

## **Mahindra brings in Festive Season by delivering 400 Small Commercial Vehicles (SCVs) in one day**

*Auto*

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- Delivers its range of SCVs in Bihar and Jharkhand

**Patna, September 18, 2019:** Mahindra & Mahindra Ltd., part of the US \$20.7 billion Mahindra Group, celebrated the imminent arrival of the festive season by delivering 400 SCVs in the states of Bihar & Jharkhand on a single day. The fleet of 400 SCVs included the Alfa (Load and Passenger versions), the Jeeto Load and Supro.

This is the first time that the company has delivered such a large number of vehicles in one go. With the festive season around the corner, this demand for Mahindra's wide and varied range of commercial vehicles brings in some much needed positivity. Bihar & Jharkhand have been one of the leading states for Mahindra in its small commercial vehicle growth journey.

**Satinder Singh Bajwa, Business Head- Small Commercial Vehicles, Mahindra & Mahindra Ltd.** said, "As one of the prominent players in SCVs, it is up to us to create new benchmarks and what better time to do this than during the festive season. Our range of commercial vehicles have grown from strength to strength and we are humbled by the continuous trust reposed in us by our customers for over a decade. We are excited to be a part of the festive season in the states of Bihar & Jharkhand".

Mahindra has a wide, differentiated product portfolio in the SCV segment catering to both passenger and cargo movement. It has always been Mahindra's endeavor to upgrade its models for increased customer benefit. The business expects consumer sentiment to be positive during the festive season this year and has aligned deliveries to meet customer demand for all its small commercial vehicles. In addition, the company is expected to offer exciting festive season packages, to boost consumer sentiment and demand.

### **Alfa Plus**

Launched in 2011, Alfa Plus comes with features and build quality otherwise unseen amongst vehicles in the same category in India. A Game Changer for load transportation, it is equipped with class leading features - be it a longer wheelbase, an ergonomically designed comfortable and spacious cabin, a powerful engine and a high mileage. The Alfa Plus offers a 20% increase in carriage of load volume in every trip, thereby increasing earnings.

### **Alfa Passenger**

The Mahindra Alfa, is the best-in-class 3-wheeler, owing to its strong and stylish body, comfortable ride and spacious cabin along with in-built safety and stability features. Besides its excellent mileage, the Alfa also boasts of the lowest maintenance in its category and these benefits coupled with the warranty offered by Mahindra converts into higher earnings and peace of mind for the 3-wheeler operator. The Alfa passenger range is available in 3 variants – Alfa Dx, Alfa Champ and Alfa Comfy providing best in class performance and higher earnings.

### **Jeeto Load**

Jeeto sports a stylish and futuristic modern design with an attractive dashboard, stylish front grill and dual tone interiors. Jeeto is a game changer in last mile distribution with its modular range, as it offers multiple options to choose from - 2 powertrains of 8.2 kW (11 HP) and 11.9 Kw (16 HP), 2 payloads of 600 and 700 kgs and 3 deck lengths of 1630mm (5.5ft), 1780mm (6ft) and 1930 mm (6.5ft). These combinations are available across a range of 8 mini-trucks, namely S series (S6-11, S6-16), L series (L6-11, L6-16, L7-11, L7-16) and X series (X7-11, X7-16) and lend the Mahindra Jeeto an unmatched versatility and superior efficiency to haul goods across different segments.

## **Supro**

The Supro Platform was conceptualized with multiple engine & fuel options, multiple body forms and modern style, safety and technology features. True to its brand promise, Supro promises superior value proposition by providing superior power, superior mileage, superior comfort & convenience, superior style and superior safety. Today, the Supro brand offers India's widest range of passenger & cargo vehicles with 11 offerings that are available in Diesel, CNG and Electric variants.

## **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000

people across 100 countries.

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