

Mahindra First Choice Services Introduces 'A DATE WITH YOUR CAR'

Emerging

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Service Your Own Car & Empower Yourself!

March 16, 2018 : Mahindra First Choice Services (MFC Services), India's largest chain of multi-brand car service workshops, and part of the USD 19 billion Mahindra Group, has launched a unique initiative 'A Date with your Car' that will set free the car enthusiast in you. This one-of-a-kind experience will give car owners an opportunity to service their cars themselves. The idea behind 'A Date with your Car' is to give customers a hands-on experience of their cars under the guidance of MFCS technicians and to empower them with the information they need when making car-servicing decisions in the future.

Talking about the initiative, YVS Vijay Kumar, CEO, Mahindra First Choice Services said: "Being a car enthusiast is all about feeling a connection with your car. The aim behind this initiative is to encourage car owners to come and service their cars themselves under MFCS's guidance. With our skilled technicians, genuine MFC spare parts and state-of-the-art equipment we are committed to delivering the best car service. This initiative is also an endeavor to educate and empower our customers and is yet another step in our mission to build trust and transparency in the highly fragmented and unorganized car service industry."

The car owners can come to the workshop on an appointed day and service the car themselves. Throughout the session, trained MFCS crew will be available for consultation and help customers fix their car. Customers will also get access to all the tools and equipment needed for undertaking the service job (under MFCS guidance) and no labour cost will be charged. This program will only undertake regular and basic work. To participate in this exclusive appointment-based activity customers can log on to www.mahindrafirstchoiceservices.com for registration

Mahindra First Choice Services is equipped to offer complete car maintenance & service solutions, from body repairs to wheel alignment and balancing to periodic maintenance services and it offers branded generic spares. The franchisee workshops have skilled technicians to handle service needs of all cars especially those of Maruti, Hyundai, Tata and Mahindra which constitute approximately 79% of the car services market.

With over 340 workshops across 24 states, MFC Services is steadily marching towards its vision to be amongst the top 3 service providers for out of warranty cars by 2018. The company is constantly enhancing the customer experience through digitization and has launched CARWORKZ a car servicing workshop aggregator. It is also exploring partnerships with insurance companies and fleet operators to increase the inflow of customers into franchisee workshops. It aims to grow its network to 1000 workshops across the country.

The company also provides cashless insurance facility with leading insurance companies and a convenient booking service for customers. Car owners can book a service either by calling the workshop or the toll-free number 1800-22-4008 or through the website www.mahindrafirstchoiceservices.com. The website offers a host of features like car dent estimator, roadside assistance and warranty beyond warranty.

About Mahindra First Choice Services

Mahindra First Choice Services (MFC Services) is a wholly owned subsidiary of the USD 20.7 billion Mahindra group and is India's largest chain of multi-brand car workshops with over 340 workshops, present in 250+ towns across 24 states.

Marching towards its vision, MFC Services is aggressively making inroads in the Indian car service market, which has historically been shared by OEM dealers and Independent Garages. The company aims to establish a country wide network of over 1000 workshops.

MFC Services has also entered the business of private label spare parts for all brands of cars under the 'MFC' brand name. The MFC brand stands for smart replacement and is targeted at customers who want quality and value for money spares for their cars.

MFC Services has also launched a unique digital initiative, Carworkz - an innovative car servicing workshop aggregator. Targeted at all car owners, this mobile and web-based platform, enables them to find the best and nearest workshops for servicing their car. Carworkz aims to transform the Indian car servicing industry digitally through a new flagship product, DearO – The simplest and smartest workshop management system which is designed to seamlessly work for large, medium and small garages alike.

Mahindra First Choice Services is also certified as a 'Great Place to Work' organization

Visit us at www.mahindrafirstchoiceservices.com

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 has 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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