



Press Release

For Immediate dissemination

Mahindra Navistar celebrates its 5000th truck roll-out from Chakan

- ◆ 5000 trucks rolled out from Chakan Plant
- ◆ 4846 trucks on Indian roads, clock over 8 Crore kms under various applications
- ◆ 1001 Service points at strategic trucking locations across India (and growing)
- ◆ 56 new, unique 3S large-scale dealerships (HCV & LCV) and 78 Dealership to support existing LCV business.
- ◆ Ranked No. 1 in TNS truck Track 2012 Total Customer Satisfaction study in the LCV load and Mini Bus Segments and joint No, 1 in the HCV (MAV) truck segment.
- ◆ Clock 200 nos. HCVs sales in the State of Gujarat within 12 months of operations

Ahmedabad, June 19, 2012:

Mahindra Navistar Automotives Limited (MNAL), a part of the US 15.4 billion Mahindra Group today announced the roll out of its 5000th truck from its state-of-the-art plant at Chakan in Maharashtra. The company has reached this milestone in a very short span of time since commencement of production. In addition, the 4846 trucks running on Indian roads have clocked more than 8 Crore kms under various application, pan-India.

During this eventful period, MNAL has also been conferred the No. 1 rank in TNS Truck Track 2012 in the LCV load and mini-bus segment and joint No. 1 position in the HCV Truck (MAV segment). Earlier-on, the company had announced its pan-India commercial launch and also pioneered the first ever CV industry award to honor the heroes of the Indian transportation industry through its Mahindra Navistar Transport Excellence Awards – the first of any such award within the Indian trucking industry.

Speaking on the occasion, **Mr. Nalin Mehta – Managing Director, Mahindra Navistar Automotives Limited**, said, “Mahindra Navistar has today emerged as the new and viable alternative for the Indian trucking customers who have been experiencing status quo and inertia in a duopolistic market. As a challenger brand, Mahindra Navistar’s strategic intent is to challenge this status quo by not only trying harder but also trying out-of-the-box measures which can be summed up by the brand philosophy of **“OK IS NO LONGER OK”**.”

Mr. Mehta, further, added, “This is a landmark day in the history of Mahindra Navistar as it marks another very important milestone with **5000 trucks** rolled out from Chakan Plant and with more than **8 crore** kilometers behind us! This achievement reflects the ever increasing confidence of the customers. This also indicates that MNAL trucks are running on multiple applications across India with wide acceptance of customers. This would not have been possible without the support of the formidable service network of nearly 1001 service points on strategic trucking routes PAN India that



includes 56 unique, large-scale 3S dealerships which are designed to cater to customers differently and that have become landmarks in the Indian CV industry. Also important to mention MNAL in Gujarat has clocked 200 nos. HCV Sales within a short period of one year”.

On a pan-India basis, the wide, strategically located network also includes 221 Authorised service points and 703 Roadside Assistance points in addition to 22 dealerships dedicated to LCV customers. Not to forget pioneering customer benefits like 4-years unlimited mileage warranty and 48-hour on-road assurance to exhibit confidence in our product quality and our agility in service. This has helped MNAL to be No.1 in the TNS customer Satisfaction. **No.1 in LCV trucks & buses and Joint No.1 in HCV multi-axle trucks;** all this being a strong endorsement amongst the customers across India in the Brand Mahindra Navistar.

Mahindra Navistar has also recently been conferred the ‘**HCV truck of the Year-Prime mover**’ award (for MN40 – Prime Mover) at the recently held **Apollo CV Awards 2012** being a second such award, with Mahindra Navistar having won HCV Truck of the Year (Rigid) last year.

About Gujarat Market and Mahindra Navistar

Mr. Mehta further added, “Gujarat CV Market constitutes around 8% of Indian CV market. Mahindra Navistar has forayed into Gujarat market with HCV range in 28th June, 2011 with the start of operation at Ahmedabad dealership and clocked 200 nos. of HCV Sales within 12 months of operation. While Ahmedabad dealership is fully operational, Surat and Gandhidham dealerships have already started supporting customers for their service needs and market coverage for new prospects. We also plan to have dealerships in Baroda and Rajkot in due course”.

All Mahindra Navistar dealerships have Mobile workshops to support customers 24x7. Additionally, in Gujarat, we have 48 nos. Service touch points - 43 nos. RSAs (Road Side Assistance centers) and 5 nos. ASC (Authorised Service Centres) to cater the needs of our customers – anytime, anywhere. Breakthrough segments for MNAL in this short span have been Cement Bulker, Tip-trailers, Chemical tanker, Transit-mixer, Boom placer and Fire Tenders on various HCV platforms.

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 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

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.

For further information, please visit www.mahindra.com

Connect with us on www.facebook.com/mahindragroup

For any corporate related information, please contact:

Ms. Roma Balwani

Senior Vice President & Group Head, Corporate Communications

Mahindra & Mahindra Ltd.

Phone: (+91-22) 2490 1441

Fax: (+91-22) 2490 0830

Email: balwani.roma@mahindra.com

For any product/ sales/ marketing related queries, please contact:



Mr. Rajeev Malik

GM - Marketing

Mahindra Navistar Automotive Ltd

Mumbai, India

Tel: +91-22-24905887

Fax: +91-22-24951702

Email: malik.rajeev@mahindranavistar.com