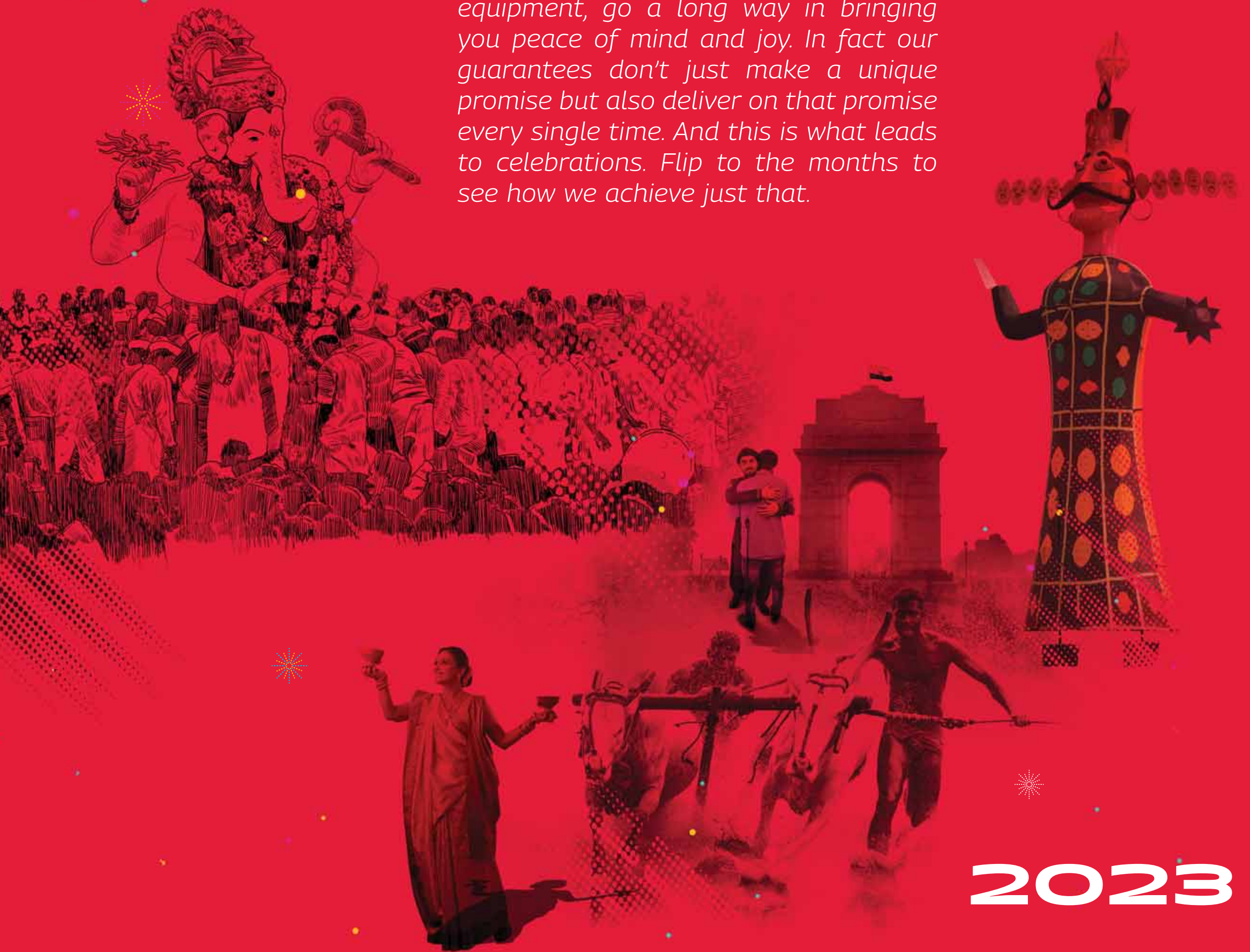


CAN HAPPINESS BE GUARANTEED?

In times of constant change and uncertainty, a guarantee for anything is difficult to come by, most of all, for happiness. However, the kind of guarantees that we offer, on our range of trucks, buses and construction equipment, go a long way in bringing you peace of mind and joy. In fact our guarantees don't just make a unique promise but also deliver on that promise every single time. And this is what leads to celebrations. Flip to the months to see how we achieve just that.



2023

India's most fuel-efficient range delivering higher prosperity

mahindra
TRUCK AND BUS



To know more, give us a missed call on:
1800 315 7799

Visit: www.mahindratruckandbus.com

mahindra
Construction Equipment



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7303 701 222

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There's always a reason
to celebrate with
a mileage guarantee.



January
2023

SUN	MON	TUE	WED	THU	FRI	SAT
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				

Republic Day

February
2023

SUN	MON	TUE	WED	THU	FRI	SAT
			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				

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Smile, sing and dance because safety, comfort and profit are assured.



March
2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8 <small>Holi</small>	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 <small>Ram Navami</small>	31	

April
2023

SUN	MON	TUE	WED	THU	FRI	SAT
30						1
2	3	4 <small>Mahavir Jayanti</small>	5	6	7 <small>Good Friday</small>	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 <small>Eid-ul-Fitr</small>
23	24	25	26	27	28	29

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- Festivities follow when you get performance and uptime guarantees.



May
2023

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5 <small>Buddha Purnima</small>	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			

June
2023

SUN	MON	TUE	WED	THU	FRI	SAT
				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 <small>Id-ul-Zuha (Bakrid)</small>	30	

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Happiness is ensured with a service guarantee.



July
2023

SUN	MON	TUE	WED	THU	FRI	SAT
30	31					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 <small>Muharram</small>

August
2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15 <small>Independence Day</small>	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Prosperity is assured when you have both performance and reliability.



September
2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
				Janmashami (Vaishnava)		
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
				Milad-un-Nabi/ Id-e-Milad		

October
2023

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
	Gandhi Jayanti					
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
		Dussehra				
29	30	31				

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Smiles are ensured when iMAXX gives you control and peace of mind every single time.



November
2023

December
2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
<i>Diwali (Deepavali)</i>						
19	20	21	22	23	24	25
26	27	28	29	30		
<i>Guru Nanak Jayanti</i>						

SUN	MON	TUE	WED	THU	FRI	SAT
31					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
<i>Christmas</i>						

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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 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 it 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 (Environmental, Social and Governance) globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders and enable them to Rise.

ENGINEERED BY MAHINDRA FOR SUCCESS



Mahindra Truck and Bus and Mahindra Construction Equipment vehicles are manufactured in the Greenfield Plant in Chakan, one of the most advanced manufacturing plants in India. Massive in scale, the Chakan Plant is also renowned for its micro-attention to detail. Each vehicle is put together with robotic precision and utmost care to ensure the highest standard of reliability. A young, enthusiastic and well-trained group of technicians ensures the quality of every vehicle that rolls out from this plant. The plant's cutting-edge technology and sustainable practices make it a facility that's ready to roll out generations of outperforming vehicles.

Mahindra special application vehicles

The wide, Value-Added Products range of Mahindra is flexible for various applications and business requirements. Fully built vehicles are carefully created based on customer insights and needs, and are the most durable, reliable commercial solutions out there and help customers grow profitably.



INITIATIVES TO TRANSFORM THE INDIAN COMMERCIAL VEHICLE SEGMENT.



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 the 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 400 young transport entrepreneurs completing the course.



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

At Mahindra, we've created an ecosystem through a vast network of dealerships, authorised service centres, trained mechanics, spares outlets and a lot more; to ensure help is just around the corner when it's needed. Resulting in higher peace of mind for our customers and helping their businesses thrive.

1600+ Spare Retail Outlets



- UP TO 12 MONTHS WARRANTY*
- 1/2/3 STAR RATINGS*
- UP TO 3 FREE SERVICES*
- ROADSIDE ASSISTANCE*
- REFINANCE OPTIONS*



343 Service Touch Points

3S - 100	ASW - 17
2S - 93	MSW - 18
ASC - 216	

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

- ◆ 2017: CV AND HCV OF THE YEAR - BLAZO 37
- ◆ 2018: MHCV TIPPER OF THE YEAR - BLAZO 25
- ◆ 2019: HCV RIGID CARGO CARRIER - BLAZO X 37 PUSHER AXLE
- ◆ 2020: HCV TIPPER OF THE YEAR - BLAZO X 28 & HCV PRIME MOVER OF THE YEAR - BLAZO X 55
CV OF THE YEAR - MAHINDRA FURIO ICV
CARGO CARRIER OF THE YEAR - MAHINDRA FURIO 14
SPECIAL APPLICATION CV OF THE YEAR - MAHINDRA FURIO 12 REEFER
- ◆ 2021: DIGIES DIGITAL FOR BEST USE OF FACEBOOK FOR LEAD GENERATION - BLAZO X
IDMA FOR CUSTOMER ENGAGEMENT DURING DIWALI
IAMA FOR BEST TECH FOR ADVERTISING - FURIO (VIRTUAL REALITY FILMS)
SOCIAL SAMOSA - BEST USE OF SOCIAL MEDIA TO GENERATE LEADS OR DRIVE REVENUES
AFAQS - BEST DIGITAL BRAND VIDEO - BLAZO X
- ◆ 2022: LCV CARGO CARRIER OF THE YEAR: MAHINDRA FURIO 7 - APOLLO CV AWARDS



- Emerging Construction Equipment Company at CIA World Awards 2016
- Best Municipal Solution at Municipalika and Capex 2017
- Best Design, Eco Friendly Construction Equipment at Yellow Dot Award 2017
- Innovative Product in Road Construction at the coveted EPC World Awards 2017
- Innovative Product of the Year-2017 at the prestigious Construction Time Awards
- EARTHMASTER BSIV - Most Cost Effective Product of the Year 2021
- ROADMASTER BSIV - Most Optimised Product of the Year 2021

