

Press Release

Mahindra gives first of its kind service support in the Indian trucking industry

Launches Delhi-Mumbai Service Corridor and MPARTS Plaza pan India for its Truck and Bus Business

- ◆ Mahindra Truck & Bus Division (MTBD) launches Delhi-Mumbai Service Corridor- to make **service available at every 60 km across industrial corridor**
- ◆ Guarantees **service support reach within two hours** anywhere on the corridor
- ◆ Announces setting up of **exclusive Parts Retail Outlets – MPARTS Plazas** to ensure fair priced original genuine parts availability pan India
- ◆ Delhi Mumbai Corridor accounts for nearly 30% of truck movement in India.
- ◆ Total Network Strength of MTB climbs to **82 3S** dealerships, **120** Authorized Service centres and **2900** roadside assistance points; and spares network of **2069** retail outlets.

February 15, 2017 Mumbai: Mahindra Truck & Bus Division (MTBD) today announced the first of its kind service support for the Indian trucking industry with the successful implementation of its Delhi-Mumbai Service Corridor. Taking its commitment to customers a notch higher, MTBD launched this initiative to make reliable and quality service available to all their customers **every 60 kilometers** along the route connecting Delhi and Mumbai. In addition, the company has also guaranteed to provide service support within two hours on the Delhi – Mumbai Service Corridor.

MTBD also announced that 7 MPARTS Plazas are at strategic points across India which will be further strengthened to 26 such plazas by end of FY18.

Speaking on the new service initiatives, **Rajan Wadhwa President and Chief Executive, Truck and Powertrain Division, Mahindra & Mahindra Ltd.** Said, “At Mahindra, we have always believed in making a difference to our customers by exhibiting higher levels of customer centricity and service support. Our Truck & Bus business is a prime example of this service and the newly launched initiatives today are a testimony to the same. On the heels of the highly successful superior mileage guarantee and 48 hours uptime guarantee, we have now decided to launch disruptive and unprecedented after-sales guarantees to further reinforce our Customer Value Proposition. With these initiatives, we take one more significant step closer to our ultimate goal - to be the MOST TRUSTED CV brand of India”.

Speaking on the occasion, **Nalin Mehta, Chief Executive Officer, Mahindra Truck and Bus Division and Managing Director, Mahindra Truck and Bus Limited,** said “The Delhi-Mumbai stretch accounts for nearly 30% of trucking traffic in the country. Considering the importance of this route, MTBD decided to launch the service corridor to enable customers get prompt access to quality service and spare parts. Today, we are guaranteeing that we will reach a

customer's truck in case of breakdown within 2 hours on the corridor or we will pay a penalty of Rs. 500/- for every additional hour. Additionally, from 1st March '17, we will also be guaranteeing that 150 fast moving spares that are identified as essential maintenance parts will be readily available all the time in the MPARTS PLAZAs. If not, they will be supplied FREE OF COST! This will result in reduced downtime for our customers, leading to higher uptime, more trips and better earnings".

Service centers on the service corridor will carry out emergency repairs, part replacement and health check-up of vehicles with service guarantees, so that the customers are assured of Mahindra's service availability along the entire route. MTBD will soon launch campaign to build awareness and to educate its customers about all the facilities available at the service points along the service corridor.

About Mahindra Truck and Bus Division

Mahindra Truck and Bus Division is a division of the Automotive and Farm sector of the US \$ 17.8 billion Mahindra Group that 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. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of; Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division already has reached **more than 25,000 trucks** on road. The company is in process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GVW, with variants that meet the varying needs of passenger transport, cargo and specialized load applications. The new range of medium and heavy commercial vehicle is being manufactured at the new green field plant at **Chakan**. The plant, which spans over 700 acres, has been set up with an investment of over **Rs. 4,000 Crore** and is producing other Mahindra products as well. This helps the Mahindra group to leverage the benefits of synergies of an integrated manufacturing facility. The company offers **5 Years or 5 Lac Km** transferable Warranty, which is an industry first and a cost effective AMC.

In the LCV segment, Mahindra Truck and Bus Division has a market share of 8.9%. It is all set to further strengthen its position all across India with over **150,000** vehicles already on the roads. The entire range of LCV Load vehicles and & Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes **82 nos. 3S** dealerships, **120** Authorized Service centres and **2900** roadside assistance points; and spares network of **2069** retail outlets to further improve the reach of support for customers on important trucking routes. The company also has India's first multi-lingual helpline, NOW, which is manned by technical experts to provide instant support to

customers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahindralcv.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 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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