



Press Release

For Immediate Publication

Mahindra Navistar's state-of-the-art dealership inaugurated at Hyderabad

- ◆ Plans to launch over 100 dealerships in the next 24 months
- ◆ The existing Light commercial vehicle (LCV) and new Heavy commercial vehicle (HCV) range to be sold and serviced from the new dealership
- ◆ LCV & Bus sales & service kicked off; to announce start of sales of HCVs soon
- ◆ Unique corporate identity programme along with modern 'look and feel' to challenge existing norms - a first for Indian commercial vehicle (CV) Industry
- ◆ Mobile Service Workshop 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

Hyderabad, August 25, 2010: After unveiling its entire range of high performance heavy commercial vehicle (HCV) trucks at the Auto Expo 2010 and announcing the price of its first truck offering, MN25, earlier this year, Mahindra Navistar Automotives Ltd. today inaugurated its first state-of-the-art dealership in Hyderabad, M/s. Variety Automotives Pvt. Ltd.

Speaking at the inauguration, **Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd**, said "This is a moment of great pride for us, considering this is a first for the Indian CV industry, wherein we have created world class infrastructure to cater to the growing needs of trucking customers. Highly trained staffs, well-equipped workshop, prompt spare parts availability and mobile service vans have all been readied to ensure that our customers get a trouble free and delightful experience. Being committed to the commercial vehicle space, the idea is to walk the talk and truly make our customers outperform and prosper in their respective businesses and lives."

According to Mr. Nalin Mehta, Chief Operating Officer, Mahindra Navistar Automotives Ltd, "During the unveiling, we had promised that 'OK will no longer be OK' and we will revolutionize the Indian trucking by challenging existing norms. Our dealership in Hyderabad is a right step in this direction. It has been able to create a benchmark in every aspect - be it the sprawling



infrastructure, modern and advanced equipment, well-trained staff, usage of latest technology and modern processes or world class service and spares backup readiness.”

Mr. Mehta further added, “Our Corporate Identity Programme for uniform dealership identity and experience will further ensure that our dealership remain a benchmark for the commercial vehicle industry. The dealership will start selling and servicing the existing range of LCVs and buses and will also start providing the ‘touch & feel’ and demonstration of the new range of HCVs, starting with the MN25 truck that was launched recently.”

Also speaking on the occasion, **Mr. K. Sathya Reddy Chairman & Managing Director, Variety Automotives** said, “We feel honoured to be a part of this new chapter in the trucking industry and we are happy to be associated with Mahindra Navistar Automotives Ltd. Variety Automotives has earned a name for itself through superior customer service in its various businesses and this dealership opportunity provides us with a great platform for replicating our high standards. We intend to leverage our deep understanding of the Andhra Pradesh market and provide our consumers with best in class service.”

Extensive Sales & Service Network

With the inauguration of the Hyderabad dealership, Mahindra Navistar has rolled out the process of creating an exclusive network of dealerships on a massive scale - a unique step for the trucking industry in India. Moreover, Mahindra’s already existing network will be deployed for after-sales support. Over the next two years, Mahindra Navistar plans to commission over 100 dealerships across the country, thereby rapidly expanding its pan India presence.

The company also flagged off the mobile service workshop, yet another first in the 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 the Indian HCV industry.

Besides this, MNAL will also draw on the vast pool of Mahindra’s auto and tractor channel partners to use as an extended network for servicing its customers’ needs.

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



GVW with variants of passenger transport, cargo and specialized load applications. Mahindra Navistar aims to expand its product line over the next two years to emerge as a full range commercial vehicle player.

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

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