

Press Release

For Immediate dissemination

It's a sparkling Diwali for Mahindra Truck and Bus, as it continues its growth momentum and opens two new dealerships in Gujarat

Inaugurates its 79th and 80th dealerships in Ahmedabad and Surat, respectively

- ◆ **M/s. Shivmani Motors, becomes** the 79th Dealer of Mahindra Truck and Bus Division (MTBD) in Ahmedabad, Gujarat. With 12 service bays, this large 3S outlet is spread over 1.25 acres.
- ◆ **M/s. Maheshwari Logistics, becomes** the 80th Dealer of Mahindra Truck and Bus Division (MTBD) in Surat, Gujarat. With 22 vehicle service bays, this large 3S facility is spread over 1.5 acres.
- ◆ New Dealership fully geared to offer sales, spares, and service to entire complete range of products – HCVs, ICVs, LCVs and Buses in which cargo vehicles range consists of 3.5 ton to 55-ton GVW
- ◆ Modern cutting-edge workshops in Ahmedabad (spread over 1.25 acre) and Surat, (spread over 1.5 acre) the state of Gujarat now boasts a total of 26 Mahindra workshops including recently opened Mahindra Customer care centres in Vapi, Dahej & Morbi. Two more similar dealerships to follow in next 2 months. These can service more than 170 vehicles per day while also provides driver lodging, 24-hour breakdown assistance and AdBlue availability.
- ◆ MTBD's service network has grown to **80** of **3S** dealerships, **175** Authorized Service Centres, **57** Mahindra Customer Care Centre, **2900** Roadside Assistance service points, in addition to a spares network of over **1600** retail outlets, with **22** exclusives strategically located MParts Plazas to further improve reach on important trucking routes across India

Gujarat, November 8, 2023: After a strong year-on-year growth of over 50% in business volume in F'23, Mahindra's Truck and Bus Division (MTBD) today inaugurated two state-of-the-art dealerships, M/s. Shivmani Motors in Ahmedabad and M/s. Maheshwari Logistics in Surat, Gujarat.

Speaking on the occasion, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.** said, *"MTBD has a strong presence in the Indian CV market, having already secured the No. 3 position in numerous sectors and markets. We are confident that the addition of new dealerships to our network, as well as the new BLAZO X BS6 HCV and FURIO BS6 ICV ranges with Service Guarantees and Best-in-Class Mileage, will elevate our partners, customers, and the entire ecosystem to a whole new level, further strengthening our market position. We are excited about the opportunities ahead and look forward to providing innovative and efficient transportation solutions to our esteemed customers"*.

Speaking about the markets, **Mr. Gupta** further added, *"Ahmedabad and Surat are the state's emerging economic hubs, making them ideal locations for a 3S facility with significant market potential for both heavy and light commercial vehicles. We will go to great lengths to cater to this market through a very strong dealer partner like M/s. Shivmani Motors and and M/s. Maheshwari Logistics in order to set high customer service standards and expand the MTBD business"*.

Speaking at the dealership inauguration, **Mr. Gopal Sharma, Managing Director, M/s. Shivmani Motors, Ahmedabad**, said, *“Our new dealership provides us with an opportunity to deliver the same high standards of customer service that we are known for, while leveraging our extensive industry knowledge. We are thrilled to partner with Mahindra Truck and Bus and together, we will work to help our customers outperform and achieve their business goals.”*

Speaking at the dealership inauguration, **Mr. Vishal Maheshwari, Managing Director, M/s. Maheshwari Logistics, Surat**, said, *“We feel honoured to be a part of the new chapter in the trucking industry as we unveil the new dealership together with Mahindra Truck and Bus for the customers of the territory. The dealership provides us with an opportunity to recreate the same high standards by leveraging our extensive industry knowledge. We will work together to help our customers outperform”.*

Mahindra BLAZO X, FURIO, OPTIMO and JAYO are the only CV truck range in India that gives double service guarantees including best in class fuel efficiency. MTBD has also guaranteed uptime on its Breakdown service by getting the truck back on road in 48 hours, else the Company will pay the customer Rs. 1000/- per day. Additionally, guaranteed turnaround of vehicle in 36 hours at the dealer workshop or company will pay 3000/- per day. Continuous product innovation and customer centricity is at the core of MTBD which has made these guarantees possible.

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. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

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).

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes 80 of 3S dealerships, 174 Authorized Service Centres, 1600 Spares retailers and @ 2900 roadside assistance points. The company also has India's first multi-lingual helpline, NOW 24x7, which is manned by technical experts to provide instant support to customers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

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.

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