

Mahindra Supro Minitruck VX expands Supro Platform model range

Auto

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- *Vehicle can carry higher payload and enable customers to earn more profit*

Synopsis:

Supro Minitruck VX offers:

- Higher payload of 900kgs
- Class leading mileage of 23.17 kmpl with mileage buy back guarantee
- 170mm of ground clearance
- Leaf Spring front & rear suspension for carrying heavy loads over any terrain

Supro Minitruck VX comes with a class-leading warranty of 3 years or 80,000 kms (whichever is earlier).

Competitively priced at Rs. 4.4 Lac (Ex-showroom, Pune)

September 4, 2019, Pune: Mahindra & Mahindra Ltd., a part of the US \$ 20.7 billion Mahindra Group, today announced the launch of the **Supro Minitruck VX**, a new variant of the company's popular Supro minitruck platform. The VX variant offers enhanced features at a competitive price of Rs.4.4 Lac (Ex-showroom Pune), making it an attractive proposition for

customers.

The VX variant is conceptualised to effectively cater to intercity and intracity business needs with the same vehicle. It is driven by Mahindra's powerful DI engine, which delivers 26HP and 55nm of torque for superior pick up even with heavy loads. Further, the **Supro Minitruck VX** offers a payload capacity of 900kgs and a bigger cargo box; true to its brand promise of "**Bada Minitruck**".

Equipped with bigger 13-inch tyres and 170mm of ground clearance, the user will be able to carry higher load effortlessly, lower fuel costs and enable a faster turn-around time thereby improving earnings.

On this occasion, **Mr. Satinder Singh Bajwa, Business Head- Small Commercial Vehicles, Mahindra & Mahindra Ltd. said**, "The Supro brand promises superior mileage, superior power, superior load carrying ability and higher earnings to its customers. It has always been our endeavour to introduce new offerings to address the ever-changing needs of our customer. The unshakeable trust of customers has been earned on the strength of the product, its quality, earning potential, robustness and the reliability of [brand Mahindra](#)."

The Supro Minitruck VX sports Mahindra's signature front grille design, giving it an aggressive look and a distinctive presence on the road. Stylish wrap around headlamps further accentuate the overall styling of the new variant. The front nose design, ELR seat belts and the new X-Split brakes with LSPV guarantee class leading safety and provide the vehicle with better stability. The tough and robust body design gives an added layer of protection and ensures the vehicle can navigate through any terrain with ease.

Additionally, for peace of mind the **Supro Minitruck** comes with an exceptional warranty of 3 years/ 80,000 km. The members of the UDAY program receive a lifetime insurance of Rs.10 lakh along with other benefits. To add to this, the widespread Mahindra dealer network and 2,600 Mahindra Mitra technicians facilitate easy repairs and maintenance.

The Supro platform was introduced to address the needs of various market segments including cargo and passenger movement, while delivering superior performance. 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.

Supro Minitruck VX Key Specifications

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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