

500 Mahindra utility vehicles on order from Ghana Government

Auto

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Nashik: Mahindra & Mahindra, India's largest utility vehicle manufacturer with a global presence today dispatched 500 vehicles including Scorpio and Bolero SUVs and their pick-up range (both single and double cabs) to Ghana. The vehicles are for the use of Government of Ghana. The 500 Mahindra Vehicles marks the largest ever one time export consignment to Ghana by Mahindra to be rolled out from the company's Nashik manufacturing facility . Mahindra's automotive sector had announced its plans of entering the Ghana market in November 2007. Mahindra has a distributor with complete sales and service facility in Ghana.

On the occasion Mr. Pravin N. Shah, Executive Vice President, International Operations M&M said, 'Our plans for the African market and in particular Ghana, are on-stream in conjunction with our export plans announced in November last year. The roll out of 500 vehicles spells out the kind of demand that Mahindra vehicles have in Ghana and many other West African markets. Our formidable presence in the international automobile market has induced the requirement of equipping our vehicles with world class technology, which our Indian products have also been showcased with.'

Mr. Vijay Dhongde, Vice President, M&M Nashik Plant said, "We have a state-of-art plant in Nashik, adhering to global quality standards, and with the expansion of the International business, we are equipped to deliver quality and pride to our customer whether home or across the boundaries. The Ghana Vehicle Order is a moment of pride for us, in this endeavour."

On the occasion, Mr Vijay Dhongde and Mr Ashok Thakur, Senior General Manager-Exports (Africa & Middle East) flagged off the vehicles at Nashik plant.

The recently launched Scorpio 2.2 VLX was developed keeping in mind the company's global aspirations and competence. The mHawk engine that powers this Scorpio is designed on a platform which can be modified to suit several market requirements.

M&M's global growth quotient has also propelled the company's export numbers. It is recognized as an international automaker and a name to reckon with. It has assembly facilities in various parts of the globe and exports its global range of vehicles - Scorpio (known as Goa in Europe), Bolero and its variants - to Europe, the Far East, Asia, South America and Africa. Over the past year, the All New Scorpio has been successfully launched in markets including Spain, Morocco, South Africa, Kenya and Sudan. As part of its growing global spread, India's most loved SUV is poised to take on the most challenging market, the USA, in 2009.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor

company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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