

Press Release

For Immediate dissemination

## Mahindra commences delivery of 100 BLAZO X X 55 4x2 vehicles to Enhance Logistics Operations in India

*BLAZO X 55T 4X2 Trucks are designed to provide Unmatched Performance and Reliability*

**Pune, February 26, 2024:** Mahindra's Truck and Bus Division (MTBD) a part of the Mahindra Group, today handed over the keys of Mahindra BLAZO X 55T 4X2 to Mr. Inderpreet Anand, MD, World Wide Movers Pvt Ltd. The delivery marks a significant milestone in Mahindra's ongoing efforts to enhance logistics operations across the country.

The BLAZO X 55T 4X2 is equipped with a powerful 7.2 litre, high torque, low r/min mPOWER Fuelsmart engine with multimode switches, providing superior performance and fuel efficiency. The truck also features a Driver Information System that enables real-time monitoring of vehicle performance and driver behaviour, ensuring safe and efficient operations.

In addition, the BLAZO X 55T 4X2 boasts next-gen features and an improved cabin for better productivity, including ergonomically designed seats, ample storage space, and enhanced visibility. The truck's better payload capacity enables customers to transport more goods in a single trip, reducing transportation costs and improving profitability.

To further enhance the efficiency of logistics operations, Mahindra has also introduced its iMAXX telematics technology, which enables real-time monitoring and optimization of fleet operations. The technology provides customers with valuable insights into their fleet's performance, enabling them to make informed decisions and maximize their profits.

Speaking on the occasion, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "We are excited to collaborate and honoured to deliver 100 BLAZO X 55T 4X2 vehicles to World Wide Movers Pvt Ltd. The addition of the BLAZO X 55T 4X2 trucks to its fleet will enable the company to further optimize its operations, improve efficiency, and reduce costs. The delivery of these cutting-edge market-ready vehicles represents a critical milestone in our quest toward efficient transportation. We are devoted to providing exceptional products and services that suit the evolving needs of our clients while also contributing to the growth of the Indian economy."

MTBD's service network has expanded to 400 plus touch points, including 80 3S dealerships and over 2900 Roadside assistance service points and Spares network of over 1600 retail outlets on key trucking routes across India.

### 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.

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).

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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