

**Mahindra's revolutionary iMAXX telematics connected  
vehicle technology set to transform Indian vehicle fleet  
management**

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# Mahindra Truck & Bus equips BS-VI CVs

**PNS ■ NEW DELHI**

Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday.

The new telematics solution is fitted into Mahindra's BS-VI emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technol-



ogy has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls.

"The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head.

## మహీంద్రా వాహనాల్లో టెలిమాటిక్స్

ముంబై : ఓఎస్-టి ప్రమాణాలతో కూడిన వాణిజ్య వాహనాల్లో మహీంద్రా ఐమాక్స్ పేరిట కొత్త టెలిమాటిక్స్ సొల్యూషన్ అమర్చినట్లు మహీంద్రా ట్రక్స్ అండ్ బస్ (ఎంటీటీ) ప్రకటించింది. ఇది వాహనం ఆరోగ్యం, పనితీరుకి సంబంధించిన సమాచారం యజమానులకు అందిస్తుందని తెలిపింది. ఛేజ్ ఎక్స్ రేంజ్ భారీ వాణిజ్య వాహనాలు (సీవీ), ప్యూరియో రేంజ్ మధ్య శ్రేణి సీవీలు, తేలిక రకం సీవీలు, క్రూజియో రేంజ్ బస్సుల్లో ఈ సొల్యూషన్లుంటాయని పేర్కొంది. ఈ కొత్త టెక్నాలజీ వాహన ట్రాకింగ్, వాహనానికి సంబంధించిన ఎలక్ట్రానిక్ డేటాను అందిస్తుంది.

## મહિન્દ્રાની પરિવર્તનકારક ટેલીમેટિક્સ કનેક્ટેડ વિકલ ટેકનોલોજી ભારતીય વાહનના કાફલાના વ્યવસ્થાપનમાં પરિવર્તનો પવન ફૂંકશે



મુંબઈ

૧૯૪ અબજ ડોલરના મહિન્દ્રા ગ્રુપની કંપની મહિન્દ્રા ટ્રક એન્ડ બસ (સ્ક)એ આજે એની પરિવર્તનકારક કનેક્ટેડ વિકલ ટેકનોલોજી મહિન્દ્રા આઈમેક્સ લોન્ચ કરવાની જાહેરાત કરી હતી. આ નવું ટેલીમેટિક્સ પ્લેટફોર્મ BS6 ઉત્સર્જન નિયમોનું પાલન કરતી મહિન્દ્રાની રેન્જમાં કિટ છે, જેમાં HCVsની શ્રેણી X, ICVs અને ઝક્કજ ફ્યુરિયો રેન્જ તથા કુઝિયો રેન્જની બસ સામેલ છે. આ નવી ટેકનોલોજી કંપનીના સમજૂતી પ્રાદક્ષી માટે MTB રેન્જની

મુદ્દસંવર્ધિત ખાસિયતોને વધારે મજબૂત કરશે. ફ્યુઅલરમાર્ટ ટેકનોલોજી અને મજબૂત એન્જીનેટ્સ સાથે સફળ સ્ક્રીફ એન્જિનો (એમપાવર અને સ્ક્રી ટેક) સાથે આ નવી મહિન્દ્રા આઈમેક્સ ટેકનોલોજી અગાઉના સ્ક્રીફ વાહનોના ૧૦૦૦ કરતા વધારે પાર્ટ્સ જાળવી રાખે છે, જેનાથી કાફલાના માલિકો અને ટ્રાન્સપોર્ટર્સને સ્ક્રીફ વાહનોની માલિકીનો સરળ અને અસરકારક અનુભવ મેળવવામાં મદદ મળશે. આ પ્રસંગે મહિન્દ્રા એન્ડ મહિન્દ્રા વિમિટેડનાં કમર્શિયલ વિકલ્પના બિઝનેસ હેડ જલજ ગુમાએ કહ્યું હતું કે, “મહિન્દ્રામાં અમે કનેક્ટેડ વિકલ ટેકનોલોજીમાં પથપ્રદર્શક છીએ, જે ઈલેક્ટ્રોનિક આધારિત વિકલ નિયંત્રણમાં વધારો થવાથી નવા સ્ક્રીફ યુગમાં વધારે મહત્વપૂર્ણ બની ગઈ છે.”

## મહિન્દ્રાની પરિવર્તનકારક ટેલીમેટિક્સ કનેક્ટેડ વિકલ ટેકનોલોજી ભારતીય વાહનના કાફલાના વ્યવસ્થાપનમાં પરિવર્તનનો પવન ફૂંકશે

૧૯૪ અબજ ડોલરના મહિન્દ્રા ગ્રૂપની કંપની મહિન્દ્રા ટ્રક એન્ડ બસ (MTB)એ આજે એની પરિવર્તનકારક કનેક્ટેડ વિકલ ટેકનોલોજી મહિન્દ્રા આઈમેક્સ લોચ કરવાની જાહેરાત કરી હતી. આ નવું ટેલીમેટિક્સ પ્લેટફોર્મ BS6 ઉત્સર્જન નિયમોનું પાલન કરતી મહિન્દ્રાની રેન્જમાં ફિટ છે, જેમાં HCVsની બ્લેઝો X, ICVs અને LCVs ફ્યુરિયો રેન્જ તથા કુઝિયો રેન્જની બસ સામેલ છે. આ નવી ટેકનોલોજી કંપનીના સમજૂ ગ્રાહકો માટે MTB રેન્જની મૂલ્યસંવર્ધિત ખાસિયતોને વધારે મજબૂત કરશે.

ફ્યુઅલસ્માર્ટ ટેકનોલોજી અને મજબૂત એગ્રીગેટ્સ સાથે સફળ BS6 એન્જિનો (એમપાવર અને MDI ટેક) સાથે આ નવી મહિન્દ્રા



આઈમેક્સ ટેકનોલોજી અગાઉના BS4 વાહનોના ૯૦ ટકાથી વધારે પાર્ટ્સ જાળવી રાખે છે, જેનાથી કાફલાના માલિકો અને ટ્રાન્સપોર્ટર્સને BS6 વાહનોની માલિકીનો સરળ અને અસરકારક અનુભવ મેળવવામાં મદદ મળશે. આ પ્રસંગે મહિન્દ્રા એન્ડ મહિન્દ્રા લિમિટેડનાં કમર્શિયલ વિકલ્સના બિઝનેસ હેડ જલજ ગુપ્તાએ કહ્યું હતું કે, મહિન્દ્રામાં અમે કનેક્ટેડ વિકલ ટેકનોલોજીમાં પથ-દર્શક છીએ, જે ઈલેક્ટ્રોનિક આધારિત વિકલ નિયંત્રણોમાં વધારો થવાથી

નવા BS6 યુગમાં વધારે મહત્વપૂર્ણ બની ગઈ છે. શ્રી ગુપ્તાએ ઉમેર્યું હતું કે, મહિન્દ્રા આઈમેક્સ ટેલીમેટિક્સ સોલ્યુશન અત્યાધુનિક ટેલીમેટિક્સ ટેકનોલોજી પર આધારિત છે અને અમારા BS6 વાહનો માટે અમારી બ્રાન્ડની ખાતરી - હર થીંગ ગેરન્ટી કે સાથનું હાઈ છે. આ ઈન્ટેલિજન્ટ ફ્લીટ ટેલીમેટિક્સ સોલ્યુશન છે, જે ડ્યુઅલ CAN (કન્ટ્રોલર એરિયા નેટવર્ક), 4° અને મહિન્દ્રા લંનિંગ એન્ડ આર્ટિફિશિયલ ઈન્ટેલિજન્સ સહિત અન્ય અદ્યતન ડિજિટલ ટેકનોલોજીઓ જેવી અત્યાધુનિક ટેલીમેટ્રી ટેકનોલોજી સ્થાપિત કરે છે, જેથી વાહનની સ્થિતિ અને કામગીરી પર અતિ ઉપયોગી જાણકારી મળે છે. આનાથી કાફલાના માલિકોને મહત્તમ વળતર મેળવવામાં મદદરૂપ થાય છે.

## Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management

Mumbai, August 25, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled

with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

## महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय व्हीकल फ्लीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव

मुंबई। महिंद्रा ट्रक एंड बस (एमटीबी) जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है ने अपनी क्रांतिकारी कनेक्टेड व्हीकल तकनीक महिंद्रा आईमैक्स लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म सीवी रेंज जिसमें एचसीवी की ब्लेज़ो एक्स रेंज आईसीवी एवं एलसीवी की फ्यूरियो रेंज व बसों का कूजियो रेंज शामिल है। अनुपालक महिंद्रा के बीएस6 उत्सर्जन मानकों के अनुसार तैयार है। यह नई तकनीक कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्ताव को अधिक मजबूत बनाने का वायदा करती है।



फ्यूलस्मार्ट तकनीक युक्त जांचे-परखे गये बीएस6 इंजन एमपॉवर एवं एमडीआई टेक और मजबूत एगीगेट्स के साथ महिंद्रा की नई आईमैक्स तकनीक जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं की मदद से फ्लीट ओनर्स और ट्रांसपोर्टर्स क्षमता के साथ सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

# महिंद्रा आईमैक्सम हुई लॉन्च

■ जलतेदीप, प्रेवि, मुंबई

महिंद्रा ट्रक एंड बस (एमटीबी), जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है, ने अपनी क्रांतिकारी कनेक्ट (डब्ल्यू) कल तकनीक, महिंद्रा आईमैक्सम मंगलवार लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म, सीबी रेंज - जिसमें एचसीवी की ब्लेजो एक्स रेंज, आईसीवी एवं एलसीवी की प्युरियो रेंज व बसों का कूजियो रेंज शामिल है - अनुपालक महिंद्रा के बीएस6 उत्सर्जन मानकों के अनुसार तैयार है। यह नई तकनीक, कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्ताव को अधिक मजबूत बनाने का वायदा करती है।

पयुलस्मार्ट तकनीक युक्तस आंचे-परखे गये गये बीएस6 इंजन्सक (एमपीवर एवं एमडीआई टेक) और मजबूत एग्रीगेट्स के साथ, महिंद्रा की नई आईमैक्सम तकनीक - जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं - की मदद से, फ्लीट ओनर्स और ट्रांसपोर्टर्स सक्षमता के साथ



सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

इस मौके पर, महिंद्रा एंड महिंद्रा लिमिटेड के बिजनेस हेड, कॉर्पोरेट व्हीकल्स, जलज गुप्ता ने कहा, महिंद्रा, कनेक्ट डे व्हीकल तकनीक में अग्रणी है, जो कि बढ़ते हुए इलेक्ट्रॉनिक्स आधारित व्हीकल कंट्रोलिस् के मद्देनजर, बीएस6 के नये दौर में और भी अधिक महत्वपूर्ण हो गया है।

गुप्ता ने आगे बताया, महिंद्रा आईमैक्सम टेलीमैटिक्स समाधान नवीनतम टेलीमैटिक्स तकनीक पर

आधारित है और हमारे बीएस6 वाहनों के लिए हमारे ब्रांड का वादा है - हर चीज गारंटी के साथ। यह एक इटेलिजेंट फ्लीट टेलीमैटिक्सक समाधान है जिसमें उत्कृष्ट टेलीमैटि तकनीक जैसे कि ड्युअल कैम (कंट्रोलर एरिया नेटवर्क), 4जी एवं अन्य प्रमुख डिजिटल तकनीकें, मशीन लर्निंग एवं आर्टिफिशियल इटेलिजेंस का उपयोग किया गया है, ताकि वाहन के स्वा स्थल एवं प्रदर्शन के बारे में अच्छी तरह से जानकारी मिल सके। इससे फ्लीट ओनर्स को उनका मुनाफा बढ़ाने में मदद मिलेगी। महिंद्रा आईमैक्सम जैसी सही

टेलीमैटिक्सम प्लेटफॉर्म के साथ, फ्लीट ऑपरेशंस की बढ़ी हुई क्षमता से परिसंपत्ति उत्पादकता/फ्लीट उपयोग में बढ़ोत्तरी होगी, परिचालन की लागत कम होगी और फ्लीट की सुरक्षा बढ़ेगी। महिंद्रा आईमैक्सम, एक इटेलिजेंट प्लेटफॉर्म है और यह बाजार में उपलब्धी अन्य पेशकशों के मुकाबले अलग तरह का समाधान है जो मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं एवं बेसिक व्हीकल इलेक्ट्रॉनिक्स डेटा पर केंद्रित है।

महिंद्रा के बीएस4 फ्लीट ग्राहकों को अपूर्व सफलता मिल रही है, उनकी फ्लीट की ईंधन की खपत 10 प्रतिशत तक कम हुई है। दरअसल, कुछ ग्राहक तो प्रति दिन प्रति वाहन चले किलोमीटर की दृष्टि से परिसंपत्ति की 100 प्रतिशत तक उत्पादकता हासिल कर रहे हैं।

और इसका श्रेय महिंद्रा आईमैक्सम प्लेटफॉर्म द्वारा प्रदत्त बुद्धिमानोपूर्ण सुझावों को जाता है, जिसे बीएस4 के पूर्व दौर में ग्राहकों के सहयोग से तैयार करके सॉफ्ट लॉन्च किया गया था।

## महिंद्रा के क्रांतिकारी आईमैक्सस टेलीमैटिक्स

मुंबई। महिंद्रा ट्रक एंड बस के बीएस6 उत्सोर्जन मानकों के एमटीबीडू जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है ने अपनी क्रांतिकारी कनेक्टेड व्हीकल तकनीक एमहिंद्रा आईमैक्सस आज लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म सीवी रेंज, जिसमें एचसीवी की ब्लेज़ो एक्स रेंज, आईसीवी एवं एलसीवी की फ्यूरियो रेंज व बसों का वरुजियो रेंज शामिल है, अनुपालक महिंद्रा



यह नई तकनीक कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्तारव को अधिक मजबूत

बनाने का वायदा करती है।

फ्यूलस्मार्ट तकनीक युक्त संचालित परखे गये बीएस6 इंजनसक; एमपावर एवं एमडीआई टेकडू और मजबूत एग्रीगेट्स के साथ महिंद्रा की नई आईमैक्सस तकनीक, जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं, की मदद से फ्लीट ओनर्स और ट्रांसपोर्टर्स सक्षमता के साथ सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

## மஹிந்திராவின் புரட்சியான ஐமேக்ஸ் டெலிமேட்டிக்ஸ் இணைப்புத் தொழில்நுட்பம், இந்திய வளிக் வாகனத் துறையில் மிகச் சிறந்த மாற்றத்தை ஏற்படுத்தத் தயாராகிறது!

சென்னை, ஆகஸ்ட் 26, 2020: 19.4 பில்லியன் அமெரிக்க டாலர் மஹிந்திரா குழுமத்தின் ஒரு பகுதியான மஹிந்திரா டிரக் அண்ட் பஸ் (எம்டிபி) தனது புரட்சிகரமான தொழில்நுட்பத்துடன் கூடிய வாகனமான மஹிந்திரா ஐமேக்ஸ் அறிமுகப்படுத்துவதாக அறிவித்துள்ளது. இந்த புதிய டெலிமேட்டிக்ஸ் இயங்குதளம் மஹிந்திராவின் பிஎஸ் 6 உமிழ்வு விதிமுறைகளுக்கு இணங்க சி.வி.என்படும் வணிக வாகன வரம்பிற்கு பொருத்தமாக உள்ளது. இதில் பிளாசோ எக்ஸ் வரம்பு, எச்.சி.விகள், லிபியூரியோ வரம்பு, ஐ.சி.வி மற்றும் எல்.சி.வி மற்றும் க்ரூசியோ வரம்பு பேருந்துகள் உள்ளன. இந்த புதிய தொழில்நுட்பம் நிறுவனத்தின் விவேகமான வாடிக்கையாளர்களுக்கு எம்டிபி வாகனங்களின் மதிப்பு முன்மொழிவை மேலும் வலுப்படுத்த உறுதியளிக்கிறது.

புதிய மஹிந்திரா ஐமேக்ஸ் தொழில்நுட்பம், முயற்சித்த மற்றும் சோதிக்கப்பட்ட பிஎஸ் 6 இன்ஜின்களுடன் (எம்பவர் மற்றும் எம்டிஐ டெக்) எரிபொருள் ஸ்மார்ட் தொழில்நுட்பம் மற்றும் வலுவான அம்சங்களுடன், முந்தைய பிஎஸ் 4 வாகனங்களின் 90 சதவீத பகுதிகளைத் தக்க வைத்துக் கொண்டதாக அமைக்கப்பட்டுள்ளது. இதன்

மூலம் பிஎஸ் 6 தொழில்நுட்பத்துக்கு மாறும் வாகன உரிமையாளர்களின் அனுபவம் கமுகமாகவும் திறம்படவும் அமையும்.

இந்திகழ்ச்சியில் பேசிய மஹிந்திரா அண்ட் மஹிந்திரா லிமிடெட் நிறுவனத்தின் வணிக வாகனங்கள் பிரிவின் வர்த்தகப் பிரிவுத் தலைவர் ஜலாஜ் குப்தா, "மஹிந்திரா நிறுவனம் தகவல் தொடர்பு இணைப்புடன் கூடிய வாகன தொழில்நுட்பத்தின் முன்னோடியாக இருக்கிறது. இது புதிய பிஎஸ் 6 சகாப்தத்தில் மின்னணு அடிப்படையிலான வாகனக் கட்டுப்பாடுகள் அதிகரித்து வரும் சூழலில் மேலும் முக்கியத்துவம் பெறுகிறது," என்றார்.

குப்தா மேலும் கூறுகையில், "மஹிந்திரா ஐமேக்ஸ் டெலிமேட்டிக்ஸ் தீர்வு, அடுத்த தலைமுறை டெலிமேட்டிக்ஸ் தொழில்நுட்பத்தை அடிப்படையாகக் கொண்டது, மேலும் இது எங்கள் பிஎஸ் 6 வாகனங்களுக்கான எங்கள் பிராண்ட் வாக்குறுதியின் அம்சமாக உள்ளது. இது ஒரு நுண்ணறிவு வாகன டெலிமேட்டிக்ஸ் தீர்வாகும், இது வாகனத்தின் ஆற்றல் மற்றும் செயல்திறன் குறித்த சக்திவாய்ந்த நுண்ணறிவுகளை வழங்குவதற்காக ரூயல் கேன் (கன்ட்ரோலர் ஏரியா நெட்வொர்க்), 4 ஜி மற்றும் இயந்திர

சுற்றல் மற்றும் செயற்கை நுண்ணறிவு உள்ளிட்ட பிற முன்னணி டிஜிட்டல் தொழில்நுட்பங்களை பயன்படுத்துகிறது. வாகன உரிமையாளர்களின் வருவாயை அதிகரிக்க இது உதவுகிறது," என்றார்.

மஹிந்திரா ஐமேக்ஸ் போன்ற சரியான டெலிமேட்டிக்ஸ் தளம், மேம்பட்ட வணிக வாகன செயல்பாட்டு செயல்திறன், அதிக பயன்பாட்டு உற்பத்தித்திறன்/வாகன பயன்பாடு, செயல்பாடுகளுக்கு குறைந்த செலவுகள் மற்றும் அதிக வாகனப்பாதுகாப்பு போன்றவற்றுக்கு உதவுகிறது. மஹிந்திரா ஐமேக்ஸ், ஒரு நுண்ணறிவுத் திறன் வாய்ந்த தளம் மற்றும் சந்தையில் உள்ள மற்ற சலுகைகளுடன் ஒப்பிடும்போது வேறுபட்ட தீர்வாகும், இது முக்கியமாக இருப்பிட கண்காணிப்பு அடிப்படையிலான சேவைகள் மற்றும் அடிப்படை வாகன மின்னணு தரவுகளில் கவனம் செலுத்துகிறது. மஹிந்திரா ஐமேக்ஸ், ஒரு சிறந்த நுண்ணறிவுத் தளம் ஆகும். சந்தையில் உள்ள மற்ற அம்சங்களுடன் ஒப்பிடும்போது இது வேறுபட்ட தீர்வாகும். இது முக்கியமாக இருப்பிட கண்காணிப்பு அடிப்படையிலான சேவைகள் மற்றும் அடிப்படை வாகன மின்னணு தரவுகளில் கவனம் செலுத்துகிறது.

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## Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management

Chennai, Aug 27, 2020: Mahindra has unveiled the iMAXX telematics connected vehicle technology, which is set to transform Indian vehicle fleet management. The new technology is designed to enhance the efficiency of the fleet, reduce operational costs, and improve the overall performance of the fleet. The technology is based on a cloud-based platform and is designed to be scalable and flexible. It is expected to be a game-changer for the Indian fleet management industry.



The new Mahindra iMAXX telematics technology is designed to enhance the efficiency of the fleet, reduce operational costs, and improve the overall performance of the fleet. The technology is based on a cloud-based platform and is designed to be scalable and flexible. It is expected to be a game-changer for the Indian fleet management industry.

Speaking on the occasion, Mr. Gagan, Managing Director, Commercial Vehicle, Mahindra & Mahindra Ltd said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become a key focus area for us. We are committed to providing the best solutions for our customers and are excited to launch this new technology."

Mr. Gagan added, "The Mahindra iMAXX telematics solution is based on a cloud-based platform and is designed to be scalable and flexible. It is expected to be a game-changer for the Indian fleet management industry. The technology is designed to enhance the efficiency of the fleet, reduce operational costs, and improve the overall performance of the fleet. It is expected to be a game-changer for the Indian fleet management industry."

Key benefits of Mahindra iMAXX telematics include:
 

- Real-time monitoring of vehicle performance and health.
- Proactive maintenance alerts to reduce downtime.
- Optimized routing and fuel management to reduce costs.
- Enhanced driver safety and compliance.
- Improved fleet utilization and productivity.

Today, Mahindra is a leading provider of fleet management solutions in India. The company has a strong presence in the market and is committed to providing the best solutions for its customers. The new iMAXX telematics technology is a testament to Mahindra's commitment to innovation and excellence in the fleet management industry.

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Today, Mahindra is a leading provider of fleet management solutions in India. The company has a strong presence in the market and is committed to providing the best solutions for its customers. The new iMAXX telematics technology is a testament to Mahindra's commitment to innovation and excellence in the fleet management industry.

## महिंद्राचे क्रांतीकारी आयमॅक्स टेलिमॅटिक्स कनेक्टेड व्हेईकल तंत्रज्ञान भारतीय वाहन ताफा व्यवस्थापनाचे रुपांतर करण्यासाठी सज्ज

बीएस ६ चे पालन करणाऱ्या ब्लाड्डो एक्स एचसीव्ही, प्युरिओ आयसीव्ही आणि एनसीव्ही आणि कुन्निओ बसेसमध्ये मोफत नॉटिफिसह स्टॅंडर्ड ड्रिविंगमॅट म्हणून समाविष्ट

**मुंबई (प्रतिनिधी) :** महिंद्रा ट्रक अँड बस (एमटीबी), या १९.४ अब्ज डॉलर्सच्या महिंद्रा समूहाचा भाग असलेल्या कंपनीने आज महिंद्रा आयमॅक्स या आपल्या क्रांतीकारी स्वरूपाच्या कनेक्टेड व्हेईकल तंत्रज्ञानाचे लॉन्च वाहीर केले. हे नवे टेलिमॅटिक्स प्लॅटफॉर्म महिंद्राच्या बीएस६ उत्सर्जन नियंत्रणे पालन करणाऱ्या मोटोव्हेहीमिध्ये समाविष्ट करण्यात आले असून त्यात ब्लाड्डो एक्स एचसीव्ही, प्युरिओ आयसीव्ही आणि एनसीव्ही अशा कुन्निओ बसेस यांचा समावेश आहे. या नव्या तंत्रज्ञानामुळे कंपनीच्या ग्राहकांसाठी एमटीबी कंपनीचे मूल्य लक्षणीय प्रमाणात वाढणार आहे.

नव्या महिंद्रा आयमॅक्स तंत्रज्ञानाला बीएस ६ इंजिन (एएमपार आणि एमडीआय टेक) आणि प्युएलस्मार्ट तंत्रज्ञानाची जोड देण्यात आली असून पूर्वीच्या बीएस४ वाहनांचे १० टक्के भाग कायम ठेवण्यात आल्यामुळे ताका मालक आणि

वाहतूकदारांचे बीएस६ मालकीमध्ये स्वतंत्रतः सफाईदारपणे न कार्वेक्षणपणे होईल.

बायसॅंगो महिंद्रा अँड महिंद्रा लि. च्या व्यावसायिक वाहन विभागाचे व्यवसाय प्रमुख बलराज गुप्ता म्हणाले, 'महिंद्रामध्ये आम्ही कनेक्टेड व्हेईकल तंत्रज्ञानाची सुरुवात केली आणि आज बीएस ६ च्या वाहतूत ते आणखी महत्त्वाचे बनले आहे. कारण इलेक्ट्रॉनिक्सवर आधारित वाहन नियंत्रणाचे प्रमाण वाढले आहे.'

गुप्ता म्हणाले, 'महिंद्रा आयमॅक्स टेलिमॅटिक्स सोल्युशन अत्याधुनिक टेलिमॅटिक्स तंत्रज्ञानावर आधारित आहे आणि ते आमच्या सर्व बीएस६ वाहनांसाठी आयच्छा बँड आश्वासनाची - हर चीज गॅंटी के साथ सुसंगत आहे. हे एक बुद्धीमान टेलिमॅटिक्स सोल्युशन आहे, ज्यामध्ये ड्युएल बॅंन (कंट्रोलर एरिवा नेटवर्क), ४ जी अशा अत्याधुनिक टेलिमॅटि तंत्रज्ञानाचा आणि सविन लॉगिंग व कृत्रिम बुद्धीमान

यांत्रणेतून इतर जाणवडीच्या डिजिटल तंत्रज्ञानाचा वापर करण्यात आला आहे. यामुळे वाहनाचे अचानक अर्ध क्यमिंगिरीचाविषयी आयच्छक माहिती मिळते व पर्यायाने ताका यालकांचा मिळणारा परतावे वाढण्यास मदत होते.'

महिंद्रा आयमॅक्ससारख्या सोपे टेलिमॅटिक्स प्लॅटफॉर्मच्या मदतीने ताका कामकाजात सुधारणा होऊन मालमत्ता उत्पादनक्षमता/तामचाचा वापर वाढवणे, कामकाजाचा खर्च कमी होणे आणि तामचाची सुरक्षा उंचावते. महिंद्राचे आयमॅक्स हा एक बुद्धीमान

प्लॅटफॉर्म आहे आणि बाजारपेठेत उपलब्ध असलेल्या इतर उत्पादनांच्या तुलनेत वेगळ्या प्रकारचे सोल्युशन आहे, जे प्रामुख्याने लोकेशन ट्रॅकिंगवर आधारित सेवा आणि बेसिक व्हेईकल इलेक्ट्रॉनिक डेटावर लक्ष केंद्रित करते.

आज महिंद्राने बीएस६ ताका ग्राहकांच्या विविध बसोगाथा पाहिल्या आहेत, जे त्यांच्या इंधनात १० टक्के बचत करत आहेत. किकरूना काही ग्राहकांनी इली रिज प्रत्येक वाहनाद्वारे पालनपणे वाहनाचा किलोमीटर अंतरातली १०० टक्के मालमत्ता उत्पादनक्षमता सुधारणा नोंदवली असून त्याचे श्रेय आयमॅक्स बीएस ६ दुगत सॉफ्ट लॉच करण्यात आलेल्या व ग्राहकांबरोबर

त्यात करण्यात आलेल्या महिंद्रा आयमॅक्स प्लॅटफॉर्मचे आहे.

महिंद्रा आयमॅक्स टेलिमॅटिक्स प्लॅटफॉर्मचे अधिकृत फायदे -

लोकेशन ट्रॅकिंगवर आधारित सेवा आणि वाहनाच्या मुनभूत कायमिटी विश्लेषणावर लक्ष केंद्रित करणाऱ्या नेहमीच्या टेलिमॅटिक्स सोल्युशन्सचा महिंद्रा आयमॅक्स पुढील कारणांमुळे खाल बुद्धीमान व इतरपेक्षा वेगळे ठरते - एम्बेडेड उपकरण क्षमता - महिंद्रा आयमॅक्स एम्बेडेड उपकरणाची मुख्य कार्यक्षमता व्यक्त, उच्च फ्रीक्वेंसी इंजिन आणि पूरक सिस्टीम डेटा सुरक्षितपणे सामान्य वेणे आणि गॅंजीर प्रक्रियेसाठी ४ जी एक्सेक्यूटिव्ह टाईम प्रसारण करणे यात आहे.

उदाहरण द्यायचे झाल्यास वाहनातील महिंद्रा आयमॅक्स उपकरणाद्वारे प्रसारित करण्यात आलेल्या डेटाचे बाजारपेठेत उपलब्ध जे पूर्वीच्या तंत्रज्ञानाच्या टेलिमॅटिक्स बसोपेक्षा सरासरी १०० टक्के उ



### Online Coverage

No.	Portal	Headline	Date
1.	PTI	Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX	August 24, 2020
2.	UNIINDIA.com	Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management	August 25, 2020
3.	ETAuto.com	Mahindra Truck and Bus launches iMAXX telematics solution for BS-VI compliant CV range	August 25, 2020
4.	Livemint.com	Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX	August 24, 2020
5.	The Financial Express.com	Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone	August 25, 2020
6.	CNBCTV18.com	Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX	August 25, 2020
7.	India Today.com	Mahindra iMaxx telematics connected vehicle technology launched, check out the details	August 25, 2020
8.	Auto.Hindustantimes.com	Mahindra Truck & Bus equips BS 6-compliant CVs with new telematics solution	August 24, 2020
9.	India Education Diary.com	Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management	August 24, 2020
10.	Team-BHP.com	Mahindra launches iMAXX telematics system for BS6 CVs	August 24, 2020
11.	Motoroids.com	Mahindra's Trucks And Buses Will Now Come Equipped With iMAXX Connected Technology	August 24, 2020

12.	News18.com	Mahindra Launches iMAXX Telematics System For Its Range of BS-VI Commercial Vehicles	August 25, 2020
13.	Auto Tech Review.com	Mahindra Launches iMAXX Telematics Connected Technology	August 24, 2020
14.	BW Defence.com	Mahindra Introduces iMAXX Telematics Services For Its Range Of Commercial Vehicles	August 24, 2020
15.	CarTrade.com	Mahindra introduces iMAXX telematics services for its range of commercial vehicles	August 24, 2020
16.	TruckDekho.com	Mahindra's iMAXX telematics technology to boost fleet management of Indian trucks	August 24, 2020
17.	MotorIndia.com	Mahindra launches iMAXX telematics connected vehicle technology to help CV fleets	August 24, 2020
18.	Outlookindia.com	Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX	August 24, 2020
19.	Devdiscourse.com	Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX	August 24, 2020
20.	NYOOOZ.com	Mahindra Trucks and Bus launch Mahindra iMAXX with BS-VI emission form	August 24, 2020
21.	Automobile News and Trends.com	Mahindra Truck and Bus launches iMAXX telematics answer for BS-VI compliant CV	August 24, 2020
22.	Chennaiyil.com	Mahindra ready to transform Indian vehicle fleet management	August 24, 2020
23.	Pin-365.com	Mahindra Launches iMAXX	August 24, 2020
24.	Hotnewsexpress.com	Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management!	August 24, 2020

25.	Navjeevanexpress.com	MTB launches Mahindra iMAXX with revolutionary connected vehicle technology	August 24, 2020
26.	Commercialvehicle.in	Mahindra's iMAXX telematics connected vehicle technology	August 24, 2020
27.	MSN.com	Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone	August 25, 2020
28.	Punekar News.com	Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management	August 25, 2020
29.	News Chant.com	Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone	August 25, 2020
30.	Telematicswire.net	Mahindra launches iMAXX vehicle telematics system	August 25, 2020
31.	Cioreviewindia.com	Revolutionary iMAXX Telematics By Mahindra For Transforming Indian Vehicle Fleet Management	August 24, 2020
32.	Equipmentindia.com	Mahindra launches new telematics platform	August 25, 2020
33.	Blog.Trucksapp.in	Maximise Your Profits with Mahindra iMAXX Technology	August 25, 2020
34.	Thegujaratmirror.com	महिंद्रानी परिवर्तनकारक टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी भारतीय वाहनना काइवाना व्यवस्थापनमां परिवर्तननो पवन इंकशे	August 25, 2020
35.	Patrikaexpress.com	महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय व्हीकल फ्लीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव	August 26, 2020
36.	The News Strike.com	Mahindra's revolutionary iMAXX telematics connected vehicle technology	August 25, 2020
37.	Society News.com	महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय	August 26,

		व्हीकल फलीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव	2020
38.	Khabredinraat.com	महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय व्हीकल फलीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव	August 25, 2020
39.	Tamil.Drivespark.com	மஹிந்திரா பிஎஸ்-6 வர்த்தக வாகனங்களுக்கான கனெக்ட்டிவிட்டி தொழில்நுட்பம்	August 24, 2020
40.	Naturalnews.co.in	Mahindra ने BS-VI कमर्शियल व्हीकल्स की अपनी रेंज के लिए iMAXX टेलीमैटिक्स सिस्टम किया लॉन्च	August 25, 2020

Headline : Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX

Domain : PTI

Date : August 24, 2020

Journalist:



Mumbai, Aug 24 (PTI) Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday.

The new telematics solution is fitted into Mahindra's BS-VI emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technology has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls.

"The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.

With technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, the solution provides powerful insights on vehicle health and performance, he said.

"This helps in maximising returns for fleet owners," Gupta added.

With the right telematics platform, like iMAXX, which focuses mainly on location tracking based services and basic vehicle electronic data, enhanced fleet operations efficiency leads to higher asset productivity/fleet utilization, lower costs of operations and higher fleet safety, the company said.

The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market, the company claimed.

PTI IAS RVK 08241657

Headline : Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management

Domain : UNIINDIA.com

Date : August 25, 2020

Journalist:

<http://www.uniindia.com/mahindra-s-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/east/news/2135345.html>



Kolkata, Aug 25 (UNI) Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

Headline : Mahindra Truck and Bus launches  
iMAXX telematics solution for BS-VI compliant CV  
range

Domain : ETAuto.com

Date : August 25, 2020

Journalist:

<https://auto.economictimes.indiatimes.com/news/commercial-vehicle/mhcv/mahindra-truck-and-bus-launches-imaxx-telematics-platform-for-bs-vi-compliant-cv-range/77724364>



New Delhi: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, on Monday announced the launch of its new telematics platform, Mahindra iMAXX.

This platform is fitted into Mahindra's Bharat Stage VI (BS-VI) emission norms compliant commercial vehicle (CV) range, including the Blazo X range of heavy CVs, Furio range of intermediate CVs & light CVs and Cruzio range of buses.

The Mahindra iMAXX telematics solution is an intelligent fleet telematics solution that deploys telemetry technology like Dual CAN (Controller Area Network), 4G and other digital technologies, including machine learning and artificial intelligence, to provide insights on vehicle health and performance.

#### Advertisement

A team of specialists and industry experts will highlight key focus areas including machine learning and artificial intelligence to be ready for the future of manufacturing in the Indian auto industry

The core capability of the telematics embedded device is to absorb large scale, high-frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing, informs the company.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd said, "At Mahindra, we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS-VI era, given the increase in electronics-based vehicle controls."

Gupta further added, "This helps in maximizing returns for fleet owners."

The company said the deployment of Mahindra iMAXX will lead to enhanced fleet operations efficiency which will result in higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety.

Headline : Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX

Domain : Livemint

Date : August 24, 2020

Journalist:

<https://www.livemint.com/auto-news/mahindra-truck-bus-equips-bs-vi-compliant-cvs-with-telematics-solution-imaxx-11598268632696.html>



- Mahindra Truck and Bus has equipped its BS-VI compliant commercial vehicles range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance

Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution [Mahindra](#) iMAXX to provide insights on vehicle health and performance, the company said on Monday.

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The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market, the company claimed.

Headline : Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone

Domain : The Financial Express

Date : August 25, 2020

Journalist: Express Drives Desk

<https://www.financialexpress.com/auto/commercial-vehicles/mahindra-trucks-offered-with-imaxx-connectivity-service-due-fuel-efficiency-and-more-on-phone/2064663/>



Through iMAXX, a customer or fleet owner will get updates about their fleet or a particular truck on their smartphone, along with preventive maintenance tips.

Telematics is becoming the buzzword these days. It seems as if everyone is keen on getting it into their vehicles. Even two-wheeler makers are very much interested in this technology. India's backbone as far as economics go – trucks – are now also been fitted with this technology. The latest to join the troupe is Mahindra. Mahindra trucks like the Furio, Blazo, Cruzio BS6 are now available with the iMAXX connectivity. This is a free subscription. Mahindra says that these telematics will offer the fleet owner to have higher profits as well as tension-free ownership of the trucks. Further, this value-for-money proposition will enhance the overall ownership experience. Mahindra says that this will also be incentive enough to get BS4 truck owners to smoothly shift to BS6 machines. As it is, more than 90 per cent of the parts are shared between the two.

Through iMAXX, a customer or fleet owner will get updates about their fleet or a particular truck on their smartphone. One can check the vehicle location, tyre pressure, fuel and other details by sitting in the comfort of their home or office. Mahindra claims that as it is the trucks are fitted with fuel-saving measures and this helps in a big fashion. Asset productivity too has increased for some, claims Mahindra due to the BS6 trucks. iMaxx is expected to enhance this in a higher fashion with a 4G embedded SIM. The company says that the data transmitted by this SIM is 600 per cent more than that of the other embedded technologies used world over.

Preventive maintenance too has been enabled wherein the system tells the fleet owner of a possible part that needs replacement. Mahindra's studies show that the system sometimes gives a warning 33 hours in advance thereby ensuring that the vehicle downtime is lower. A 24x7 customer support team too is part of the process.

Headline : Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX

Domain : cnbctv18.com

Date : August 25, 2020

Journalist:

<https://www.cnbctv18.com/auto/mahindra-truck--bus-equips-bs-vi-compliant-cvs-with-telematics-solution-imaxx-6722191.htm>



Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday.

The new telematics solution is fitted into Mahindra's BS-VI emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technology has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls.

"The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.

With technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, the solution provides powerful insights on vehicle health and performance, he said.

"This helps in maximising returns for fleet owners," Gupta added.

With the right telematics platform, like iMAXX, which focuses mainly on location tracking based services and basic vehicle electronic data, enhanced fleet operations efficiency leads to higher asset productivity/fleet utilization, lower costs of operations and higher fleet safety, the company said.

The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market, the company claimed.

Headline : Mahindra iMaxx telematics connected vehicle technology launched, check out the details

Domain : India Today

Date : August 25, 2020

Journalist: Varun Singh

<https://www.indiatoday.in/auto/latest-auto-news/story/mahindra-imaxx-telematics-connected-vehicle-technology-launched-1714872-2020-08-25>



Mahindra Truck and Bus (MTB) has launched the iMaxx telematics connected vehicle technology, which will now come as a standard feature with the company's BS6-compliant CV range, including the Blazo X HCVs, the Furio ICVs and LCVs, and the Cruzio buses. It is claimed that the new iMaxx telematics solution deploys dual CAN (controller area network), 4G, machine learning and artificial intelligence, among others, to provide insights on the vehicle health and performance.

According to the company, the core capability of the Mahindra iMaxx embedded device is to absorb large scale, high-frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. After the data comes into Mahindra iMaxx cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMaxx digital twin platform level help provide accurate, reliable and predictive business and engineering insights.

"The Mahindra iMaxx telematics solution is based on next-generation telematics technology and is at the heart of our brand promise - Har Cheez Guarantee Ke Saath - for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like dual CAN (controller area network), 4G and other leading digital technologies, including machine learning and artificial intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for fleet owners," Mahindra and Mahindra Commercial Vehicles Business Head Jalaj Gupta said.

The new Mahindra iMaxx technology, coupled with the BS6 engines (mPower and MDI Tech), will help the fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently, Mahindra Truck and Bus has claimed.

Headline : Mahindra Truck & Bus equips BS 6-compliant CVs with new telematics solution

Domain : <https://auto.hindustantimes.com>

Date : August 24, 2020

Journalist:

<https://auto.hindustantimes.com/auto/news/mahindra-truck-bus-equips-bs-6-compliant-cvs-with-new-telematics-solution-41598269091722.html>



- Connected vehicle technology has become even more important in the new BS 6 era, given the increase in electronics based vehicle controls.

Mahindra Truck and Bus (MTB) has equipped its BS 6-compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday.

The new telematics solution is fitted into Mahindra's BS 6 emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technology has become even more important in the new BS 6 era, given the increase in electronics based vehicle controls.

"The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.

With technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, the solution provides powerful insights on vehicle health and performance, he said.

"This helps in maximising returns for fleet owners," Gupta added.

With the right telematics platform, like iMAXX, which focuses mainly on location tracking based services and basic vehicle electronic data, enhanced fleet operations efficiency leads to higher asset productivity/fleet utilization, lower costs of operations and higher fleet safety, the company said.

The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market, the company claimed.

**Headline : Mahindra’s revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management**

**Domain : India Education Diary**

**Date : August 24, 2020**

**Journalist: India Education Diary Bureau Admin -**

**<https://indiaeducationdiary.in/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/>**

Mumbai, August 24, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra’s BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company’s discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, “At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls.”

Mr. Gupta added, “The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : Mahindra launches iMAXX telematics system for BS6 CVs

Domain : Team-BHP.com

Date : August 24, 2020

Journalist: Tushar Kelshikar

<https://www.team-bhp.com/news/mahindra-launches-imaxx-telematics-system-bs6-cvs?tab=1>



Mahindra has launched its iMAXX telematics platform for BS6 commercial vehicles. The connected vehicle technology will be available in the Blazo X range of HCVs, Furio range of ICVs and LCVs as well as in Cruzio range of buses.

According to Mahindra, iMAXX uses Dual CAN (Controller Area Network), 4G, machine learning and artificial intelligence technologies to provide information on vehicle health and performance. The system is claimed to improve productivity / fleet utilization and safety as well as lower costs of operations.

The Mahindra iMAXX embedded device is said to capture large scale, high frequency engine and allied system data securely and transmit on a real-time basis over 4G. Compared to older systems, on an average, it can transmit 600% more data. Further, Mahindra's digital twin platform uses machine learning to provide accurate and reliable data.

The artificial intelligence built into the system can predict mechanical issues. In one such case, the system was able to predict an engine cooling system issue 33 hours prior to it actually occurring. The predictive alert system helps fleet operators avoid major breakdowns.

According to the company, BS4 fleet customers are achieving upwards of 10% improvement in fuel economy across their fleet. Some customers are achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day.

Headline : Mahindra's Trucks And Buses Will Now Come Equipped With iMAXX Connected Technology

Domain : Motoroids.com

Date : August 24, 2020

Journalist: Anant Pandey

<https://www.motoroids.com/news/mahindras-trucks-and-buses-will-now-come-equipped-with-imaxx-connected-technology/>



The world has moved ahead at a very fast pace over the last few years. It is not the same as it was a few years ago and the same is true in the case of trucks and buses. The big and bulky cargo/people movers are seeing a gradual evolution. While connected technology has made things a lot easier for car owners, the same technology is now dripping down to trucks and buses as well. Mahindra Truck and Bus (MTB) today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX.

This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with fuelsmart technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

#### Benefits of Mahindra iMAXX Telematics Platform

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high-frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

#### Official Statement

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, “At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics-based vehicle controls.”

Mr. Gupta added, “The Mahindra iMAXX Telematics solution, is based on next-generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Headline : Mahindra Launches iMAXX Telematics System For Its Range of BS-VI Commercial Vehicles

Domain : News18

Date : August 25, 2020

Journalist:

<https://www.news18.com/news/auto/mahindra-launches-imaxx-telematics-system-for-its-range-of-bs-vi-commercial-vehicles-2815831.html>



Mahindra Truck and Bus (MTB), has announced the launch of its connected vehicle technology, Mahindra iMAXX. This new telematics platform is fitted into Mahindra's BS-VI emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses.

The new Mahindra iMAXX technology, coupled with the tried & tested BS-VI engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS-IV vehicles, will help fleet owners and transporters transition to the BS-VI ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : Mahindra Launches iMAXX Telematics Connected Technology	Domain : Auto Tech Review
Date : August 24, 2020	Journalist: ATR Bureau

**<https://autotechreview.com/news/mahindra-launches-imaxx-telematics-connected-technology>**

iMAXX Connected tech will enhance control and predictability for transporter’s fleet. Standard equipment for Blazo HCVs, Furio ICVs and LCVs and Cruzio Busses

Mahindra Truck and Bus (MTB) has announced connected vehicle technology for commercial platforms, Mahindra iMAXX. This telematics solution has been equipped into Mahindra BS 6 compliant CV range, including Blazo X HCV, Furio ICV and LCV and Cruzio bus range. With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations, and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10 percent fuel economy improvements across their fleet. Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, “At Mahindra, we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics-based vehicle controls. It is an intelligent fleet telematics solution that deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.” The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high-frequency engine and allied system data securely and transmits on a real-time basis over 4G airwaves for server processing.

To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on average 600 percent higher than the previous generation telematics systems available in the market. Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

**Headline : Mahindra Introduces iMAXX  
Telematics Services For Its Range Of Commercial  
Vehicles**

**Domain : BW Defence**

**Date : August 24, 2020**

**Journalist: BW Online Bureau**

**<http://bwautoworld.businessworld.in/article/Mahindra-Introduces-iMAXX-Telematics-Services-For-Its-Range-Of-Commercial-Vehicles/25-08-2020-312512/>**



New Telematics platform deploys telemetry technology to provide powerful insights on vehicle health and performance

Mahindra Truck and Bus has announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

## Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

**Digital Twin Platform** – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : Mahindra introduces iMAXX telematics services for its range of commercial vehicles

Domain : CarTrade.com

Date : August 24, 2020

Journalist:

<https://www.cartrade.com/news/mahindra-introduces-imaxx-telematics-services-for-its-range-of-commercial-vehicles-137238.html>



Mahindra Truck and Bus (MTB) has launched its revolutionary connected vehicle technology, Mahindra iMAXX. This new telematics platform is fitted into Mahindra's BS6 compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs and LCVs and CRUZIO range of buses.

The iMAXX service comprises the following

Embedded Device Capability – Transmission of large scale, high frequency engine and allied system data securely and transmit on a real-time basis over 4G airwaves for server processing.

Digital Twin Platform – The Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility.

The service also offers predictive alert available at the right time with a 24X7 helpline and uptime monitoring team and to the customer.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

He added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies."

Headline : Mahindra's iMAXX telematics technology to boost fleet management of Indian trucks

Domain : TruckDekho

Date : August 24, 2020

Journalist:

<https://trucks.cardekho.com/en/news/detail/mahindras-imaxx-telematics-technology-to-boost-fleet-management-of-indian-trucks-1567.html>



iMAXX helps in precise predictability and control over the fleet, leading to higher profits, easier ownership experience, and enhanced productivity. Offered as standard across its BS6 range of HCVs, ICVs, and LCVs with a free subscription package.

Mahindra Truck and Bus (MTB) announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to strengthen further the value proposition of the MTB range for its discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with fuelsmart technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the initiative, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

"The Mahindra iMAXX telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners", Gupta added.

Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations, and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Mahindra says customers are getting nearly 10% better fuel mileage and achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the iMAXX platform that was soft-launched and co-created with customers in the earlier BS4 era.

iMAXX Telematics Platform offers benefits such as

**Embedded Device Capability:** The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine, and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average, 600% higher than the previous generation telematics systems available in the market.

**Digital Twin Platform:** Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without further intelligence or analysis, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility efficacy and reliability – Mahindra claims it is a first in Indian CV industry.

#### Customer Benefits

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicles during Lockdown 1.0.

The artificial intelligence built into the system that monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours before it actually occurred on the vehicle i.e., a vehicle sending a high coolant temperature fault code through its ECU.

With the predictive alert available at the right time to its NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted, and the driver continued on the trip after minor repairs provided by MTB's mobile service van.

Headline : Mahindra launches iMAXX telematics connected vehicle technology to help CV fleets

Domain : MotorIndia

Date : August 24, 2020

Journalist: motorindia

<https://www.motorindiaonline.in/commercial-vehicles/mahindra-launches-imaxx-telematics-connected-vehicle-technology-to-help-cv-fleets/>



Mahindra Truck and Bus (MTB) has announced the launch of its connected vehicle technology, Mahindra iMAXX, as part of its efforts to deliver a distinguished fleet management experience for its customers. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses.

The new Mahindra iMAXX technology, coupled with its proven BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking about the launch, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd., said: "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls. The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise – HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."



With the right telematics platform enhanced fleet operations efficiency leads to higher asset productivity / fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

### Intelligent Solution

As against the regular telematics solutions that focus mainly on location tracking-based services and basic vehicle performance analysis, the company claims the intelligent Mahindra iMAXX is in a different league due to the following features:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

**Digital Twin Platform** – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers its service guarantees for customers, the company shares an actual case that occurred on one of its customer's vehicles during Lockdown 1.0. "The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle, i.e., vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van", stated a company release.

Headline : Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX

Domain : <https://www.outlookindia.com/>

Date : August 24, 2020

Journalist:

**<https://www.outlookindia.com/newscroll/mahindra-truck--bus-equips-bsvi-compliant-cvs-with-telematics-solution-imaxx/1921817>**

Mumbai, Aug 24 (PTI) Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday.

The new telematics solution is fitted into Mahindra's BS-VI emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technology has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls.

"The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.

With technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, the solution provides powerful insights on vehicle health and performance, he said.

"This helps in maximising returns for fleet owners," Gupta added.

With the right telematics platform, like iMAXX, which focuses mainly on location tracking based services and basic vehicle electronic data, enhanced fleet operations efficiency leads to higher asset productivity/fleet utilization, lower costs of operations and higher fleet safety, the company said.

The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market, the company claimed. PTI IAS RVK

Headline : Mahindra Truck & Bus equips BS-VI compliant CVs with telematics solution iMAXX

Domain : Devdiscourse

Date : August 24, 2020

Journalist: PTI

<https://www.devdiscourse.com/article/business/1182145-mahindra-truck-bus-equips-bs-vi-compliant-cvs-with-telematics-solution-imaxx>

Mahindra Truck and Bus (MTB) has equipped its BS-VI compliant commercial vehicles (CVs) range with new telematics solution Mahindra iMAXX to provide insights on vehicle health and performance, the company said on Monday. The new telematics solution is fitted into Mahindra's BS-VI emission norms compliant CV range, including Blazo X range of heavy CVs, Furio range of intermediate CVs and light CVs, and Cruzio range of buses, it said.

Connected vehicle technology has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls. "The iMAXX Telematics solution is based on next generation telematics technology. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology," said Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.

With technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, the solution provides powerful insights on vehicle health and performance, he said. "This helps in maximising returns for fleet owners," Gupta added.

With the right telematics platform, like iMAXX, which focuses mainly on location tracking based services and basic vehicle electronic data, enhanced fleet operations efficiency leads to higher asset productivity/fleet utilization, lower costs of operations and higher fleet safety, the company said. The amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market, the company claimed.

Headline : Mahindra Trucks and Bus launch Mahindra iMAXX with BS-VI emission form	Domain : NYOOOZ
Date : August 24, 2020	Journalist: NYOOOZ

<https://www.nyoooz.com/features/automobile/mahindra-trucks-and-bus-launch-mahindra-imaxx-with-bsvi-emission-form-.html/4417/>

The company said the deployment of Mahindra iMAXX will lead to enhanced fleet operations efficiency which will result in higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety.

Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, on Monday announced the launch of its new telematics platform, Mahindra iMAXX.

This platform is fitted into Mahindra's Bharat Stage VI (BS-VI) emission norms compliant commercial vehicle (CV) range, including the Blazo X range of heavy CVs, Furio range of intermediate CVs & light CVs and Cruzio range of buses.

The Mahindra iMAXX telematics solution is an intelligent fleet telematics solution that deploys telemetry technology like Dual CAN (Controller Area Network), 4G and other digital technologies, including machine learning and artificial intelligence, to provide insights on vehicle health and performance.

The core capability of the telematics embedded device is to absorb large scale, high-frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing, informs the company.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd said, "At Mahindra, we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS-VI era, given the increase in electronics-based vehicle controls."

Gupta further added, "This helps in maximizing returns for fleet owners."

The company said the deployment of Mahindra iMAXX will lead to enhanced fleet operations efficiency which will result in higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety.

Headline : Mahindra Truck and Bus launches iMAXX telematics answer for BS-VI compliant CV	Domain : Automobile News and Trends
Date : August 24, 2020	Journalist: admin

<https://automobilnews.eu/mahindra-truck-and-bus-launches-imaxx-telematics-solution-for-bs-vi-compliant-cv-range-auto-news-automobilnews-news-by-automobilnews-eu/>

New Delhi: Mahindra Truck and Bus (MTB), part of the USD 19.4 billion Mahindra Group, on Monday introduced the launch of its new telematics platform, Mahindra iMAXX. This platform is fitted into Mahindra's Bharat Stage VI (BS-VI) emission norms compliant business automobile (CV) vary, together with the Blazo X vary of heavy CVs, Furio vary of intermediate CVs & gentle CVs and Cruzio vary of buses.

The Mahindra iMAXX telematics answer is an clever fleet telematics answer that deploys telemetry expertise like Twin CAN (Controller Space Community), 4G and different digital applied sciences, together with machine studying and synthetic intelligence, to offer insights on automobile well being and efficiency.

The core functionality of the telematics embedded gadget is to soak up giant scale, high-frequency engine and allied system information securely, and transmit on a real-time foundation over 4G airwaves for server processing, informs the corporate. Talking on the event, Jalaj Gupta, Enterprise Head, Business Automobiles, Mahindra & Mahindra Ltd stated, "At Mahindra, we're the pioneers in Related Car expertise, which has turn out to be much more necessary within the new BS-VI period, given the rise in electronics-based automobile controls."

Gupta additional added, "This helps in maximizing returns for fleet homeowners."

The corporate stated the deployment of Mahindra iMAXX will result in enhanced fleet operations effectivity which can end in larger asset productiveness/ fleet utilization, decrease prices of operations and better fleet security.

Headline : Mahindra ready to transform Indian vehicle fleet management	Domain : Chennaiyil.com
Date : August 24, 2020	Journalist: News Desk

<https://chennaiyil.com/mahindra-ready-to-transform-indian-vehicle-fleet-management/>

Mahindra's iMAXX offers unprecedented predictability & control over the transporter's fleet, leading to higher profits and a hassle-free ownership experience

Featured as Standard Equipment in the BS6 compliant range of BLAZO X HCVs, FURIO ICVs & LCVs and CRUZIO Buses with free subscription package

New Telematics platform deploys cutting-edge telemetry technology to provide powerful insights on vehicle health and performance

Mumbai, August 24, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

## Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

**Digital Twin Platform** – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

**Headline : Mahindra Launches iMAXX****Domain : Pin-365.com****Date : August 24, 2020****Journalist:****<https://www.pin-365.com/articles/mahindra-launches-imaxx>**

To further strengthen the value proposition for its discerning customers, Mahindra Trucks and Bus (MTB) has launched Mahindra iMAXX. This connected vehicle technology has been deployed in Mahindra's BS-VI emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses.

The new Mahindra iMAXX technology, coupled with the tried & tested BS-VI engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90 percent of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS-VI ownership experience smoothly and efficiently.

The telematics platform's enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilisation, lower costs of operations and higher fleet safety. It is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra, said, the connected vehicle technology has become even more important in the new BS-VI era, given the increase in electronics based vehicle controls. "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise *-har cheez guarantee ke saath*, for our BS-VI vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximising returns for Fleet Owners." (MT)

Headline : Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management!

Domain : Hotnewsexpress.com

Date : August 24, 2020

Journalist:

<https://hotnewsexpress.com/2020/08/24/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/>



Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management!

- Mahindra's iMAXX offers unprecedented predictability & control over the transporter's fleet, leading to higher profits and a hassle-free ownership experience
- Featured as Standard Equipment in the BS6 compliant range of BLAZO X HCVs, FURIO ICVs & LCVs and CRUZIO Buses with free subscription package
- New Telematics platform deploys cutting-edge telemetry technology to provide powerful insights on vehicle health and performance

Mumbai, August 24, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology

like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

**Digital Twin Platform** – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer’s vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : MTB launches Mahindra iMAXX with revolutionary connected vehicle technology

Domain : Navjeevanexpress.com

Date : August 24, 2020

Journalist:

<https://navjeevanexpress.com/mtb-launches-mahindra-imaxx-with-revolutionary-connected-vehicle-technology/>



Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, on Monday announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, **Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

**Mr. Gupta added,** "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

### **Unique Benefits of Mahindra iMAXX Telematics Platform:**

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

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To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : Mahindra's iMAXX telematics connected vehicle technology

Domain : commercialvehicle.in

Date : August 24, 2020

Journalist: CV Admin

<http://commercialvehicle.in/mahindras-imaxx-telematics-connected-vehicle-technology/>



Mahindra's revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management.

#### Key Highlights

Mahindra's iMAXX offers unprecedented predictability & control over the transporter's fleet, leading to higher profits and a hassle-free ownership experience

Featured as Standard Equipment in the BSVI compliant range of BLAZO X HCVs, FURIO ICVs & LCVs and CRUZIO Buses with the free subscription package

New Telematics platform deploys cutting-edge telemetry technology to provide powerful insights on vehicle health and performance

Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra's BSVI emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried and tested BSVI engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90 per cent of the parts of the erstwhile BSIV vehicles, will help fleet owners and transporters transition to the BSVI ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, "At Mahindra, we are the pioneers in Connected Vehicle technology, which has become even more important in the new BSVI era, given the increase in electronics-based vehicle controls."

Gupta added, "The Mahindra iMAXX Telematics solution, is based on next-generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BSVI vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology

like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximising returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity or fleet utilisation, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BSIV fleet customers who are achieving upwards of 10 per cent fuel economy improvements across their fleet. In fact, some customers are even achieving 100 per cent asset productivity improvements in terms of kilometres driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft-launched and co-created with customers in the earlier BSIV era.

Headline : Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone

Domain : MSN

Date : August 25, 2020

Journalist: Express Drives Desk

<https://www.msn.com/en-in/autos/news/mahindra-trucks-offered-with-imaxx-connectivity-service-due-fuel-efficiency-and-more-on-phone/ar-BB18lrAo?li=BB12xMqr>



Telematics is becoming the buzzword these days. It seems as if everyone is keen on getting it into their vehicles. Even two-wheeler makers are very much interested in this technology. India's backbone as far as economics go – trucks – are now also been fitted with this technology. The latest to join the troupe is Mahindra. Mahindra trucks like the Furio, Blazo, Cruzio BS6 are now available with the iMAXX connectivity. This is a free subscription. Mahindra says that these telematics will offer the fleet owner to have higher profits as well as tension-free ownership of the trucks. Further, this value-for-money proposition will enhance the overall ownership experience. Mahindra says that this will also be incentive enough to get BS4 truck owners to smoothly shift to BS6 machines. As it is, more than 90 per cent of the parts are shared between the two.

Through iMAXX, a customer or fleet owner will get updates about their fleet or a particular truck on their smartphone. One can check the vehicle location, tyre pressure, fuel and other details by sitting in the comfort of their home or office. Mahindra claims that as it is the trucks are fitted with fuel-saving measures and this helps in a big fashion. Asset productivity too has increased for some, claims Mahindra due to the BS6 trucks. iMaxx is expected to enhance this in a higher fashion with a 4G embedded SIM. The company says that the data transmitted by this SIM is 600 per cent more than that of the other embedded technologies used world over.

Preventive maintenance too has been enabled wherein the system tells the fleet owner of a possible part that needs replacement. Mahindra's studies show that the system sometimes gives a warning 33 hours in advance thereby ensuring that the vehicle downtime is lower. A 24x7 customer support team too is part of the process.

<b>Headline : Mahindra’s revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management</b>	<b>Domain : Punekar News</b>
Date : August 25, 2020	Journalist:

**<https://www.punekarnews.in/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/>**

Mumbai, August 25, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra’s BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company’s discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, “At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls.”

Mr. Gupta added, “The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

Headline : Mahindra trucks offered with iMAXX connectivity: Service due, fuel efficiency and more on phone

Domain : News Chant

Date : August 25, 2020

Journalist:

<https://newschant.com/auto/mahindra-trucks-offered-with-imaxx-connectivity-service-due-fuel-efficiency-and-more-on-phone/>



Through iMAXX, a buyer or fleet proprietor will get updates about their fleet or a selected truck on their smartphone, alongside with preventive upkeep ideas.

Telematics is turning into the buzzword as of late. It appears as if everyone seems to be eager on getting it into their autos. Even two-wheeler makers are very a lot on this expertise. India's spine so far as economics go – trucks – are actually additionally been fitted with this expertise. The newest to hitch the troupe is Mahindra. Mahindra trucks just like the Furio, Blazo, Cruzio BS6 are actually obtainable with the iMAXX connectivity. This is a free subscription. Mahindra says that these telematics will provide the fleet proprietor to have larger earnings in addition to tension-free possession of the trucks. Further, this value-for-money proposition will improve the general possession expertise. Mahindra says that this will even be incentive sufficient to get BS4 truck house owners to easily shift to BS6 machines. As it's, more than 90 per cent of the components are shared between the 2.

Through iMAXX, a buyer or fleet proprietor will get updates about their fleet or a selected truck on their smartphone. One can test the automobile location, tyre strain, fuel and different particulars by sitting within the consolation of their dwelling or workplace. Mahindra claims that as it's the trucks are fitted with fuel-saving measures and this helps in an enormous style. Asset productiveness too has elevated for some, claims Mahindra as a result of BS6 trucks. iMaxx is predicted to boost this in a better style with a 4G embedded SIM. The firm says that the info transmitted by this SIM is 600 per cent more than that of the opposite embedded applied sciences used world over.

Preventive upkeep too has been enabled whereby the system tells the fleet proprietor of a attainable half that wants substitute. Mahindra's research present that the system generally offers a warning 33 hours upfront thereby making certain that the automobile downtime is decrease. A 24x7 buyer help crew too is a part of the method.

Headline : Mahindra launches iMAXX vehicle telematics system

Domain : telematicswire.net

Date : August 25, 2020

Journalist: admin

<https://www.telematicswire.net/mahindra-launches-imaxx-vehicle-telematics-system/>



Mahindra Truck and Bus (MTB), announced the launch of Mahindra iMAXX. This new vehicle telematics platform will be fitted into Mahindra's commercial vehicle, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses.

The new Mahindra iMAXX technology, coupled with FUELSMART technology. In addition to location tracking based services and basic vehicle performance analysis, the Mahindra iMAXX provides:

**Embedded Device Capability** – The core capability of the Mahindra iMAXX embedded device is to soak up the large scale, high-frequency engine, and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the quantity of knowledge transmitted through the Mahindra iMAXX device from the vehicle is on average 600% above the previous generation telematics systems available in the market.

**Digital Twin Platform** – Once such an outsized amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and AI models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to feature machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

**Headline : Revolutionary iMAXX Telematics By Mahindra For Transforming Indian Vehicle Fleet Management**

**Domain : cioreviewindia.com**

**Date : August 24, 2020**

**Journalist: CIORReviewIndia Team**

**<https://www.cioreviewindia.com/news/revolutionary-imaxx-telematics-by-mahindra-for-transforming-indian-vehicle-fleet-management-nid-5770-cid-26.html>**



The launch of a revolutionary connected vehicle technology is announced by Mahindra Truck and Bus (MTB), which is a part of the USD 19.4 billion Mahindra Group. With this latest Telematics platform fitted into Mahindra's BS6 emission norms compliant CV range, which includes BLAZO X range of HCVs, FURIO range of ICVs and LCVs and CRUZIO range of buses, the technology will increase the strength of the value proposition of the MTB range for the company's discerning customers.

The latest technology by Mahindra iMAXX technology, which is coupled with the tried and tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, over 90 percent retention of the parts of the erstwhile BS4 vehicles, will be helping the fleet owners and transporters in the transition of the BS6 ownership experience in a fine and efficient manner.

Jalaj Gupta, the Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd, said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics-based vehicle controls."

He added, "The Mahindra iMAXX Telematics solution, is based on next-generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

Mahindra iMAXX has added right telematics platform for enhancing fleet operations efficiency, leading to the higher asset productivity/fleet utilization, lower of operations costs, ensuring higher fleet safety. As an intelligent platform and a differentiated solution provider, Mahindra iMAXX solutions focus majorly on location tracking which is related to services and basic vehicle electronic data.

Presently, Mahindra has an eye on unprecedented number of success stories from the BS4 fleet customers that are achieving upwards of 10 percent fuel economy improvements in their fleet. As a matter of fact, some of the customers can achieve 100 percent asset productivity improvements related

to kilometres driven per vehicle per day because of the intelligent insights detailed by the Mahindra iMAXX platform, which was soft-launched and co-created with the customers in the earlier BS4 era.

The unique benefits provided by Mahindra iMAXX Telematics Platform include location tracking based-services and basic vehicle performance analysis. The embedded device capability, which integrates the core capability of the Mahindra iMAXX embedded device absorb in a large scale, high-frequency engine, and allied system data securely, and transmit on a real-time basis in 4G airwaves for server processing. The amount of data transmitted through Mahindra iMAXX device from the vehicle is on an average 600 percent more than the earlier generation telematics systems.

In Digital Twin Platform, when a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models that are in place at the Mahindra iMAXX digital twin platform level, curate accurate, helpful, and predictive business and engineering insights. When most telematics solutions are fetching and giving vehicle data to customers without any further intelligence and analysis built-in, Mahindra iMAXX has the unique and unmatched capability for adding machine intelligence to normal data for enhancing credibility, efficacy and reliability.

For appreciating the prowess and uniqueness of the aforesaid solution, and how it gives power for successful customer services, there is an actual case that took place on one of the customer's vehicle during lockdown 1.0. Artificial intelligence devised into the system that monitors multiple correlated vehicle parameters predicted an engine cooling system problem, 33 hours before that actually happened, and the vehicle sent a high coolant temperature fault code via its ECU. Because of the predictive alert present at the right time in 24X7 helpline and uptime monitoring team and to the customer by Mahindra, which also gives agility and timely action of the customer support team, a major vehicle breakdown was predicted and the driver continued on the trip after minor repairs that were provided by the mobile service van of Mahindra.

Headline : Mahindra launches new telematics platform

Domain : equipmentindia.com

Date : August 25, 2020

Journalist:

<https://equipmentindia.com/construction-machinery-news/top-equipment-news/webexclusive/Mahindra-launches-new-telematics-platform/126605>



Mahindra Truck and Bus (MTB), a part of the \$19.4 billion Mahindra Group, announced the launch of its connected vehicle technology, Mahindra iMAXX. This new telematics platform is fitted into Mahindra's BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs and LCVs, and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company's discerning customers.

The new Mahindra iMAXX technology, coupled with the tried and tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90 per cent of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently, according to the company.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics-based vehicle controls."

Gupta added, "The Mahindra iMAXX telematics solution is based on next generation telematics technology and is at the heart of our brand promise - HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximising returns for fleet owners."

Benefits of Mahindra iMAXX telematics platform:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600 per cent higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

Headline : Maximise Your Profits with Mahindra iMAXX Technology	Domain : <a href="http://blog.trucksapp.in">blog.trucksapp.in</a>
Date : August 25, 2020	Journalist:

<https://blog.trucksapp.in/maximise-your-profits-with-mahindra-imaxx-technology>

It is at the heart of the guaranteed experience as per promise by Mahindra Trucks and Bus for all BS6 vehicles.

iMAXX is an intelligent fleet telematics solution that can maximise returns for you.

It deploys cutting-edge telemetry like Dual CAN, 4G and other digital technologies like machine learning and Artificial intelligence to provide powerful insights on vehicle health and performance.

iMAXX telematics technology comes with smart features like accurate refills, theft alerts, fuel consumption, AdBlue monitoring, driver behaviour monitoring and a range of automated operation reports.

With the help of these features, you can keep a track of [Mahindra](#) vehicles and better manage the business, 24/7.

Welcome to the official page of #TrucksApp.in , We are setting a new benchmark in the Indian Trucking industry by offering curated, honest and verified online marketplace for buying and selling new and used trucks

Headline : મહિન્દ્રાની પરિવર્તનકારક ટેલીમેટિક્સ કનેક્ટેડ વ્હિકલ ટેકનોલોજી ભારતીય વાહનના કાફલાના વ્યવસ્થાપનમાં પરિવર્તનનો પવન ફૂંકશે

Domain : thegujaratmirror.com

Date : August 25, 2020

Journalist:

<http://thegujaratmirror.com/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/>



19.4 અબજ ડોલરના મહિન્દ્રા ગ્રૂપની કંપની મહિન્દ્રા ટ્રક એન્ડ બસ (MTB)એ આજે એની પરિવર્તનકારક કનેક્ટેડ વ્હિકલ ટેકનોલોજી મહિન્દ્રા આઇમેક્સ લોચ કરવાની જાહેરાત કરી હતી. આ નવું ટેલીમેટિક્સ પ્લેટફોર્મ BS6 ઉત્સર્જન નિયમોનું પાલન કરતી મહિન્દ્રાની રેન્જમાં ફિટ છે, જેમાં HCVsની બ્લેઝો X, ICVs અને LCVs ફ્યુરિયો રેન્જ તથા ક્રુઝિયો રેન્જની બસ સામેલ છે. આ નવી ટેકનોલોજી કંપનીના સમજુ ગ્રાહકો માટે MTB રેન્જની મૂલ્યસંવર્ધિત ખાસિયતોને વધારે મજબૂત કરશે.

ફ્યુઅલસ્માર્ટ ટેકનોલોજી અને મજબૂત એગ્રીગેટ્સ સાથે સફળ BS6 એન્જિનો (એમપાવર અને MDI ટેક) સાથે આ નવી મહિન્દ્રા આઇમેક્સ ટેકનોલોજી અગાઉના BS4 વાહનોના 90 ટકાથી વધારે પાર્ટ્સ જાળવી રાખે છે, જેનાથી કાફલાના માલિકો અને ટ્રાન્સપોર્ટર્સને BS6 વાહનોની માલિકીનો સરળ અને અસરકારક અનુભવ મેળવવામાં મદદ મળશે.

આ પ્રસંગે મહિન્દ્રા એન્ડ મહિન્દ્રા લિમિટેડનાં કમર્શિયલ વ્હિકલ્સના બિઝનેસ હેડ જલજ ગુમાએ કહ્યું હતું કે, “મહિન્દ્રામાં અમે કનેક્ટેડ વ્હિકલ ટેકનોલોજીમાં પથપ્રદર્શક છીએ, જે ઇલેક્ટ્રોનિક આધારિત વ્હિકલ નિયંત્રણોમાં વધારો થવાથી નવા BS6 યુગમાં વધારે મહત્વપૂર્ણ બની ગઈ છે.”

શ્રી ગુમાએ ઉમેર્યું હતું કે, “મહિન્દ્રા આઇમેક્સ ટેલીમેટિક્સ સોલ્યુશન અત્યાધુનિક ટેલીમેટિક્સ ટેકનોલોજી પર આધારિત છે અને અમારા BS6 વાહનો માટે અમારી બ્રાન્ડની ખાતરી – હર યીઝ ગેરન્ટી કે સાથનું હાર્દ છે. આ ઇન્ટેલિજન્ટ ફ્લીટ ટેલીમેટિક્સ સોલ્યુશન છે, જે ડ્યુઅલ CAN (કન્ટ્રોલર એરિયા નેટવર્ક), 4જી અને મહિન્દ્રા લર્નિંગ એન્ડ આર્ટિફિશિયલ ઇન્ટેલિજન્સ સહિત અન્ય અદ્યતન ડિજિટલ ટેકનોલોજીઓ જેવી અત્યાધુનિક ટેલીમેટ્રી ટેકનોલોજી સ્થાપિત કરે છે, જેથી વાહનની સ્થિતિ અને કામગીરી પર અતિ ઉપયોગી જાણકારી મળે છે. આનાથી કાફલાના માલિકોને મહત્તમ વળતર મેળવવામાં મદદરૂપ થાય છે.”

મહિન્દ્રા આઇમેક્સ જેવા યોગ્ય ટેલીમેટિક્સ પ્લેટફોર્મ સાથે કાફલાની કામગીરીની કાર્યક્ષમતામાં વધારો થાય છે, જે અસ્કયામતની ઊંચી ઉત્પાદકતા/કાફલાની ઉપયોગિતા, કામગીરીનો ઓછો ખર્ચ અને કાફલાની ઊંચી સલામતી તરફ દોરી જાય છે. મહિન્દ્રા આઇમેક્સ ઇન્ટેલિજન્ટ પ્લેટફોર્મ છે અને બજારમાં અન્ય પ્લેટફોર્મની સરખામણીમાં વિશિષ્ટ સોલ્યુશન છે, જે મુખ્યત્વે લોકેશન ટ્રેકિંગ આધારિત સેવાઓ અને મૂળભૂત વાહન ઇલેક્ટ્રોનિક ડેટા પર ધ્યાન કેન્દ્રિત કરે છે.

અત્યારે મહિન્દ્રા એના BS4 કાફલાનાં ગ્રાહકો પાસેથી અભૂતપૂર્વ સફળતાની અનેક ગાથા ધરાવે છે, જેમણે તેમના કાફલામાં ઇંધણની કાર્યદક્ષતામાં 10 ટકાનો વધારો હાંસલ કર્યો છે. હકીકતમાં કેટલાંક ગ્રાહકોએ દરરોજ વાહનદીઠ ડ્રાઇવિંગ થયેલા કિલોમીટરની દ્રષ્ટિએ એસેટ ઉત્પાદકતામાં 100 ટકાનો વધારો પણ હાંસલ કર્યો છે, જે માટે મહિન્દ્રા આઇમેક્સ પ્લેટફોર્મની ઇન્ટેલિજન્ટ ઉપયોગીતા જવાબદાર છે, જેનું સોફ્ટ વોરિંગ થયું હતું અને એનું અગાઉના BS4 યુગમાં ગ્રાહકો સાથે સહસર્જન કર્યું છે.

Headline : महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय व्हीकल फ्लीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव

Domain : patrikaexpress

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Journalist:

<http://patrikaexpress.com/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology-set-to-transform-indian-vehicle-fleet-management/>



महिंद्रा ट्रक एंड बस (एमटीबी), जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है, ने अपनी क्रांतिकारी कनेक्टेड व्हीकल तकनीक, महिंद्रा आईमैक्स आज लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म, सीवी रेंज – जिसमें एचसीवी की ब्लेज़ो एक्स रेंज, आईसीवी एवं एलसीवी की फ्यूरियो रेंज व बसों का कूजियो रेंज शामिल है – अनुपालक महिंद्रा के बीएस6 उत्सर्जन मानकों के अनुसार तैयार है। यह नई तकनीक, कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्ताव को अधिक मजबूत बनाने का वायदा करती है।

फ्यूलस्मार्ट तकनीक युक्त जांचे-परखे गये गये बीएस6 इंजन्स (एमपॉवर एवं एमडीआई टेक) और मजबूत एग्रीगेट्स के साथ, महिंद्रा की नई आईमैक्स तकनीक – जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं – की मदद से, फ्लीट ओनर्स और ट्रांसपोर्टर्स सक्षमता के साथ सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

इस मौके पर, महिंद्रा एंड महिंद्रा लिमिटेड के बिजनेस हेड, कॉमर्शियल व्हीकल्स, जलज गुप्ता ने कहा, "महिंद्रा, कनेक्टेडे व्हीकल तकनीक में अग्रणी है, जो कि बढ़ते हुए इलेक्ट्रॉनिक्स आधारित व्हीकल कंट्रोलर्स के मद्देनजर, बीएस6 के नये दौर में और भी अधिक महत्वपूर्ण हो गया है।"

श्री गुप्ता ने आगे बताया, "महिंद्रा आईमैक्स टेलीमैटिक्स समाधान नवीनतम टेलीमैटिक्स तकनीक पर आधारित है और हमारे बीएस6 वाहनों के लिए हमारे ब्रांड का वादा है – हर चीज गारंटी के साथ। यह एक इंटेलिजेंट फ्लीट टेलीमैटिक्स समाधान है जिसमें उत्कृष्ट टेलीमैट्री तकनीक जैसे कि ड्युअल कैन (कंट्रोलर एरिया नेटवर्क), 4जी एवं अन्य प्रमुख डिजिटल तकनीकें, मशीन लर्निंग एवं आर्टिफिशियल इंटेलिजेंस का उपयोग किया गया है, ताकि वाहन के स्वास्थ्य एवं प्रदर्शन के बारे में अच्छी तरह से जानकारी मिल सके। इससे फ्लीट ओनर्स को उनका मुनाफा बढ़ाने में मदद मिलेगी।"

महिंद्रा आईमैक्स जैसी सही टेलीमैटिक्स प्लेटफॉर्म के साथ, फ्लीट ऑपरेशंस की बढ़ी हुई क्षमता से परिसंपत्ति उत्पादकता/फ्लीट उपयोग में बढ़ोत्तरी होगी, परिचालन की लागत कम होगी और फ्लीट की सुरक्षा बढ़ेगी। महिंद्रा आईमैक्स, एक इंटेलिजेंट प्लेटफॉर्म है और यह बाजार में उपलब्ध अन्य पेशकशों के मुकाबले अलग तरह का समाधान है जो मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं एवं बेसिक व्हीकल इलेक्ट्रॉनिक डेटा पर केंद्रित है।

आज, महिंद्रा के बीएस4 फ्लीट ग्राहकों को अपूर्व सफलता मिल रही है, उनकी फ्लीट की ईंधन की खपत 10 प्रतिशत तक कम हुई है। दरअसल, कुछ ग्राहक तो प्रति दिन प्रति वाहन चले किलोमीटर की दृष्टि से परिसंपत्ति की 100 प्रतिशत तक उत्पादकता हासिल कर रहे हैं। और इसका श्रेय महिंद्रा आईमैक्स प्लेटफॉर्म द्वारा प्रदत्त बुद्धिमानीपूर्ण सुझावों को जाता है, जिसे बीएस4 के पूर्व दौर में ग्राहकों के सहयोग से तैयार करके सॉफ्ट लॉन्च किया गया था।

महिंद्रा आईमैक्स टेलीमैटिक्स प्लेटफॉर्म के विशिष्ट लाभ:

मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं और बेसिक व्हीकल परफॉर्मेंस विश्लेषण पर केंद्रित सामान्य टेलीमैटिक्स समाधानों के विपरीत, इंटेलिजेंट और क्रांतिकारी महिंद्रा आईमैक्स निम्नलिखित विशेषताओं के चलते बिल्कुल अलग है:

एंभेडेड डिवाइस क्षमता – महिंद्रा आईमैक्स एंभेडेड डिवाइस की मुख्य क्षमता यह है कि यह बड़े पैमाने पर हाई प्रीक्वेंसी इंजन एवं एलायड सिस्टम डेटा को सुरक्षित तरीके से एब्जॉर्ब कर लेता है और रियलटाइम आधार पर सर्वर प्रोसेसिंग के लिए 4जी एयरवेक्स पर भेजता है। इस प्रकार, वाहन से महिंद्रा आईमैक्स डिवाइस के जरिए भेजे गये डेटा की मात्रा बाजार में उपलब्ध पुराने टेलीमैटिक्स सिस्टम्स की अपेक्षा औसतन 600 प्रतिशत अधिक होती है।

डिजिटल ट्विन प्लेटफॉर्म – जब महिंद्रा आईमैक्स क्लाउड सर्वर्स पर इतनी भारी मात्रा में डेटा आता है, तो महिंद्रा आईमैक्स डिजिटल ट्विन प्लेटफॉर्म लेवल का मशीन लर्निंग एल्गोरिथ्म एवं आर्टिफिशियल इंटेलिजेंस मॉडल्स, सही-सही और सटीक, विश्वसनीय एवं पूर्वानुमान योग्य बिजनेस एवं इंजीनियरिंग अंतर्दृष्टि प्रदान करने में मदद करते हैं। जहां अधिकांश टेलीमैटिक्स समाधान बिना किसी आगे के इंटेलिजेंस या बिल्ट-इन विश्लेषण के व्हीकल डेटा लाकर दिखाते हैं, वहीं महिंद्रा आईमैक्स में मशीनी इंटेलिजेंस को बढ़ाने की विशिष्ट एवं बेजोड़ क्षमता है, जो इसकी विश्वसनीयता, कुशलता को बढ़ाती है और यह भारतीय सीवी इंडस्ट्री में पहला ऐसा समाधान है।

इस समाधान की क्षमता एवं अनूठेपन को जानने और यह समझने के लिए कि यह तकनीक किस प्रकार ग्राहकों के लिए हमारी सर्विस गारंटी को बल देती है, इस वास्तविक घटना पर विचार करें जो लॉकडाउन 1.0 के दौरान एक ग्राहक के वाहन के साथ हुई। सिस्टम में लगा आर्टिफिशियल इंटेलिजेंस, जो कई सहसंबद्ध व्हीकल मानकों की निगरानी करता है, से वाहन के इंजन कूलिंग सिस्टम में वास्तविक समस्या से पैदा होने से 33 घंटे पहले ही अंदाजा लग गया; अर्थात् वाहन ने अपने ईसीयू के जरिए हाई कूलेंट टेम्परेचर फॉल्ट कोड का संदेश वाहन को भेजा। हमारे नाउ 24x7 हेल्पलाइन और अपटाइम मॉनिटरिंग टीम एवं ग्राहक के पास सही समय से प्रेडिक्टिव एलर्ट उपलब्ध हो जाने और कस्टमर सपोर्ट टीम द्वारा फुर्ती से उठाये गये कदम के चलते, संभावित रूप से गाड़ी की बड़ी खराबी से बचा जा सका और हमारे मोबाइल सर्विस बैन द्वारा मामूली मरम्मत किये जाने के बाद, ड्राइवर अपनी ट्रिप पर निर्बाध रूप से चलते चला गया।

महिंद्रा आईमैक्स की विशेषताओं के बारे में अधिक जानकारी के लिए, कृपया दिये गये लिंक पर क्लिक करें:

<https://www.mahindratruckandbus.com/imaxx.aspx>

Headline : Mahindra’s revolutionary iMAXX telematics connected vehicle technology	Domain : The News Strike
Date : August 25, 2020	Journalist: Editor

**<https://thenewsstrike.com/mahindras-revolutionary-imaxx-telematics-connected-vehicle-technology/>**

Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra’s BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company’s discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd. said, “At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls.”

Mr. Gupta added, “The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners.”

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted

through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

**Headline : महिंद्रा के क्रांतिकारी आईमैक्स टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय व्हीकल फ्लीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव**

**Domain : SOCIETY NEWS**

**Date : August 26, 2020**

**Journalist:**

**<https://societynews.page/article/mahindra-ke-kraantikaaree-aaemaiksa-teleemaitiksa-kanekted-vheekal-teknolojee-se-bhaarateey-vheekal/60qfgz.html>**

जयपुर 26 अगस्त 2020 – महिंद्रा ट्रक एंड बस (एमटीबी), जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है, ने अपनी क्रांतिकारी कनेक्टेड व्हीकल तकनीक, महिंद्रा आईमैक्स आज लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म, सीवी रेंज – जिसमें एचसीवी की ब्लेज़ो एक्स रेंज, आईसीवी एवं एलसीवी की फ्यूरियो रेंज व बसों का कूजियो रेंज शामिल है – अनुपालक महिंद्रा के बीएस6 उत्सर्जन मानकों के अनुसार तैयार है। यह नई तकनीक, कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्ताव को अधिक मजबूत बनाने का वायदा करती है।

फ्यूलस्मार्ट तकनीक युक्त जांचे-परखे गये गये बीएस6 इंजन (एमपॉवर एवं एमडीआई टेक) और मजबूत एग्रीगेट्स के साथ, महिंद्रा की नई आईमैक्स तकनीक – जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं – की मदद से, फ्लीट ओनर्स और ट्रांसपोर्टर्स सक्षमता के साथ सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

इस मौके पर, महिंद्रा एंड महिंद्रा लिमिटेड के बिजनेस हेड, कॉमर्शियल व्हीकल्स, जलज गुप्ता ने कहा, “महिंद्रा, कनेक्टेडे व्हीकल तकनीक में अग्रणी है, जो कि बढ़ते हुए इलेक्ट्रॉनिक्स आधारित व्हीकल कंट्रोलर्स के मद्देनजर, बीएस6 के नये दौर में और भी अधिक महत्वपूर्ण हो गया है।”

श्री गुप्ता ने आगे बताया, “महिंद्रा आईमैक्स टेलीमैटिक्स समाधान नवीनतम टेलीमैटिक्स तकनीक पर आधारित है और हमारे बीएस6 वाहनों के लिए हमारे ब्रांड का वादा है – हर चीज गारंटी के साथ। यह एक इंटेलिजेंट फ्लीट टेलीमैटिक्स समाधान है जिसमें उत्कृष्ट टेलीमैट्री तकनीक जैसे कि ड्युअल कैम (कंट्रोलर एरिया नेटवर्क), 4जी एवं अन्य प्रमुख डिजिटल तकनीकें, मशीन लर्निंग एवं आर्टिफिशियल इंटेलिजेंस का उपयोग किया गया है, ताकि वाहन के स्वास्थ्य एवं प्रदर्शन के बारे में अच्छी तरह से जानकारी मिल सके। इससे फ्लीट ओनर्स को उनका मुनाफा बढ़ाने में मदद मिलेगी।”

महिंद्रा आईमैक्स जैसी सही टेलीमैटिक्स प्लेटफॉर्म के साथ, फ्लीट ऑपरेशंस की बढ़ी हुई क्षमता से परिसंपत्ति उत्पादकता/फ्लीट उपयोग में बढ़ोत्तरी होगी, परिचालन की लागत कम होगी और फ्लीट की सुरक्षा बढ़ेगी। महिंद्रा आईमैक्स, एक इंटेलिजेंट प्लेटफॉर्म है और यह बाजार में उपलब्ध अन्य पेशकशों के मुकाबले अलग तरह का समाधान है जो मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं एवं बेसिक व्हीकल इलेक्ट्रॉनिक डेटा पर केंद्रित है।

आज, महिंद्रा के बीएस4 फ्लीट ग्राहकों को अपूर्व सफलता मिल रही है, उनकी फ्लीट की ईंधन की खपत 10 प्रतिशत तक कम हुई है। दरअसल, कुछ ग्राहक तो प्रति दिन प्रति वाहन चले किलोमीटर की दृष्टि से परिसंपत्ति की 100 प्रतिशत तक उत्पादकता हासिल कर रहे हैं। और इसका श्रेय महिंद्रा आईमैक्स प्लेटफॉर्म द्वारा प्रदत्त बुद्धिमानीपूर्ण सुझावों को जाता है, जिसे बीएस4 के पूर्व दौर में ग्राहकों के सहयोग से तैयार करके सॉफ्ट लॉन्च किया गया था।

महिंद्रा आईमैक्स टेलीमैटिक्स प्लेटफॉर्म के विशिष्ट लाभ:

मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं और बेसिक व्हीकल परफॉर्मेंस विश्लेषण पर केंद्रित सामान्य टेलीमैटिक्स समाधानों के विपरीत, इंटेलिजेंट और क्रांतिकारी महिंद्रा आईमैक्स निम्नलिखित विशेषताओं के चलते बिल्कुल अलग है:

एंभेडेड डिवाइस क्षमता – महिंद्रा आईमैक्स एंभेडेड डिवाइस की मुख्य क्षमता यह है कि यह बड़े पैमाने पर हाई प्रीक्वेंसी इंजन एवं एलायड सिस्टम डेटा को सुरक्षित तरीके से एब्जॉर्ब कर लेता है और रियलटाइम आधार पर सर्वर प्रोसेसिंग के लिए 4जी एयरवेव्स पर भेजता है। इस प्रकार, वाहन से महिंद्रा आईमैक्स डिवाइस के जरिए भेजे गये डेटा की मात्रा बाजार में उपलब्ध पुराने टेलीमैटिक्स सिस्टम्स की अपेक्षा औसतन 600 प्रतिशत अधिक होती है।

डिजिटल ट्विन प्लेटफॉर्म – जब महिंद्रा आईमैक्स क्लाउड सर्वर्स पर इतनी भारी मात्रा में डेटा आता है, तो महिंद्रा आईमैक्स डिजिटल ट्विन प्लेटफॉर्म लेवल का मशीन लर्निंग एल्गोरिथ्म एवं आर्टिफिशियल इंटेलिजेंस मॉडलस, सही-सही और सटीक, विश्वसनीय एवं पूर्वानुमान योग्य बिजनेस एवं इंजीनियरिंग अंतर्दृष्टि प्रदान करने में मदद करते हैं। जहां अधिकांश टेलीमैटिक्स समाधान बिना किसी आगे के इंटेलिजेंस या बिल्ट-इन विश्लेषण के व्हीकल डेटा लाकर दिखाते हैं, वहीं महिंद्रा आईमैक्स में मशीनी इंटेलिजेंस को बढ़ाने की विशिष्ट एवं बेजोड़ क्षमता है, जो इसकी विश्वसनीयता, कुशलता को बढ़ाती है और यह भारतीय सीवी इंडस्ट्री में पहला ऐसा समाधान है।

इस समाधान की क्षमता एवं अनूठेपन को जानने और यह समझने के लिए कि यह तकनीक किस प्रकार ग्राहकों के लिए हमारी सर्विस गारंटी को बल देती है, इस वास्तविक घटना पर विचार करें जो लॉकडाउन 1.0 के दौरान एक ग्राहक के वाहन के साथ हुई। सिस्टम में लगा आर्टिफिशियल इंटेलिजेंस, जो कई सहसंबद्ध व्हीकल मानकों की निगरानी करता है, से वाहन के इंजन कूलिंग सिस्टम में वास्तविक समस्या से पैदा होने से 33 घंटे पहले ही अंदाजा लग गया; अर्थात् वाहन ने अपने ईसीयू के जरिए हाई कूलेंट टेम्परेचर फॉल्ट कोड का संदेश वाहन को भेजा। हमारे नाउ 24x7 हेल्पलाइन और अपटाइम मॉनिटरिंग टीम एवं ग्राहक के पास सही समय से प्रेडिक्टिव एलर्ट उपलब्ध हो जाने और कस्टमर सपोर्ट टीम द्वारा फुर्ती से उठाये गये कदम के चलते, संभावित रूप से गाड़ी की बड़ी खराबी से बचा जा सका और हमारे मोबाइल सर्विस बैन द्वारा मामूली मरम्मत किये जाने के बाद, ड्राइवर अपनी ट्रिप पर निर्बाध रूप से चलते चला गया।

महिंद्रा आईमैक्स की विशेषताओं के बारे में अधिक जानकारी के लिए, कृपया दिये गये लिंक पर क्लिक करें:

<https://www.mahindratruckandbus.com/imaxx.aspx>

Headline : महिंद्रा के क्रांतिकारी आईमैक्स  
टेलीमैटिक्स कनेक्टेड व्हीकल टेक्नोलॉजी से भारतीय  
व्हीकल फ्लीट मैनेजमेंट में आयेगा महत्वपूर्ण बदलाव

Domain : khabredinraat.com

Date : August 25, 2020

Journalist: By khabredinraat -

<https://www.khabredinraat.com/mahindras-imax-telematics-connected-vehicle-technology/>

• महिंद्रा का आईमैक्स, पूर्वानुमान की अपूर्व क्षमता और फ्लीट पर ट्रांसपोर्टर को शानदार नियंत्रण प्रदान करता है, ताकि अधिक मुनाफा और सुविधाजनक ओनरशिप अनुभव प्राप्त हो

• निःशुल्क सब्सैक्रिप्शन पैकेज के साथ ब्लेज़ो एक्सफ एचसीवी और एलसीवी की बीएस6 अनुपालक रेंज एवं कूजियो बसों में स्टैंडर्ड इक्विपमेंट के रूप में फीचर्ड

• गाड़ी के स्वास्थ्य एवं प्रदर्शन के बारे में महत्वपूर्ण जानकारी देने के लिए नये टेलीमैटिक्स प्लेटफॉर्म में उत्कृष्ट टेलीमेट्री तकनीक का प्रयोग किया गया है

मुंबई। महिंद्रा ट्रक एंड बस (एमटीबी), जो 19.4 बिलियन अमेरिकी डॉलर वाले महिंद्रा समूह का एक घटक है, ने अपनी क्रांतिकारी कनेक्टेड व्हीकल तकनीक, महिंद्रा आईमैक्सम आज लॉन्च की। यह नया टेलीमैटिक्स प्लेटफॉर्म, सीवी रेंज – जिसमें एचसीवी की ब्लेज़ो एक्स रेंज, आईसीवी एवं एलसीवी की फ्यूरियो रेंज व बसों का कूजियो रेंज शामिल है – अनुपालक महिंद्रा के बीएस6 उत्सोर्जन मानकों के अनुसार तैयार है। यह नई तकनीक, कंपनी के बुद्धिमान ग्राहकों के लिए एमटीबी रेंज के मूल्य प्रस्तारव को अधिक मजबूत बनाने का वायदा करती है।

फ्यूलस्मार्ट तकनीक युक्तस जांचे-परखे गये गये बीएस6 इंजन्सक (एमपॉवर एवं एमडीआई टेक) और मजबूत एग्रीगेट्स के साथ, महिंद्रा की नई आईमैक्सय तकनीक – जिसमें 90 प्रतिशत पार्ट्स पहले के बीएस4 वाहनों के ही हैं – की मदद से, फ्लीट ओनर्स और ट्रांसपोर्टर्स सक्षमता के साथ सुविधाजनक तरीके से बीएस6 वाहनों के ओनरशिप का अनुभव प्राप्त कर सकेंगे।

इस मौके पर, महिंद्रा एंड महिंद्रा लिमिटेड के बिजनेस हेड, कॉमर्शियल व्हीकल्स, जलज गुप्ता ने कहा, “महिंद्रा, कनेक्टेड डे व्हीकल तकनीक में अग्रणी है, जो कि बढ़ते हुए इलेक्ट्रॉनिक्स आधारित व्हीकल कंट्रोलर्स के मद्देनजर, बीएस6 के नये दौर में और भी अधिक महत्वपूर्ण हो गया है।”

गुप्ता ने आगे बताया, “महिंद्रा आईमैक्स टेलीमैटिक्स समाधान नवीनतम टेलीमैटिक्स तकनीक पर आधारित है और हमारे बीएस6 वाहनों के लिए हमारे ब्रांड का वादा है – हर चीज गारंटी के साथ। यह एक इंटेलिजेंट फ्लीट टेलीमैटिक्स समाधान है जिसमें उत्कृष्ट टेलीमेट्री तकनीक जैसे कि ड्युअल कैम (कंट्रोलर एरिया नेटवर्क), 4जी एवं अन्य प्रमुख डिजिटल तकनीकें, मशीन लर्निंग एवं आर्टिफिशियल इंटेलिजेंस का उपयोग किया गया है, ताकि वाहन के स्वास्थ एवं प्रदर्शन के बारे में अच्छी तरह से जानकारी मिल सके। इससे फ्लीट ओनर्स को उनका मुनाफा बढ़ाने में मदद मिलेगी।”

महिंद्रा आईमैक्सर जैसी सही टेलीमैटिक्स प्लेटफॉर्म के साथ, फ्लीट ऑपरेशंस की बढ़ी हुई क्षमता से परिसंपत्ति उत्पादकता/फ्लीट उपयोग में बढ़ोत्तरी होगी, परिचालन की लागत कम होगी और फ्लीट की सुरक्षा बढ़ेगी। महिंद्रा आईमैक्स, एक इंटेलिजेंट प्लेटफॉर्म है और यह बाजार में उपलब्धी अन्य पेशकशों के मुकाबले अलग तरह का समाधान है जो मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं एवं बेसिक व्हीकल इलेक्ट्रॉनिक डेटा पर केंद्रित है।

आज, महिंद्रा के बीएस4 फ्लीट ग्राहकों को अपूर्व सफलता मिल रही है, उनकी फ्लीट की ईंधन की खपत 10 प्रतिशत तक कम हुई है। दरअसल, कुछ ग्राहक तो प्रति दिन प्रति वाहन चले किलोमीटर की दृष्टि से परिसंपत्ति की 100

प्रतिशत तक उत्पाकदकता हासिल कर रहे हैं। और इसका श्रेय महिंद्रा आईमैक्सट प्लेटफॉर्म द्वारा प्रदत्त बुद्धिमानीपूर्ण सुझावों को जाता है, जिसे बीएस4 के पूर्व दौर में ग्राहकों के सहयोग से तैयार करके सॉफ्ट लॉन्च किया गया था।

महिंद्रा आईमैक्स टेलीमैटिक्स प्लेचफॉर्म के विशिष्ट लाभ:

मुख्य रूप से लोकेशन ट्रैकिंग-आधारित सेवाओं और बेसिक व्हीकल परफॉर्मेंस विश्लेषण पर केंद्रित सामान्य टेलीमैटिक्स समाधानों के विपरीत, इंटेलिजेंट और क्रांतिकारी महिंद्रा आईमैक्स निम्नलिखित विशेषताओं के चलते बिल्कुल अलग है:

एंबेडेड डिवाइस क्षमता – महिंद्रा आईमैक्स एंबेडेड डिवाइस की मुख्य क्षमता यह है कि यह बड़े पैमाने पर हाई फ्रीक्वेंसी इंजन एवं एलायड सिस्टम डेटा को सुरक्षित तरीके से एब्जॉर्ब कर लेता है और रियलटाइम आधार पर सर्वर प्रोसेसिंग के लिए 4जी एयरवेक्स पर भेजता है। इस प्रकार, वाहन से महिंद्रा आईमैक्स डिवाइस के जरिए भेजे गये डेटा की मात्रा बाजार में उपलब्ध। पुराने टेलीमैटिक्स सिस्टम्स की अपेक्षा औसतन 600 प्रतिशत अधिक होती है।

डिजिटल ट्विन प्लेसफॉर्म – जब महिंद्रा आईमैक्स क्लाउड सर्वर्स पर इतनी भारी मात्रा में डेटा आता है, तो महिंद्रा आईमैक्स- डिजिटल ट्विन प्लेटफॉर्म लेवल का मशीन लर्निंग एल्गोरिथ्म्स एवं आर्टिफिशियल इंटेलिजेंस मॉडल्स, सही-सही और सटीक, विश्वसनीय एवं पूर्वानुमान योग्य बिजनेस एवं इंजीनियरिंग अंतर्दृष्टि प्रदान करने में मदद करते हैं। जहां अधिकांश टेलीमैटिक्स समाधान बिना किसी आगे के इंटेलिजेंस या बिल्ट-इन विश्लेषण के व्हीकल डेटा लाकर दिखाते हैं, वहीं महिंद्रा आईमैक्स में मशीनी इंटेलिजेंस को बढ़ाने की विशिष्टि एवं बेजोड़ क्षमता है, जो इसकी विश्वसनीयता, कुशलता को बढ़ाती है और यह भारतीय सीवी इंडस्ट्री में पहला ऐसा समाधान है।

इस समाधान की क्षमता एवं अनूठेपन को जानने और यह समझने के लिए कि यह तकनीक किस प्रकार ग्राहकों के लिए हमारी सर्विस गारंटी को बल देती है, इस वास्तविक घटना पर विचार करें जो लॉकडाउन 1.0 के दौरान एक ग्राहक के वाहन के साथ हुई। सिस्टिम में लगा आर्टिफिशियल इंटेलिजेंस, जो कई सहसंबद्ध व्हीकल मानकों की निगरानी करता है, से वाहन के इंजन कूलिंग सिस्टिम में वास्तविक समस्या से पैदा होने से 33 घंटे पहले ही अंदाजा लग गया; अर्थात् वाहन ने अपने ईसीयू के जरिए हाई कूलेंट टेम्परेचर फॉल्टक कोड का संदेश वाहन को भेजा।

हमारे नाउ 24x7 हेल्पलाइन और अपटाइम मॉनिटरिंग टीम एवं ग्राहक के पास सही समय से प्रेडिक्टिव एलर्ट उपलब्ध हो जाने और कस्टमर सपोर्ट टीम द्वारा फुर्ती से उठाये गये कदम के चलते, संभावित रूप से गाड़ी की बड़ी खराबी से बचा जा सका और हमारे मोबाइल सर्विस बैन द्वारा मामूली मरम्मत किये जाने के बाद, ड्राइवर अपनी ट्रिप पर निर्बाध रूप से चलते चला गया।

Headline : மஹிந்திரா பிஎஸ்-6 வர்த்தக வாகனங்களுக்கான கனெக்ட்டிவிட்டி தொழில்நுட்பம்

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Date : August 24, 2020

Journalist:

<https://tamil.drivespark.com/four-wheelers/2020/mahindra-bs6-commercial-vehicles-gets-imaxx-telematics-system-023662.html>

மஹிந்திரா பிஎஸ்-6 வர்த்தக வாகனங்களுக்கான கனெக்ட்டிவிட்டி தொழில்நுட்பம் அறிமுகம் செய்யப்பட்டு இருக்கிறது. மஹிந்திரா வர்த்தக வாகன ஓட்டுனர்களுக்கும், உரிமையாளர்களுக்கும் வரப்பிரசாதமாக அமைய இருக்கும் இந்த தொழில்நுட்பம் குறித்த முழுமையானத் தகவல்களை இந்த செய்தியில் தொடர்ந்து காணலாம்.



கார்களை போன்று இன்டர்நெட் வசதியுடன் கூடிய கனெக்ட்டிவிட்டி சாதனத்தை வர்த்தக வாகனங்களில் அறிமுகம் செய்வதில் கனரக வாகனத் தயாரிப்பு நிறுவனங்கள் ஆர்வம் காட்டி வருகின்றன. அண்மையில் ஐஷர் நிறுவனம் தனது பிஎஸ்-6 வாகனங்களுக்கான கனெக்ட்டிவிட்டி தொழில்நுட்ப வசதியை அறிவித்தது.

இதைத்தொடர்ந்து, தற்போது மஹிந்திரா நிறுவனமும் தனது அனைத்து வர்த்தக வாகனங்களிலும் இன்டர்நெட் வசதி மூலமாக செயல்படும் கனெக்ட்டிவிட்டி வசதியை அறிமுகம் செய்ய இருக்கிறது.

மஹிந்திராவின் பிளேஸோ எக்ஸ் ரேஞ்ச் கனரக வாகனங்கள், ஃப்யூரியோ ரேஞ்ச் மற்றும் சிறிய ரக வர்த்தக வாகனங்களிலும் இந்த கனெக்ட்டிவிட்டி தொழில்நுட்பம் வழங்கப்பட உள்ளது. பிஎஸ்-6 எஞ்சினுடன் வரும் மஹிந்திராவின் அனைத்து வர்த்தக வாகனங்களிலும் இந்த தொழில்நுட்ப வசதி இடம்பெறும்.

மஹிந்திராவின் கனெக்ட்டிவிட்டி தொழில்நுட்பமானது iMAXX என்ற பெயரில் குறிப்பிடப்படுகிறது. டியூவல் கேன் கன்ட்ரோலர் ஏரியா நெட்வொர்க் தொழில்நுட்பம், 4ஜி இணைய வசதி, செயற்கை நுண்ணறிவு திறன் கொண்ட கம்ப்யூட்டர் உள்ளிட்டவற்றை ஒருங்கிணைந்த அமைப்பாக ஐமேக்ஸ் செயல்படும்.

வாகனத்தின் இயக்கம், பழுது ஏற்படும் வாய்ப்பு, வாகனத்தின் இருப்பிடத் தகவல்களை நிகழ்நேர முறையில் கண்டறிந்து கொள்ள முடியும். வாகனத்தின் எஞ்சின் கூலிங் சிஸ்டத்தில் ஏற்பட இருக்கும் பழுது தொடர்பான விஷயங்களை 33 மணிநேரத்திற்கு முன்னரே தெரிந்து கொள்ளும் வாய்ப்பை வழங்கும். இதன்மூலமாக, பெரிய அளவிலான பழுது ஏற்பட்டு நடுவழியில் நிற்பதை தவிர்ப்பதற்கான வாய்ப்பை ஓட்டுனர் மற்றும் உரிமையாளர் பெற முடியும்.

இந்த புதிய சாதனம் தரும் தரவுகளின் அடிப்படையில், மஹிந்திரா பிஎஸ்4 வர்த்தக வாகனங்களின் எரிபொருள் சிக்கனம் 10 சதவீதம் கூடி இருக்கிறது. எனவே, தற்போது இதனைவிட அதிக எரிபொருள் சிக்கனத்தை பெறும் வாய்ப்பு கிடைக்கும் என்று எதிர்பார்க்கப்படுகிறது.

இந்த புதிய தொழில்நுட்பத்தின் மூலமாக உரிமையாளர்கள் எளிதாக தங்களது வாகனத்தை கண்காணிக்கவும், பழுது வாய்ப்புகளை கண்டறிய வாய்ப்பு ஏற்படும். அதேபோன்று, ஓட்டுனர்களும் பழுது வாய்ப்புகளை முன்கூட்டியே தெரிந்து கொள்வதற்கான வாய்ப்பை இந்த தொழில்நுட்பம் வழங்கும்.

ஆட்டோமொபைல் செய்திகளை உடனுக்குடன் அளித்து வரும் டிரைவ்ஸ்பார்க் தமிழ் இணையதளம், அனைத்து சமூக ஊடகங்கள் வாயிலாகவும் செய்திகளை வாசகர்களுடன் உடனுக்குடன் பகிர்ந்து வருகிறது. கார், பைக் குறித்த அண்மை செய்திகள், டெஸ்ட் டிரைவ் ரிப்போர்ட்டுகள் மற்றும் வீடியோக்களை பெறுவதற்கு எமது [WhatsApp](#), [Telegram](#) சேனல்களில் இணைந்திடுங்கள். எமது [Facebook](#), [Twitter](#), [Instagram](#) மற்றும் [YouTube](#) பக்கங்களுடன் தொடர்பில் இருங்கள்.

Headline : Mahindra ने BS-VI कमर्शियल व्हीकल्स की अपनी रेंज के लिए iMAXX टेलीमैटिक्स सिस्टम किया लॉन्च

Domain : naturalnews.co.in

Date : August 25, 2020

Journalist:

<https://naturalnews.co.in/mahindra-launches-imaxx-telematics-system-for-its-range-of-bs-vi-commercial-vehicles/amp/>

नई महिंद्रा iMAXX तकनीक, ईंधन की आपूर्ति करने वाली तकनीक और मजबूत समुच्चय के साथ BS-VI इंजन (mPOWER और MDI टेक) के साथ युग्मित और पूर्ववर्ती BS-IV वाहनों के 90% से अधिक हिस्से को बनाए रखने, बेड़े के मालिकों और ट्रांसपोर्टर्स को मदद करेगी। सुचारू रूप से और कुशलता से बीएस- VI स्वामित्व अनुभव के लिए संक्रमण।

नई महिंद्रा iMAXX तकनीक, ईंधन की आपूर्ति करने वाली तकनीक और मजबूत समुच्चय के साथ BS-VI इंजन (mPOWER और MDI टेक) के साथ युग्मित और पूर्ववर्ती BS-IV वाहनों के 90% से अधिक हिस्से को बनाए रखने, बेड़े के मालिकों और ट्रांसपोर्टर्स को मदद करेगी। सुचारू रूप से और कुशलता से बीएस- VI स्वामित्व अनुभव के लिए संक्रमण।

महिंद्रा एंड महिंद्रा लिमिटेड के बिज़नेस हेड, जलज गुप्ता, बिज़नेस हेड, ने कहा, “महिंद्रा में हम कनेक्टेड व्हीकल टेक्नोलॉजी में अग्रणी हैं, जो इलेक्ट्रॉनिक्स में वृद्धि को देखते हुए नए बीएस 6 युग में और भी महत्वपूर्ण हो गई है। आधारित वाहन नियंत्रण। ”

श्री गुप्ता ने कहा, “महिंद्रा iMAXX टेलीमैटिक्स समाधान, अगली पीढ़ी के टेलीमैटिक्स तकनीक पर आधारित है और हमारे BS6 वाहनों के लिए हमारे ब्रांड वादा -HAR CHEEZ GUARANTEE KE SAATH के केंद्र में है। यह एक बुद्धिमान फ्लीट टेलीमैटिक्स सॉल्यूशन है, जो वाहन स्वास्थ्य और प्रदर्शन पर शक्तिशाली जानकारी प्रदान करने के लिए ड्यूल कैन (कंट्रोल एरिया नेटवर्क), 4 जी और मशीन लर्निंग और आर्टिफिशियल इंटेलिजेंस सहित अन्य प्रमुख डिजिटल तकनीकों को दर्शाती है। यह फ्लीट ओनर्स के लिए रिटर्न को अधिकतम करने में मदद करता है। ”

नियमित रूप से टेलीमैटिक्स समाधानों के खिलाफ जो मुख्य रूप से स्थान ट्रैकिंग आधारित सेवाओं और बुनियादी वाहन प्रदर्शन विश्लेषण पर ध्यान केंद्रित करते हैं, महिंद्रा iMAXX निम्नलिखित के कारण एक अलग लीग में है:

एंबेडेड डिवाइस क्षमता – महिंद्रा iMAXX एंबेडेड डिवाइस की मुख्य क्षमता बड़े पैमाने पर, उच्च आवृत्ति इंजन और संबद्ध सिस्टम डेटा को सुरक्षित रूप से अवशोषित करना है, और सर्वर प्रसंस्करण के लिए 4 जी एयरवेव पर वास्तविक समय के आधार पर संचारित करना है। इसे परिप्रेक्ष्य में रखने के लिए, वाहन से महिंद्रा iMAXX डिवाइस के माध्यम से प्रेषित डेटा की मात्रा बाजार में उपलब्ध पिछली पीढ़ी के टेलीमैटिक्स सिस्टम की तुलना में औसतन 600% अधिक है।