supply Guarantee***, which ensures **250 critical parts*** availability across dealer network. If an eligible guaranteed part is not made available within the committed 24-hour period, the customer shall be entitled to receive the respective part **free of cost***. It also offers a class-leading warranty on 100+ parts.

Control More

The **BLAZO i-TRK** comes equipped with iMAXX 2.0, Mahindra's next-generation connected vehicle platform. It delivers real-time vehicle intelligence, predictive diagnostics, driver behaviour monitoring, service management and actionable business insights through an intuitive desktop and mobile interface. By enabling smarter decisions and proactive fleet management, iMAXX 2.0 helps customers improve operational efficiency while maximising profitability.

To provide more control in hands of our customers, with BLAZO i-TRK, customised and long term (6Y/6L / 8Y/8L) **mCARE Annual Maintenance Contracts** and **Extended Warranty plans** (6k-10k Hr for tippers) are now available– ensuring lower maintenance costs and greater peace of mind throughout the ownership journey.

The new **Now24x7** mobile app puts complete control in the hands of fleet owners and transporters, delivering an **end-to-end digital customer experience** right on their phone. The app enables customers to raise, track and close breakdown assistance requests, view breakdown van location in real time, process digital approvals for repair orders faster, order spare parts directly, access complete service history in one place, and set appointments with reminders so no service interval is ever missed. By staying continuously connected with Mahindra through every interaction, **Now24x7** app helps

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customers manage their fleets more efficiently, reduce downtime and **remain always in control.**

Together, these three assurances make the **BLAZO i-TRK** much more than a Heavy Commercial Vehicle. They create a complete profitability ecosystem engineered to help customers Earn More, Run More and Control More, delivering measurable business value throughout the ownership lifecycle.

The BLAZO i-TRK has been designed to **combine bold road presence** with functional engineering. Every design element has been developed to improve vehicle performance, durability and driver convenience while reinforcing Mahindra's modern Heavy Commercial Vehicle identity.

The Mahindra BLAZO i-TRK range comes in 3 colours and will be available across variants and applications.

INTELLICORE Design

The BLAZO i-TRK's design is the first expression of Mahindra's INTELLICORE design philosophy for its Heavy Commercial Vehicle range. At its core, INTELLICORE integrates professional intelligence and purpose into every aspect of the truck, ensuring that form and function come together to deliver a superior ownership and driving experience.

Every exterior and interior element has been thoughtfully designed to communicate capability while enhancing usability. The wide, commanding grille reflects power and performance, complemented by full-size, high-performance headlamps that reinforce the truck's bold road presence. Inside, the cabin has been conceived as a driver's office, centred around the driver with an intuitive and ergonomic layout that makes every task effortless and efficient. Completing the design language is the distinctive Skyline Blue body colour, reflecting the calm, confident and professional character of the BLAZO i-TRK.

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Commenting on the launch, Mr. Vinod Sahay, President – Trucks & Buses, Executive Chairman – SML Mahindra and Member of the Group Executive Board, Mahindra Group, said, *"India's freight and logistics sector is entering a new phase of growth, where technology, reliability, and operational efficiency will define competitive advantage, and older concepts such as resale will not be relevant. Our ambition is not only to build better trucks but also to shape the future of commercial mobility through innovation and strong customer partnerships. The BLAZO i-TRK embodies this philosophy through intelligent trucking and is truly the 'Profit Ka Rocket', with the potential to increase profit up to ₹15 lakh* per truck over five years compared to other trucks in the industry. At the same time, it comes with an industry-first and unmatched uptime guarantee."*

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ANNEXURE

➢ **320 HP mPOWER Engine**

At the heart of the BLAZO i-TRK is Mahindra's advanced **7.2-litre mPOWER engine**, now delivering **320 HP across the entire BLAZO range**, making Mahindra the only OEM in the segment to offer this level of power node across all Heavy Commercial Vehicle range.

Generating **1100 Nm of torque across a broad operating range of 1100 to 1700 rpm**, the engine delivers exceptional pulling power, superior gradeability and effortless cruising under varying road and load conditions.

The wide torque band minimises gear changes while enabling smoother vehicle operation, resulting in improved fuel efficiency, enhanced driver comfort and lower operating costs.

The engine is fitted with innovative technologies that enhance fuel efficiency:

- **TurboMAXX**
  The mPOWER 320 hp engine features **TurboMAXX** turbocharger that has been designed with higher boost pressure to improve airflow into the engine.

  The increased airflow enables more efficient combustion, resulting in enhanced low-end torque, smoother drivability and improved fuel economy. With stronger pulling power available at lower engine speeds, the truck requires fewer gear shifts, allowing it to maintain momentum while consuming less fuel.

  TurboMAXX contributes to **additional fuel efficiency**, making it one of the key technologies driving the BLAZO i-TRK's class-leading mileage.

- **OptiFuel**
  The intelligent **OptiFuel** Optimised Power Reduction Air Compressor ensures engine power is utilised only when required.

  The smart compressor automatically disengages once the desired air pressure is achieved, preventing unnecessary power draw from the engine. By reducing parasitic losses, OptiFuel allows more engine power to be utilised for vehicle movement instead of auxiliary functions.

  The result further improves **fuel efficiency**, contributing directly to lower operating costs and higher profitability.

➢ **AI-powered iFuelSmart**

Leading the fuel efficiency package is **iFuelSmart**, India's first AI-enabled automatic drive mode in the Heavy Commercial Vehicle segment.

Unlike conventional trucks where drivers manually select operating modes, iFuelSmart continuously analyses road gradients, payload conditions and driving requirements before automatically selecting the optimum driving mode in real time. By intelligently

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adapting engine performance to changing operating conditions, the system ensures the truck is always running in its most fuel-efficient configuration.

The AI-powered technology eliminates dependence on driver judgement for mode selection, ensuring consistent performance across every journey.

- **iMAXX 2.0**

Designed for modern fleet management, iMAXX 2.0 gives fleet owners complete visibility into vehicle health, driver performance, maintenance requirements and operational efficiency, helping them reduce downtime, improve productivity and maximise returns from every vehicle. It offers following innovative features that are industry-first and provides full control to the customers:

- **Remote AC Management**

Fleet owners can remotely enable or disable the air conditioning system based on operational requirements. By optimizing the use of AC, the feature contributes to improved fuel efficiency while maintaining driver comfort when required.

- **Remote Vehicle Crank Inhibit**

This feature allows owners to remotely prevent unauthorised engine start, enhancing vehicle security in situations such as theft or misuse and ensuring greater control over fleet assets.

- **Air Filter Clogging Alerts**

The system continuously monitors air filter health and provides timely alerts whenever clogging is detected. Early intervention helps maintain optimum engine performance while preventing avoidable breakdowns and loss of fuel efficiency.

- **DPF Performance Alerts**

Real-time Diesel Particulate Filter (DPF) monitoring enables timely regeneration, ensuring uninterrupted vehicle performance while reducing the risk of costly repairs and unplanned downtime.

- **Distance-to-Empty (DTE) Monitoring**

The integrated DTE feature provides accurate information on the remaining driving range for both diesel and AdBlue, enabling drivers and fleet operators to plan refuelling stops more efficiently and minimise operational disruptions.

- **FleetSense Reports**

Comprehensive FleetSense reports provide valuable insights into fleet utilisation, vehicle performance and operational trends, empowering fleet owners to optimise routes, improve efficiency and enhance profitability.

- **ScoreMAXX Driver Performance Analytics**

ScoreMAXX generates detailed driver scorecards by analysing driving behaviour and vehicle operation. The feature enables fleet owners to identify improvement opportunities, encourage better driving practices and improve fuel efficiency across the fleet.

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- **Driver Monitoring System (Optional)**

  Available as an optional dealer-fitment, the 2 way camera based Driver Monitoring System enhances safety by monitoring the road ahead for safety incidents and at the same time offering features like camera based driver recognition, seat belt usage and signs of driver fatigue or drowsiness, enabling timely corrective action and promoting safer fleet operations.

➢ **COMFiMAXX Suspended Seat**

The ergonomically designed three-way adjustable suspended seat significantly reduces vibrations and road shocks and adapts as per the weight of the driver. The result is lower fatigue, improved posture and greater comfort during extended driving hours, enabling drivers to remain productive over longer distances.

➢ **EzyCruise Cruise Control**

The EzyCruise system maintains a constant cruising speed without requiring continuous accelerator input, making highway driving more comfortable while ensuring controlled fuel delivery for improved efficiency. It reduces driver fatigue and allows smoother long-distance operations. Unlike competition vehicles, EzyCruise is easier to operate through dashboard mounted ergonomic buttons leading to frequent usage and comfort.

➢ **Heavy Duty 430 mm Clutch**

A larger clutch with an integrated wear indicator provides smoother torque transfer, improved heat dissipation and longer clutch life. The design lowers maintenance requirements while reducing gear-shifting effort, contributing to higher uptime and lower lifecycle costs. This is available on all 9-speed transmission models.

➢ **Factory-fitted AC Cabin and Entertainment System**

The BLAZO i-TRK features most spacious and comfortable AC cabin along with a factory-fitted music system offering Bluetooth connectivity, FM/AM radio, USB charging, AUX support and a dedicated MIC for handsfree calls, creating a more pleasant and safe driving environment during long-haul journeys.

➢ **NOW 24x7 Mobile App**

The BLAZO i-TRK ecosystem extends beyond the vehicle through Mahindra's enhanced NOW 24x7 mobile application, enabling customers to stay connected with Mahindra for their fleet at all times.

The application allows customers to:

- Raise and track service requests
- Book service appointments
- Access complete vehicle service history
- Request roadside assistance
- Order spare parts
- Monitor live breakdown van location
- View digital approvals and service updates

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By bringing service, maintenance and fleet monitoring onto a single digital platform, the application simplifies fleet management while improving responsiveness and operational efficiency.

- **Aerokit-ready Design**

The BLAZO i-TRK features factory-engineered provisions for easy Aero Kit installation in field, for better aero dynamics, help further improve fuel efficiency.

This not only simplifies installation but also prevents cabin leakages, rusting and structural damage that can occur with conventional aftermarket modifications, ensuring long-term durability while supporting improved aerodynamic efficiency.

With its comprehensive proposition centred on Earn More, Run More, and Control More, the BLAZO i-TRK delivers a compelling value proposition for transporters seeking higher profitability, greater reliability and smarter fleet management. Backed by Mahindra's customer-centric service ecosystem and industry-leading uptime assurance programmes, the BLAZO i-TRK is engineered to redefine business performance for India's heavy commercial vehicle industry.

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About Mahindra Truck and Bus Division

Mahindra Truck and Bus is a division of Mahindra & Mahindra Limited, offering a comprehensive portfolio of light, intermediate, and heavy commercial trucks and buses for cargo and passenger transportation. The business is focused on delivering fuel-efficient, technologically advanced, and reliable transportation solutions.

As of 29 July 2026, The Board of Directors of SML Mahindra Limited ("SML") has approved the acquisition of Mahindra Truck and Bus Division ("MTBD") from Mahindra & Mahindra Limited ("M&M") on a slump sale basis. The transaction is expected to be completed during FY2027 subject to all regulatory and shareholder approvals.

For further information, please visit www.mahindra.com / www.mahindratruckandbus.com.

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.

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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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