



Mahindra Navistar's heavy trucks, 25 tonner (MN25) and 31 tonner (MN31) to cost Rs.15.91 lakhs and 19.38 lakhs respectively in Bilaspur

- ◆ State-of-the-art dealership inaugurated in Bilaspur
- ◆ Plans to launch over 100 dealerships in the next 24 months
- ◆ The existing LCV and new HCV range to be sold and serviced from new dealerships
- ◆ Unique corporate identity programme, modern 'look and feel' to challenge the norms - a first for Indian 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

Bilaspur, Jan 19, 2011: After unveiling its entire range of high performance HCV trucks at the Auto Expo 2010, and announcing start of production of their first truck offering MN25 mid of last year, Mahindra Navistar Automotives Ltd. today inaugurated its new, state-of-the-art dealerships in Bilaspur, M/s. Black Diamond. The new 25 ton truck, MN25 would cost Rs.15.91 lakhs and MN31 – 19.38 lakhs in Bilaspur

Inaugurating the state of the art dealership earlier in the day, **Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd.**, said, "This is a moment of pride for us as we look at changing the skyline of the India trucking industry. We have created a world class manufacturing plant in Chakan and are creating a modern distribution network in the country as the one here in Bilaspur to cater to the growing needs of the customers. Highly trained staff, a well-equipped workshop, prompt spare parts availability and mobile service vans have been ensured to enable our customers to get a hassle free and delightful experience of owning our trucks".

Mr. Kalra further added "During the unveiling, we had promised that 'OK will no longer be OK' and we will revolutionize Indian trucking by challenging the norms. Further, our Corporate Identity Program to create a uniform dealership identity and experience will ensure that our dealerships remain benchmarks for commercial vehicle industry. The dealership will start selling and servicing the existing range of LCVs and Buses. In addition, it will also start providing the 'touch & feel' and demonstration of the new range of HCVs, starting with the MN25 and MN31 truck, that was launched recently."

Also speaking on the occasion, **Mr. P S Bhatia, Director, M/s Black Diamond**, said, "We are very excited and feel honoured to be a part of the new chapter in the trucking industry that we are about to unveil together with Mahindra Navistar for the customers of Bilaspur. M/s Black



Diamond has earned a name for itself through superior customer service in its various businesses and the dealership of Mahindra Navistar provides us a great opportunity of replicating the same high standards by leveraging our deep understanding of Bilaspur market. Together we will help our customers outperform.”

Extensive Sales & Service Network

With the inauguration of the Bilaspur dealership, Mahindra Navistar has rolled out the process of creating the 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 the after-sales support. Over the next two years, Mahindra Navistar plans to commission over 100 dealerships across the country thus rapidly expanding their pan India presence.

The company also flagged off the 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.

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.

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 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



Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to CVs, UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008- 09.

For further information, please contact:

Ms. Roma Balwani

Senior Vice President – Group Corporate Communications

Mahindra & Mahindra Ltd.

Mumbai, India

Phone: (+91-22) 2490 1441

Email: balwani.roma@mahindra.com

For any product/ sales/ marketing related queries, please contact:

Mr. Rajeev Malik

GM - Marketing

Mahindra Navistar Automotive Ltd

Mumbai, India

Tel: +91-22-24905887

Dir: +91-22-24931443

Fax: +91-22-24951702

Email: malik.rajeev@mahindranavistar.com