



Our products offer full value for money

Very few OEMs offer the kind of Guarantees and Aftermarket like this company offers. Mahindra has put its Money where its Mouth is, by offering unrivaled Warranty and has networked the entire Delhi-Mumbai corridor ensuring prompt services within hours. In an exclusive interview to **CONSTRUCTION OPPORTUNITIES**, **VINOD SAHAY, CEO, TRUCK & BUS DIV. & CONSTRUCTION EQUIPMENT DIV., MAHINDRA & MAHINDRA LTD**, discusses their market strategy.

Tell us about the Construction range of vehicles you will be displaying at EXCON '17. Are you planning to launch any new products?

Our vehicle display at EXCON will include BLAZO 25 Tipper, BLAZO 31 Tipper, BLAZO 31 Transit Mixer, along with DI3200 Jayo Fuel Dispenser.



These vehicles on display are currently in market. We have put in efforts to showcase special applications which shall aid in making construction activity more effective while keeping control of operational expenses.

BLAZO 31T Transit Mixer is mounted with 9 Cum Transit Mixer, which shall be able to carry more load per trip, thus saving both on fuel and numbers of trips.

DI3200 Jayo Fuel dispenser is an ideal for construction site which are not in vicinity of diesel filling stations. For such locations, currently customers store diesel which is likely to contaminate diesel and also increase pilferage. Apart from this it is also hazardous. This unit shall be helpful for daily commute to diesel filling station for meeting daily requirements.

Smart technology and innovative features in your products.

Our range has been designed keeping in mind the demanding operating conditions of tipper sites. Ergonomically designed cabin, stronger aggregates coupled with guaranteed performance, makes our

product stand out from competition. BLAZO series of vehicles offer Fuel Smart technology which would be very beneficial to customers. Fuel Smart technology offers on demand power to customers. Customer can vary the power/torque of the vehicle based on the combination of operating load and road conditions. This offers customer higher fuel efficiency or quicker turnaround time based on the operating condition requirements.

The fact that we have offered GUARANTEES when it comes to superior mileage, and also for service and spares support, points not only to our product's technical superiority, but also to the fact that we will be able to deliver higher uptime leading to better earnings.

How do you plan to capitalise on the robust opportunities that will be generated at EXCON 2017? As an Exhibitor what are your expectations?

BLAZO Tippers have been accepted very well by our customers for fuel efficiency, reliability, apart from our wide range of service/after sales offerings.



Through this forum, we are reiterating to our customers our continued focus on offering Best-in-Class products with unique benefits suited for construction segment.

Tell us about your manufacturing base in India, and the level of automation in your plants.

Mahindra Trucks & Bus has a manufacturing base located at Chakan located in vicinity of Pune. This is state of Art manufacturing facility planned with an intention of offering comprehensive trucking solutions.

The Greenfield Plant in Chakan, one of the most advanced manufacturing plants in India, is where Mahindra trucks are created. Massive in scale, the Chakan Plant, is also renowned for its 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 very well-trained group of technicians, ensures the quality of the vehicles that roll out from this plant. While its cutting-edge technology and sustainable practices make it a plant that's ready to give the world generations of outperforming vehicles.



Your strategy in a price sensitive market.

Mining and construction are intense time-consuming processes. Ensuring maximum vehicle uptime is the key to profitability. Identification of right product to suit the operations ensures right beginning. Post start of operations maintaining the vehicle is of paramount importance. At this point, aftermarket services are the key differentiator.

We offer comprehensive AMC and other customised aftermarket services to suit the operating requirement of customers. We offer onsite support to customers and ensure 99 per cent plus availability of tippers at site. Aftermarket services being a major differentiator, we have recently launched 'Delhi-Mumbai Service Corridor' to make service available at every 60 km across industrial corridor. Guaranteed service support reach within two hours anywhere on the corridor. We are in process of setting up more exclusive Parts Retail Outlets – MPARTS Plazas, to ensure fair priced original genuine parts availability pan India. At these parts plazas 150 maintenance parts are guaranteed for availability all the time or else given free.

For its tipper customers, Mahindra provides comprehensive and round the clock Service Support, which includes onsite support of mechanics and spares stocking to fleet of 10+ vehicles. Additionally, Mobile Workshop support along with critical, fast moving spare parts is also made available. Mahindra provides standard warranty 4000 hours or 24 months and extended warranty of 6000 hours or 48 months.

Total Network Strength of MTB climbs to 90 3S dealerships, 120 Authorized Service Centres and over 2900 roadside assistance

points, and spares network of 2069 retail outlets.

After a recession last few years in the sector, do you think the construction sector is on the verge of a turnaround now? How are you geared up for it?

India has been building roads and construction projects at faster rate over the last two years.

Government. has been spending to boost infrastructure under various national project like Bharatmala, Setu Bharatam, and other NHAI projects.

With the Central Government's focus on infrastructure development, there is a huge demand for improved infrastructure at airports, roads, sanitation facilities, urban-rural housing, and other projects across counties.

With the new investment friendly policies, there will be an increase in PPP and investment within the sector. This also indicates demand for construction equipment industry in India will continue to aid growth. We have lined up a wide range of products which are designed/ developed keeping in mind the needs of construction segment. Apart from regulatory requirements, we are also offering wide range of features which shall help our customer in completing projects faster at a lower cost.

Your market outlook from the industry viewpoint.

Tipper industry is slowly recovering to level of last year volumes. With focus on construction and mining industry slowly recovering, we are sure the industry is likely to exceed last year volumes. ♦