

## Mahindra displays BLAZO X Tipper Range at EXCON, 2019

*Promises 96% uptime guarantee, in addition to guaranteed higher fuel efficiency on its BLAZO X 28 Tipper*

**Bengaluru, December 11, 2019:** Mahindra Truck and Bus, a part of the USD 20.7 billion Mahindra Group, displayed its range of outperforming tippers, at the 10<sup>th</sup> edition of the EXCON Exhibition – the International Construction Equipment and Technology Trade Fair being held in Bengaluru. These tippers are best suited for construction related applications.

Speaking on the occasion, **Vinod Sahay, CEO, Mahindra Truck and Bus and Construction Equipment Division, Mahindra & Mahindra Ltd.** said “At Mahindra Truck and Bus (MTB), customer centricity and continuous product innovation have been at the core of our business. Construction is an intense, time-consuming process. Ensuring that our vehicles operate continually for nearly 18 to 20 hours per day is the key to the profitability of our customers.”

**Mr. Sahay** further added, “Given this insight, the Mahindra BLAZO X tippers are designed for higher levels of utilization. Not only that, the BLAZO X 28T tipper comes with guaranteed higher mileage, highest pulling power, rugged aggregates, lowest maintenance and best-in-class cabin. With competitive product superiority, mileage guarantee and a 96% uptime guarantee, the BLAZO X 28 tipper is a game-changing offering”.

Apart from the BLAZO X range of HCV Tippers, MTB also displayed its LCV tipper, the Loading OPTIMO. This model with its compact overall architecture is ideal for last-mile applications like sand mining and construction.

### About BLAZO X Range of Tippers

The BLAZO X range of tippers comes with Mahindra’s patented Fuel Smart Technology featuring switches that help choose the power delivery, to suit the operating terrain and load conditions. With this technology, MTB is eliminating the need for maintaining different kinds of vehicles for different needs. BLAZO X tippers offer best-in-class transferable warranty of 6 years or 6,000 hours which is applicable to the Engine, Gearbox, Rear Axle, Cabin, and Chassis Frame.

Along with this comprehensive offering, the BLAZO X tipper comes with a next-gen, cutting-edge, fleet telematics solution - Mahindra iMAXX, offering fleet operators many smart features, which makes their business even more profitable and tension-free by providing real-time information of the enroute vehicles. Some of the features of this system include – Predictive vehicle health monitoring, Fuel theft prevention and Ad Blue consumption monitoring, driver behaviour monitoring, operation reports automation, and Location tracking, among other features.

For its BLAZO X tipper customers, MTB provides comprehensive, round the clock Service Support, which includes onsite support of mechanics and spares to a fleet of 10+ vehicles. Additionally, Mobile Workshop support along with critical, fast-moving Spare Parts is also made available.

## **MTB – All new initiatives**

While most of the new engines bring in complexity, MTBD is committed to offering a **Simplified BSVI experience to its customers**. The BLAZO X will be available to customers with minimal changes, offering a hassle-free switch to the new BSVI norms. The company is all set to launch 18 more variants in BSVI from 5 tonnes to 18 tonnes in the ICV segment of its recently launched FURIO model range.

The company has recently operationalized its 3<sup>rd</sup> service corridor **Chennai – Kolkata** on a 1,700 kms long stretch, catering to 20% of India's truck movement. This is the third such service corridor after the 1,400 kms long Delhi - Mumbai and 3,800 kms long North-South Service Corridor from Kashmir to Kanyakumari.

All these three service corridors namely Delhi – Mumbai, Kashmir- Kanyakumari & Chennai – Kolkata will further strengthen the after-sales network, comprising 27, 41 & 28 touchpoints respectively, with a guaranteed service reach of 2 hours (Delhi – Mumbai) and 4 hours (Kashmir-Kanyakumari & Chennai – Kolkata) or customers get a Rs. 500 compensation for every hour of delay.

The MTB model range is supported by an ever-growing, and wide service and spares network comprising over **100 3S dealerships, 210 authorized service centres**, a wide spares network of retail outlets and **39** strategically located **Parts Plazas**.

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#MahindraTruckAndBus  
@MahindraTrukBus  
@MahindraRise

## **About Mahindra Truck and Bus (MTB)**

Mahindra Truck and Bus, 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. With high performance vehicles, unprecedented disruptive customer value proposition such as “get more mileage or give the truck back” and several other performance linked guarantees MTB has set a new benchmark in the Indian Commercial Vehicle industry. Today, MTB has rapidly expanded its after sales service and spares network and the company also boasts of India's first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

Right from its inception, MTB, has been pushing the envelope to redefine the trucking and commercial vehicle industry in India, as a challenger brand. These efforts have ensured several awards and accolades for the brand.

For further information, please visit [www.mahindra.com](http://www.mahindra.com), [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com) and [www.mahindralcv.com](http://www.mahindralcv.com).

## **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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