

MAHINDRA launches iMAXX telematics connected vehicle technology to help CV fleets

Mahindra Truck and Bus (MTB) has announced the launch of its connected vehicle technology, Mahindra iMAXX, as part of its efforts to deliver a distinguished fleet management experience for its customers. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses.

The new Mahindra iMAXX technology, coupled with its proven BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking about the launch, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls. The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise - HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine



Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

With the right telematics platform enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra



FLEET MANAGEMENT

iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Intelligent Solution

As against the regular telematics solutions that focus mainly on location tracking-based services and basic vehicle performance analysis, the company claims the intelligent Mahindra iMAXX is in a different league due to the following features:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers its service guarantees for customers, the company shares an actual case that occurred on one of its customer's vehicles during Lockdown 1.0. "The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van", stated a company release. ♦



ELECTRONIC HORN



BACKUP ALARM



ELECTRIC HORNS



HALOGEN LAMPS



BRAKE PAD & SHOES



BATTERIES



Horn Usage Instructions :

- For extended life, horn should be blown for less than 2 seconds at a time.
- Use Horns only when required.
- Do not abuse the horn and let us help to reduce noise pollution.

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