

## Mahindra Navistar announces its pan-India commercial launch

- ◆ Launch announced with unparalleled Service benefit package
  - 48 hours on-road repair assurance promise
  - Unprecedented 4-years Unlimited Mileage warranty
- ◆ Strong service network with 940 touch points (and growing)
- ◆ 48 strong 3S Dealership going up to nearly 100 in the next 12 to 18 months
- ◆ Sprawling dealership reflects Mahindra Navistar’s serious commitment to CV Business
- ◆ The existing LCV and new HCV range to be sold and serviced from new dealerships
- ◆ Offers products between 4.5 and 9 tonne and between 25 and 40 tonne, including Rigid Truck, Multi Axle truck, Tipper and Tractor Trailer.
- ◆ Over 2500 HCVs on the roads; Crossed 10,000 LCVs sales per annum



**Mumbai, December 6, 2011:** After announcing start of production and subsequently start of sales last year, Mahindra Navistar Automotives Limited (MNAL) today announced its pan India commercial launch. MNAL has gone from strength to strength in recent times, launching their new offerings and adding new HCVs to the MN25 launched earlier, viz., the MN31, MN40 and MN25 tipper.

Speaking on the occasion of the pan India commercial launch of brand Mahindra Navistar, **Dr. Pawan Goenka, Director, Mahindra Navistar Automotives Limited and President – Automotive & Farm Sector, Mahindra & Mahindra Ltd.,** said, “This is a landmark day in the history of Mahindra Navistar as it marks another very important milestone. After seeding sales in select markets and building a formidable service network of nearly 940 service points on strategic trucking routes, MNAL is all set to take on the length and breadth of the country through its commercial Launch. Today, we are a full range Commercial Vehicle player with a pan-India service network dedicated towards our customers.”

**Mr. Nalin Mehta, Managing Director, Mahindra Navistar Automotives Limited,** added, “During this short one year period, MNAL has adequate market experience and customer feedback to significantly enhance the performance, fuel efficiency and value that our products offer. We can today proclaim with confidence that our products, the MN25, MN31, MN40, MN25 Tipper are truly MADE IN INDIA, MADE FOR INDIA. We propose to launch products like the MN35, MN49, MN25 Heavy duty Tipper (for mining) and certain other model variants during the next financial year.”

**Mr. Nalin Mehta** further added, “Alongwith the commercial launch, we are glad to announce that we have decided to introduce two new customer-centric initiatives that reflect our confidence in the service network that we have built – 48 hours on-road repair assurance and 4-years unlimited mileage warranty. As you would realize, these new benefits will go a long way in helping our customers maximize the uptime of their trucks and hence outperform in their businesses to earn more”.



During this period, MNAL has expanded its dealership network (48 nos) pan-India at various locations viz. Hyderabad, Bangalore, Jaipur, Nashik, Gorakhpur, Muzaffarpur, Bilaspur, Coimbatore, Chennai, Indore, Nellore, Vizag, Karimnagar, Tirunelveli, Hospet, Nagpur, Aurangabad, Kharagpur, Kolkata, Ahmedabad, Kozhikode, Pune, Salem, Vijayawada, Udaipur, Villupuram, Kolhapur, Bhubaneswar, Dehradun, Dhanbad, Gurgaon, Hubli, Jabalpur, Jalandhar, Jamshedpur, Jodhpur, Kanpur, Karnal, Madurai, New Delhi, Panvel, Purnia, Raipur. Additionally, 50 new dealers are likely to get ready in the next 12-18 months taking the grand total to 100.

In order to provide unparalleled after sales support, MNAL has added around 940 service points all across India. Mahindra Navistar has also introduced a Mobile service workshop, yet another first in the 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 within the Indian trucking industry.

In keeping with its pan India commercial launch, Mahindra Navistar has also launched its first ever television commercial across India. The TVC is aimed at building strong and qualitative awareness of various aspects of the brand. The TVC treatment is such that it connects emotionally with customers with the objective of persuading the current and next generation to adapt to the MNAL brand that will help them outperform.

Several major transporters viz. DARCL, Kaushik Logistics, Three Star Shipping, Siri Tecon, AT Transport, Chaudhary Transport, Pink Logistics, etc. have shown immense confidence in our range of HCVs and most of them have placed repeat orders, which is ample proof of the success and acceptance of our new truck range.

The current monthly sales volumes of the company are headed towards 1300-1400 units (300-400 HCVs & 900-1000 LCVs per month). Of its new HCV range, over 2500 trucks are already plying across Indian roads, catering to various customer needs or business solutions.

#### **About Mahindra Navistar Automotives Ltd. (MNAL)**

In 2005, Mahindra & Mahindra Ltd. and 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 GCW 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. 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 Navistar**

Navistar International Corporation (NYSE: NAV) is a holding company whose subsidiaries and affiliates produce International® brand commercial and military trucks, MaxxForce® brand diesel engines, IC Bus™ brand school and commercial buses, Monaco® RV brands of recreational vehicles, and Workhorse® brand chassis for motor homes and step vans. It also is a private-label designer and manufacturer of diesel engines for the pickup truck, van and SUV markets. The



company also provides truck and diesel engine service parts. Another affiliate offers financing services. Additional information is available at [www.Navistar.com/newsroom](http://www.Navistar.com/newsroom).

### **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, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A US \$14.4 billion multinational group based in Mumbai, India, Mahindra employs more than 137,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

For further information, please visit [www.mahindra.com](http://www.mahindra.com)  
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