Bollywood Star Manoj Bajpai Felicitates Mahindra Jeeto Customers to Celebrate 1 lakh Vehicle Sales

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January 11, 2019, Mumbai: Mahindra & Mahindra Ltd. (M&M), a part of the US $20.7 billion Mahindra Group, today hosted its customers from across India in a Meet & Greet Session with Bollywood Star Manoj Bajpai in Mumbai to celebrate the successful sale of 1 lakh Jeeto trucks.

In a unique event, Mahindra concluded the campaign "Aapka Aabhaar, Ek Lakh Baar" with 12,000 Jeeto customers across India participating and winning a chance to meet the Jeeto's celebrity brand ambassador Manoj Bajpai. The contest received an overwhelming response and the winners were felicitated at this event.

Launched in June 2015, the Jeeto Load is the first ever product in its category with a modular range of eight mini-trucks to cater to the varied needs of the sub 1 tone load segment customers. The diesel variant of the Jeeto is available in S, L & X series and caters to 3-wheeler, micro-truck and mini-truck customers. The Jeeto is available in a CNG powered version as

well.

The Jeeto has been designed for refined performance and delivers fuel efficiency of up to 33.4 km/l, which is the best in its segment. Jeeto is also quite popular in the e-commerce industry, Swacch Bharat Mission & other captive segments.

All these along with strong customer testimonials have resulted in Jeeto being awarded the Apollo CV of the Year Award. Going beyond the product's performance, Jeeto also features in the 'Make in Telangana' video and has received an excellent response from e-commerce and captive customers.

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 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook:

@MahindraRise

Media contact information:

Mohan Nair

Vice President (Communications)Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

Tags :

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