



Mahindra Navistar unveils 2 new heavy trucks, 25 tonner Tipper (MN25 Tipper) and 40 tonner Tractor Trailer (MN40)

- ◆ The launch makes Mahindra Navistar a **full range CV player**
- ◆ Plans to set up over **100 dealerships in the next 2 years**, 220 Service Points already commissioned.
- ◆ **'NOW'** – a unique 24 hours expert multilingual call centre available for quick service turnaround
- ◆ Mobile Service Workshop introduced a part of the unique **'anywhere, anytime'** on-road assistance programme

Mumbai, February 17, 2011: After unveiling its entire range of high performance HCV trucks at the Auto Expo 2010, and announcing start of production of their first two truck offering the 25 tonner MN25 and 31 tonner MN31 last year, Mahindra Navistar Automotives Ltd. (MNAL) today unveiled two new offerings to expand their commercial vehicle range, the 25 tonne tipper, MN25 and the 40 tonner tractor trailer, MN40. The new 25 ton tipper, MN25 Tipper would cost Rs.23.26 lakhs and MN40 Rs. 19.3 lakhs (ex showroom Pune, BS III variant).

Speaking on the occasion of the launches, **Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd.**, said, "With the introduction of MN25 Tipper and MN40 we have entered new segments and further strengthened our range. These high performance offerings are set to redefine the existing parameters of power, fuel efficiency and driver comfort. The high performance MN25 Tipper and MN40 are among the most powerful, fuel-efficient, rugged and comfortable tipper and truck offerings to be launched in India. Designed and developed in India with technological assistance of our partner, Navistar, who have over 175 years of trucking experience, both vehicles comes with a world-class cabin which is spacious and ergonomically designed to suit Indian drivers for continuous long hauls. It's powered by the world-renowned MAXXFORCE® engine which is highly fuel efficient and powerful."

Speaking on the occasion, **Mr. Nalin Mehta, Chief Operating Officer, Mahindra Navistar Automotives Ltd.**, said "With the launch of MN25 tipper and MN40 tractor trailer, coupled with the heavy trucks MN25 and MN31 launched earlier and the existing range of LCVs, we are now a full range Commercial Vehicle player. Our value-for-money pricing strategy along with far superior product performance itself will help the customers to earn higher profits and better return on their investments."

Mr. Mehta further clarified "We are focused on the sales and service infrastructure and filling the pipelines with our products. We have already started selling MN25 and MN31 and are receiving



very favorable response from the customers. On the network front, by March 2011, we would start business from 45 new dealers, a number which would be scaled up to 100 in the next 18 months to two years. Also, 220 Service points have already been dedicated in the service of our customers”.

Extensive Sales & Service Network

The company has rolled out its mobile service workshop, yet another first in 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 Indian trucking. To add to this, nearly 430 Roadside Assistance centers are also in place to provide service.

Besides this, MNAL will also draw on the vast pool of M&M auto and tractor channel partners to use as an extended network for servicing customers’ needs. At this stage, 220 Service Points are already in place.

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 is in the process of expanding its product line 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 Rs.4000 crores and is producing other M&M products as well. This will help 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, defense, energy, finance and insurance, industrial equipment, logistics, real estate, retail, steel, and two wheelers. A US \$7.1 billion multinational group based in Mumbai, India, Mahindra employs more than 112,000 people in over 79 countries. In 2010, Mahindra was named among the Forbes Asian Fab 50 and the Credit Suisse Great Brands of Tomorrow. Its flagship company Mahindra & Mahindra Limited has recently earned the distinction of being the only Indian automobile manufacturer to feature in the top 10 list of the Carbon Disclosure Leadership Index in India,- 2010, created by the Carbon Disclosure Project (CDP). For more information, visit www.mahindra.com

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