



Press Release

For Immediate dissemination

Mahindra Navistar the full range commercial vehicle player Inaugurates state- of- the- art dealership in Trichy

- ◆ Offers products between 4.5 and 9 tonne and between 25 and 40 tonne, including Rigid Truck, Multi Axle Truck, Tipper and Tractor Trailer.
- ◆ State-of-the-art dealership inaugurated in Trichy
- ◆ Plans to launch over 50 dealerships in the next 18 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 Workshop Van 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
- ◆ Strong service network with 1001 touch points (and growing)

Trichy, June 7, 2012: After announcing start of sales of the new M&HCV range consisting of MN25, MN31, MN40 & MN25 Tipper, Winning the **Commercial Vehicle of the year award at Apollo CV Commercial Vehicle Award 2011 and HCV Truck of the year award at Apollo CV Commercial Vehicle Award 2012**, as well having launched the Mahindra Navistar Brand pan-India commercially and being the first in the industry to award the heroes of the Indian transportation industry recently, Mahindra Navistar Automotives Ltd. today inaugurated its new, state-of-the-art dealership in Trichy, M/s. SJB Automobiles Pvt. Ltd..

Speaking on the occasion, **Mr. Nalin Mehta, Managing Director, Mahindra Navistar Automotives Ltd.**, said "We are now a full range Commercial Vehicle player. With our new M&HCVs MN25, MN 31, MN35 Tractor Trailer, MN40 Tractor Trailer, MN25 Tipper already plying on roads across India and the existing range of LCVs we have kept the promise that we made during Auto Expo 2010. Our superior product performance coupled with sound value proposition is already helping the customers across India outperform, earn higher profits and get better ROI".

Also speaking at the dealership inauguration, **Mr. Siva J Balakrishnan, Managing Director, M/s. SJB Automobiles Pvt. Ltd.**, 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 Trichy. M/s SJB Automobiles Pvt. Ltd. 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 Trichy market. Together we will help our customers outperform."



Inaugurating the state of the art dealership earlier in the day, **Mr. Vibhu Hajela, General Manager – Channel Development** said, “This is a moment of pride for us as we look at the changing skyline of the India trucking industry. We have already sold more than 4846 trucks across the country within a short span of time, and gained tremendous confidence and appreciation from our customers. We are getting large number of bulk and repeat orders. We have created a world class manufacturing plant at Chakan for trucks with an investment of Rs. 950 Crores and are creating a modern distribution network in the country as the one here in Trichy, to cater to the growing needs of the customers. The state-of-the-art dealership will also feature a well-equipped workshop, prompt spare parts availability, mobile service vans and highly trained staff to enable our customers to get a hassle free and delightful experience of owning our trucks”.

Mr. Hajela also mentioned “Trichy is a very important market for transportation industry - not only for Tamilnadu but for entire Southern India. We at Mahindra Navistar will go all out to cater to this market through a very strong dealer partner to create new standards in customer service.”

The prices of the new M&HCV range in Trichy are as follows:

- MN25 - Rs. 18.37 lakhs
- MN31 - Rs. 22.49 lakhs
- MN35 – Rs. 18.36 lakhs
- MN40 (210 HP) – Rs. 19.45 lakhs
- MN40 (260 HP) – Rs. 21.24 lakhs
- MN25 Tipper - Rs. 25.33 lakhs

Extensive Sales & Service Network with more than 1001 touch points

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. To add to this, nearly 703 Roadside Assistance centres are also in place to provide service.

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. At this stage, 220 such Authorized Service Points are already in place. **Within a short span of time Mahindra Navistar has created 1001 service touch points across the country** and the number is continuously growing.

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 GCW with variants of passenger transport, cargo and specialized load applications.

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. The plant, which spans over 700 acres, has been set up with investments of over Rs. 4000 crores and is producing other M&M products as well. This is helping MNAL leverage the benefits of synergies of an integrated manufacturing facility.

About Navistar

Navistar International Corporation (NYSE: NAV) is a holding company whose subsidiaries and affiliates produce International® brand commercial and military trucks, MaxxForce® brand diesel engines, IC Bus™ brand school and commercial buses, Monaco® RV brands of recreational vehicles, and Workhorse® brand chassis for motor homes and step vans. It also is a private-label designer and manufacturer of diesel engines for the pickup truck, van and SUV markets. The company also provides truck and diesel engine service parts. Another affiliate offers financing services. Additional information is available at www.Navistar.com/newsroom.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A **USD 15.4 billion** multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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