

Press Release

Mahindra Trucks & Buses Ltd. (MTBL) to Showcase Superior Technology and New Products at Auto Expo 2014

Synopsis:

- To showcase new products - **TRUXO 37** and **TRACO 49** in the HCV range
- **TORRO 25 Tipper** with 9-speed transmission and bogie suspension to also be on display
- To showcase LCV load products like **Loading ZOOM Container Truck and Tipper** besides the **Tourister COSMO** Bus
- To showcase its product attributes and aggregates in a unique and innovative display
- Company's service network grows to **1,856** touch points and spares network reaches **575** retail points to further improve the reach on important trucking routes across the length and breadth of India
- Reaffirms its intent on investing another **Rs. 300 Crores** to explore new product lines in the LCV, ICV and MCV segments besides another **Rs. 200 Crores** investments in strengthening current product line-up of trucks and buses including refurbishing existing LCVs

Pune, 27 January, 2014: Mahindra Trucks and Buses Limited (MTBL), a part of the US \$ 16.7 billion Mahindra Group, is set to mark its presence in the upcoming Auto Expo 2014, in Delhi, by showcasing two new products, **TRACO 49** and **TRUXO 37**. These two additions to the MTBL stable will further strengthen the company's portfolio to become a complete HCV player. In due course, the company is expected offer a more comprehensive range of world class products.

TRACO 49 tractor trailer will be available with 210 and 260 HP powerful MPOWER engines and would also feature a best-in-class cabin especially designed for longer hauls. It is specially crafted for load applications like containerized heavy duty loads, cement, steel, over-dimensional cargo, heavy machinery amongst others. The product has been designed to deliver superior fuel efficiency without compromising on power and ruggedness.

TRUXO 37, the new rigid, multi-axle truck that MTBL proposes to launch in due course, will also provide great value and better earnings to its customers through superior fuel economy and optimal power for a range of load applications.

Addressing the media on the plans for Auto Expo 2014, **Rajan Wadhera, Chief Executive - Technology, Product Development & Sourcing & Director and Head Mahindra Trucks and Buses Limited**, said, "We are fully committed to making substantial investments in new products and upgrading our existing products in order to enhance our presence as a formidable player in the Indian Commercial Vehicle space. The Auto Expo will provide us with the opportunity to do this through our varied product displays. In addition, our plans to

enter new segments like ICV and MCV besides completing and upgrading our existing range are also on a firm footing”.

In addition to these two highlights, the **TORRO 25 Tipper** with 9-speed transmission and bogie suspension will be displayed which recently won the prestigious **HCV Cargo Carrier of the Year Award at the Apollo CV Awards 2014**. LCV load products like **Loading ZOOM Container Truck and Tipper** and the **Tourister COSMO Bus**, will also be on display at the Auto Expo 2014. Further, there will be an array of aggregates, cabin and drive line to showcase the superior technology behind the products of MTBL.

Despite an industry downturn, MTBL has reaffirmed its intent on investing **Rs. 300 crore** to explore new product lines in the LCV, ICV and MCV segments besides another investment of **Rs. 200 crore** to strengthen the current product line-up of trucks and buses including the refurbishing of existing LCVs. This reaffirms the company’s commitment towards delivering best-in-class products year on year to cater to various customer segments.

Speaking on the occasion, **Nalin Mehta, Managing Director & CEO, Mahindra Trucks and Buses Limited**, added, “Despite severe recessionary market conditions, MTBL is endearing itself to a large section of buyers which includes top fleet owners pan India across segments and load applications. This is a tribute to cutting edge technology with which our products are built and the ever growing service and spares network which ensures higher uptime and better earnings for our customers. Our exhibits at the Auto Expo will further reinforce our customer centricity in the form of new products and offerings”.

Today, with over 1 lakh LCV trucks and buses and more than **9,000** HCV trucks on Indian roads, the company services them with a **24x7 service network** of more than **1856** touch points that includes **59** 3S CV dealerships, **334** authorized service points drawn from other dealers within Mahindra's Automotive and Farm Equipment Sector’s network and nearly **1,463** roadside assistance points strategically located on important trucking routes. In addition to the above, MTBL has a spares retail network of **575** outlets.

Pioneering initiatives

In tune with its commitment towards the business and customers, Mahindra Trucks and Buses Ltd. has launched several pioneering initiatives such as:

- The 5-years or 5 lakh Km Warranty, which is transferrable and an industry first
- For tippers, the company has launched on-site warranty and has also rolled out an attractive AMC package
- Offers such as up to 100% finance on Chassis and up to 5 year loan tenure

About Mahindra Trucks and Buses Ltd.

Mahindra Trucks and Buses Ltd. is a wholly owned subsidiary and part of the US \$ 16.7 billion Mahindra Group and provides an entire line of integrated trucking solutions. It comes with first in Industry 5 Years or 5 Lac Km transferable Warranty and most cost effect AMC; with over 1856 service points, including 59 3S dealerships, 334 Authorized Service Points drawn from other dealers of Mahindra Automotive and Farm Sector and nearly **1,463** roadside assistance points and a spares network of **575** retail points to further improve the reach for customers on important trucking routes. The company also has India's first multi-lingual helpline which is manned by technical experts to provide instant support along with the NOW mobile service vans and workshops.

For further information, please visit www.mahindra.com, www.mahindratrucksandbuses.com and www.mahidralcv.com

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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