



Mahindra Navistar Is Now A Full Range Commercial Vehicle Player

- ◆ Offers products between 4.5 and 9 tonne and between 25 and 40 tonne, including Rigid Truck, Multi Axle truck, Tipper and Tractor Trailer.
- ◆ State-of-the-art dealership inaugurated in Kolkata
- ◆ 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

Kolkata, May 25, 2011: After announcing start of sales of the new M&HCV range consisting of MN25, MN31, MN 40 & MN 25 Tipper and winning the **Commercial Vehicle of the year award at Apollo CV Commercial Vehicle Award 2011**, Mahindra Navistar Automotives Ltd. today inaugurated its new, state-of-the-art dealerships in Kolkata, M/s. Mohan Motors.

Speaking on the occasion, **Mr. Nalin Mehta, Managing Director, Mahindra Navistar Automotives Ltd.**, said "We are now a full range Commercial Vehicle player. With our new M&HCVs MN 25, MN 31, MN 40 Tractor Trailer, MN 25 Tipper already plying on roads across India and the existing range of LCVs we have kept the promise that we made during Auto Expo 2010. Our superior product performance coupled with sound value proposition is already helping the customers across India outperform, earn higher profits and get better ROI".

Inaugurating the state of the art dealership earlier in the day, **Mr. Mehta** 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 for trucks with an investment of Rs. 950 Crores and are creating a modern distribution network in the country as the one here in Kolkata to cater to the growing needs of the customers. The state-of-the-art dealership will also feature a well-equipped workshop, prompt spare parts availability, mobile service vans and highly trained staff to enable our customers to get a hassle free and delightful experience of owning our trucks".

Mr.Mehta added, "Kolkata is a very important market for transportation industry not only for West Bengal but for entire Eastern India. We at Mahindra Navistar will go all out to cater to this market through a very strong dealer partner to create new standards in customer service. "

Also speaking at the dealership inauguration, **Mr. Mohanlal Bajaj, M/S Mohan Motors**, said, "We are very excited and feel honored 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 Kolkata. M/S Mohan Motors 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 Kolkata market. Together we will help our customers outperform.”

The prices of the new M&HCV range in Kolkata are as follows:

- MN25- 16.59 lakhs
- MN 31- 20.51 lakhs
- MN 40 (210 T) - 17.94 lakhs
- MN 40 (260 T) -19.60 lakhs
- MN 25 Tipper- 24.10 lakhs

Extensive Sales & Service Network

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. To add to this, nearly 430 Roadside Assistance centres 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 such Authorized 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.

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 is helping 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 \$11.1 billion Indian multinational. It employs over 1,17,000 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
Fax: +91-22-24951702
Email: malik.rajeev@mahindranavistar.com