FIRST CHOICE TO ORGANISE USED CAR MELA

Emerging

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CHENNAI: FirstChoice, India's first and only multi-brand used car company promoted by Mahindra & Mahindra, HDFC and Sah & Sanghi, will be organising a grand used car mela where a variety of certified vehicles will be displayed.

The grand mela will be held on September 22 & 23, 2007 at St.George Anglo-Indian Higher Secondary School ground in Chennai .This mela will offer a varied choice for those on the lookout for a quality used car, right from the Maruti 800 to high end luxury cars, for sale.

This mela is also an opportunity for customers to sell their existing cars. Trained personnel present at the event will conduct a thorough check of the vehicle and ensure that the best price is determined for their car. The grand mela will serve as a one-stop shop for all the car related needs of a consumer. Apart from used cars, customers can avail of used car loans, car accessories and insurance.

FirstChoice being the only multi-brand used car outfit in India presently hosts 80 outlets and is introducing more stores in key markets. The first, FirstChoice multi-brand car Super Store was inaugurated in Mumbai recently and these stores have the capacity to display 200 cars at a time. The company has planned a phased introduction of such stores in key cities. The organization has employed around 500 technically skilled people to evaluate purchased cars, refurbish them and prepare them for a value-for-money selling proposition.

About FirstChoice

FirstChoice, formerly Automartindia, is a part of the Mahindra Group. The other promoters include HDFC, one of the most respected financial institutions in the country, and Sah & Sanghi, a Mumbai-based company admired for its skills in retail operations.

FirstChoice is India's largest multi-brand used car company. The Company's mission is to create India's largest automobile and automobile-related products distribution network by providing dealers and customers with the largest choice of unique world-class products and services.

FirstChoice achieves its objectives by providing consumers with a wide choice of good quality used cars and by bringing about trust and transparency in each of its dealings. FirstChoice certified used cars are now being sold in 80 showrooms spread across 54 cities in India. The Company will have more than 200 stores over a period of 2 to 3 years.

Venue Details

St.George Anglo-Indian Higher Secondary School,

Opp.to Pachiappas College,

738, Poonamallee High Road,

Chennai

Tags :

CAR MELA