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DECCAN HERALD

Mahindra Navistar opens new dealership in City



Mahindra Navistar Automotives Limited Managing Director Rakesh Kalra, (left) and Chief Operating Officer Nalin Mehta, addressing the media at the launch of the new dealership in Bangalore on Friday. DH PHOTO

BANGALORE: Mahindra Navistar Automotives Limited (MNAL), a joint venture between Mahindra & Mahindra (M&M) and US-based International Truck & Engine Corporation, plans to strengthen its presence in the medium and heavy commercial vehicles (MHCVs) segment by opening up over 100 dealerships within next 24 months.

As part of this initiative, the company opened its new dealership Trident Automobiles in Bangalore on Friday. The company also launched mobile workshop service and 24x7

multilingual call centre called 'NOW' to provide anytime anywhere service for fleet managers and truck drivers.

Market share

Briefing reporters, Mahindra Navistar Automotives Limited Managing Director Rakesh Kalra said, "we are planning to increase our market share in commercial vehicle segment. To achieve our goal we will launch new commercial vehicles and service networks. We believe that service and customer satisfaction is the key for growth." Mahindra Navistar

Automotives Limited also showcased its latest 25 ton category truck MN25 priced at Rs 15.40 lakh for Bangalore customers.

"We will soon launch 31 tonne, 40 tonne and 49 tonne commercial vehicles," he added. The company which registered a revenue of Rs 600 crore last fiscal is eyeing revenue growth of 10-15 per cent.

The company sold over 11,000 vehicles last year and is targetting a sale of 50,000-60,000 units in the next five years.

DH News Service