

Press Release

For Immediate dissemination

## Mahindra Truck and Bus Inaugurates its 76<sup>th</sup> Dealership in Jodhpur, Rajasthan

- ◆ **M/s. Royal Sona Vijay Motors** becomes the 76<sup>th</sup> dealer of Mahindra Truck and Bus Division (MTBD) in Jodhpur, Rajasthan.
- ◆ **M/s. Royal Sona Vijay Motors opens 2 large workshops in Rajasthan today** – Jodhpur and Barr with total 18 vehicle service bays. This facility is spread over 5 acres, reflects Mahindra's serious commitment to CV Business. With this, Rajasthan has a total of 34 workshops.
- ◆ MTBD's service network has grown to **76 of 3S** dealerships, **174** Authorized Service Centers, **45** 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.
- ◆ 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 to 55-ton GVW.
- ◆ **BLAZO X** HCV Range featuring **mPOWER FUELSMART** engine with multi-mode switches and advanced BS6 ATS technology featuring Double Service Guarantees along with Highest Mileage assured on full range of trucks will also be available from the new dealership.

**Jodhpur, June 21, 2023:** After year-on-year growth of over 50% in business volumes in F'23, Mahindra's Truck and Bus Division (MTBD) today inaugurated **M/s. Royal Sona Vijay Motors**, its new, state-of-the-art dealership in **Jodhpur**, Rajasthan.

Speaking on the occasion, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "MTBD is well on its way to becoming a formidable force in Indian CV market. We are already No. 3 player in certain segments and certain markets in CV industry, now our target is to further strengthen our position across geographies and segments. We are confident that addition of new dealership to our network coupled with the new BLAZO X HCV range and FURIO BS6 ICV range with Service Guarantees and Best-in-class Mileage, will further enhance our position in the market."

Speaking about the Jodhpur market, **Mr. Gupta** further added, "Jodhpur being the emerging economic hub of the state offers huge market potential for both heavy and light commercial vehicles. We will go all out to cater to this market through a very strong dealer partner like M/s. Royal Sona Vijay Motors to create new standards in customer service."

Speaking at the dealership inauguration, **Mr. Ram Singh Choudhary, Managing Director, M/s. Royal Sona Vijay Motors** said, "We are very excited and 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 replicate the same high standards by leveraging our deep understanding of the market. Together we will help our customers outperform. Today, we are also inaugurating the state-of-the-art workshop in Jodhpur & Barr and further at Balotra, which can easily take care of more than 20 vehicles per day.

We also have driver facility for food and lodging, RTO authorized fitness center, 24X7 break down support and Ad Blue availability.”

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 76 of 3S dealerships, 174 Authorized Service Centers, 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](http://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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

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