



Mahindra Navistar's heavy truck, MN25 to cost Rs.15.40 lakhs in Bengaluru

- ◆ State-of-the-art dealership inaugurated in Bengaluru
- ◆ Plans to launch over 100 dealerships in the next 24 months
- ◆ The existing LCV and new HCV range to be sold and serviced from new dealerships
- ◆ Unique corporate identity programme, modern 'look and feel' to challenge the norms - a first for Indian CV Industry
- ◆ Mobile Service Workshop flagged off as a part of the unique 'anywhere, anytime' on-road assistance programme
- ◆ Sprawling dealership reflects Mahindra Navistar's serious commitment to CV Business

Bengaluru, Aug 27, 2010: After unveiling its entire range of high performance HCV trucks at the Auto Expo 2010, and announcing start of production of their first truck offering MN25 earlier this year, Mahindra Navistar Automotives Ltd. today inaugurated its new, state-of-the-art dealerships in Bengaluru, M/s. Trident Automobiles. The new 25 ton truck, MN25 would cost Rs.15.40 in Bengaluru.

Speaking on the occasion, **Mr. Rakesh Kalra Managing Director, Mahindra Navistar Automotives Ltd.**, said "This is a moment of great pride for us as this is a first for the Indian CV industry - we have created a world class infrastructure to cater to the growing needs of the trucking customers. Highly trained staffs, well-equipped workshop, prompt spare parts availability, mobile service vans have all been readied to ensure that our customers get a trouble free and delightful experience of owning our trucks. The idea is to walk the talk and truly make our customers outperform and prosper in their businesses and life."

According to **Mr. Nalin Mehta**, Chief Operating Officer, Mahindra Navistar Automotives Ltd., "During the unveiling, we had promised that 'OK will no longer be OK' and we will revolutionize Indian trucking by challenging the norms. Our dealership in Bengaluru reflects this resolve of ours – it has outperformed on every count - be it sprawling infrastructure, modern and advanced equipment, well-trained staff, and usage of latest technology, modern processes and world class service and spares backup readiness.

Mr. Mehta further added, "Our Corporate Identity Program for uniform dealership identity and experience will ensure that our dealership will be a benchmark for commercial vehicle industry. The dealership will start selling and servicing the existing range of LCVs and



Busses and will also start providing the 'touch & feel' and demonstration of the new range of HCVs, starting with the MN25 truck that was launched recently. The vehicle has been very competitively priced at Rs.15.40 lakhs."

Also speaking on the occasion, **Mr. Samir Choudhary, Managing Director, Trident Automobiles**, said, "We are very excited and feel honored to be a part of the new chapter in the trucking industry that we are about to unveil together with Mahindra Navistar for the customers of Bengaluru and Karnataka. Trident Automobiles has earned a name for itself through superior customer service in its various businesses and the dealership of Mahindra Navistar provides us a great opportunity of replicating the same high standards by leveraging our deep understanding of Bengaluru and Karnataka market. Together we will help our customers outperform"

Extensive Sales & Service Network

With the inauguration of the Bengaluru dealership, Mahindra Navistar has rolled out the process of creating the exclusive network of dealerships on a massive scale - a unique step for the trucking industry in India. Moreover, Mahindra's already existing network will be deployed for the after-sales support. Over the next two years, Mahindra Navistar plans to commission over 100 dealerships across the country thus rapidly expanding their pan India presence.

The company also flagged off the mobile service workshop, yet another first in Indian trucking industry, with the objective of providing 'anywhere, anytime', on-road assistance to customers. Coupled with the multi-lingual, 24x7 call centre branded as 'NOW', which is manned by trained service experts, Mahindra Navistar is all set to unleash a new paradigm in customer service in Indian trucking.

Besides this, MNAL will also draw on the vast pool of M&M auto and tractor channel partners to use as an extended network for servicing customers needs.

The company aims to create a channel which will be passionate about surpassing customer expectations and willing to go that extra mile. The dealer network aims to set new benchmarks in delivering requisite services and spares to customers in the HCV segment in India.

About Mahindra Navistar Automotives Ltd. (MNAL)

In 2005, Mahindra & Mahindra Ltd. and International Truck and Engine Corporation - the operating company of Navistar - entered into a JV to manufacture light, medium and heavy commercial vehicles for India as well as global markets. The joint venture is in the process of addressing every segment of the commercial vehicle market from 3.5 tonne GVW to 49 tonne GVW with variants of passenger transport, cargo and specialized load applications. Mahindra Navistar aims to expand its product line over the next two years to emerge as a full range commercial vehicle player.

The new HCV product range has been engineered to meet Indian requirements with technological expertise from Navistar with the underlying philosophy of 'Made in India,



Made for India and Made with 175 years of international trucking expertise.' The new range of medium and heavy commercial vehicles is being manufactured at a new green field plant at Chakan, near Pune. The plant, which spans over 700 acres, has been set up with investments of over ` .4000 crore and is producing other M&M products as well. This will help MNAL leverage the benefits of synergies of an integrated manufacturing facility.

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