

Mahindra Launches New HCV Truck Series, 'BLAZO' with 'FUELSMART' Technology in the State of Rajasthan

Announces Mileage and Service Guarantee

- The new **BLAZO** HCV Range featuring **mPOWER FUELSMART** engine and multi-mode switches launched
- Two guarantees announced - Superior mileage guarantee on BLAZO truck series and 48 hours 'back on road' Service Guarantee
- Ajay Devgn chosen as the face of the new campaign for BLAZO Series
- Existing range of HCV trucks comprising of **TRUXO** multi-axle trucks, **TORRO** Tippers and **TRACO** tractor trailers will continue to be available in its entirety
- Undertaking rapid expansion of its after sales network with **75 3S** dealerships, **90** Authorized Service Centres, **2900** Roadside Assistance service points and Retail Spares network of **1777** outlets already in place and expanding
- All set to cash-in on the green shoots of Indian CV industry

Jaipur, April 12, 2016 – Mahindra Truck and Bus Division (MTBD), a part of the USD 16.9 billion Mahindra Group, today announced the launch of its new heavy commercial truck series under the brand name 'BLAZO' in Jaipur. The 'BLAZO' series includes Haulage, Tractor trailer and Tipper and is equipped with the FUELSMART technology.

The highlight of 'FUELSMART technology' is the introduction of CRDe engine with Multi drive mode feature which is usually seen in passenger cars. Multimode feature will have three modes – Turbo, Heavy and Light – which can be switched by the driver as per the load and road conditions. MTBD also announced two guarantees for its HCV truck buyers. For the new BLAZO series, MTBD has guaranteed better fuel efficiency than the existing trucks of their customers or else the customers can actually return their truck. In addition, MTBD has also guaranteed uptime on its breakdown service by getting the truck back on road in 48 hours, else the Company will pay the customer Rs. 1000/- per day.

Mr. Nalin Mehta, Chief Executive Officer, Mahindra Truck and Bus Division, Mahindra & Mahindra Ltd. said, "Our truck and bus business has been growing steadily and is taking full advantage of the buoyancy in the HCV segment. We are confident that new BLAZO HCV range will further enhance our position in the market by significantly improving the customer value proposition."

Mr. Mehta further added, "Besides bringing in the new technology, we have even refreshed the looks of the new series and have introduced the new turquoise blue colour variant. Further, given the sincere confidence that the brand exudes, we have chosen Ajay Devgn as the face of our new campaign featuring the Product and Service Guarantees."

At the core of the MTBD's Mileage guarantee for the BLAZO series of trucks is the **FUELSMART Technology of its mPOWER CRDE engine**. In commercial vehicles there is a challenge to provide a single solution of engine and vehicle power-train configuration to multiple applications and variants. The FUELSMART Technology with its multi-mode switches, will help drivers to choose the correct mode based on load and road conditions, thereby leading to efficiencies.

Further, the company's Mileage guarantee is a clear validation of its engineering excellence and resolve to provide better value proposition to customers. The Service Guarantee is the outcome of strong focus on after-sales network by leveraging Group synergies and organic growth in the service touch points and spares retailer network. Continuous product innovation and customer centricity is at the core of MTBD which has made these guarantees possible.

To amplify the sincere confidence that the brand exudes, the company has chosen the popular and well renowned Bollywood actor, Ajay Devgn as the face of its new campaign, for his suave, dashing and macho personality.

About Mahindra Truck and Bus Division

Mahindra Truck and Bus Division is a division of the Automotive and Farm sector of the US \$ 16.9 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 17,000 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 specialised 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 **125,000** 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 **75 nos. 3S** dealerships, **90** Authorized Service centres and **2900** roadside assistance points; and spares network of **1777** 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 16.9 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.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

For further enquiries please contact:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Direct Line – + 91 22 28468510

Email Address – nair.mohan@mahindra.com

Mobile: +91 900401223

For MTB Product/ Marketing related queries please contact:

Rajeev Malik

Senior General Manager - Marketing

Mahindra Truck and Bus Division

Direct Line – + 91 22 24931443

Email Address – malik.rajeev@mahindra.com

Mobile: +91 9594968899