Mahindra First Choice Wheels inaugurates 53rd authorized dealership in Alwar, Rajasthan

Emerging

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To take the number of outlets in Rajasthan to 70 outlets this FY

Mahindra First Choice Wheels Ltd. – USPs

- *India's No.1 multi-brand certified used car company, Mahindra First Choice Wheels Ltd. (MFCWL), (www.mahindrafirstchoice.com) has a network of 1000 plus outlets spread across the country which includes metros, mini metros and smaller towns. The company is growing at a rapid pace with a CAGR of 35% by volumes over the last 5 years.*
- *The company has created a unique (first globally) franchisee driven business model and is on a mission to transform the way used cars are retailed in the country*
- *MFCWL is the market leader in the online auction space, having auctioned in excess of 5 lakh+ vehicles through the 'eDiig' auction platform (www.ediig.in)*
- *The company has product called the Indian Blue Book (IBB) URL: www.indianbluebook.com which is India's first and only used car pricing guide that incorporates transaction data with an analytical engine. IBB has got immediate traction with most leading banks and NBFCs, car portals, auto magazines, auto OEMs, dealers and customers subscribing to it*

- *A product for car evaluation called 'Autoinspekt' (www.autoinspekt.com) is an unbiased third party vehicle evaluation report to determine the condition, quality and value of a used vehicle. The report itself covers 53 parameters across 8 vehicle systems of the car and is prepared after physical inspection of the vehicle by a trained engineer. The company does over a million inspections per year.*

October 22, 2019, Alwar, Rajasthan : Mahindra First Choice Wheels Ltd. (MFCWL), India's No. 1 multi-brand certified used car company, today inaugurated its outlet in Alwar, Rajasthan. The new outlet, J S Automart, Delhi Road, Alwar – 301001, was inaugurated by **Mr.Ashutosh Pandey, MD & CEO, Mahindra First Choice Wheels Ltd.** This is the company's 53rd outlet in the state of Rajasthan.

"We are delighted to partner with J S Four Wheels Ltd which is an established name in Alwar and the surrounding areas of Bharatpur, Dholpur and Karoli. Rajasthan is a strategic market for Mahindra First Choice Wheels and we look forward to creating value for all our stakeholders through innovative, industry-first products and services. Our strong franchisee network will also play an important role in helping us to fulfill their goal," said Mr. Pandey at the inauguration.

"Mahindra First Choice Wheels enjoys strong brand equity in Rajasthan as India's pre-eminent multi-brand used car company.J S Automart will serve as a one-stop shop, offering customers a range of services, including purchase and sale of multi-brand certified used cars, car finance, insurance, fitment of

car accessories and assistance with paperwork and documentation," said **Mr. Rishabh Sanghi, Director of J S Automart**

Mahindra First Choice Wheels' footprint in Rajasthan currently encompasses **53** dealerships and it further plans to expand this number to **70** outlets in the financial year ending March 2020.

Over the years, Mahindra First Choice Wheels has not only emerged as India's leading used car company but has also contributed to the creation of a used car ecosystem by bridging wholesale and retail channels while leveraging physical and online infrastructure.The company is driven by its mission to transform the way used cars are retailed and has introduced several innovations along the way.The company has received an excellent response from C&D category towns as well.

The list of innovations include developing a unique franchisee based business model, selling certified multi-brand used cars under warranty and offering the most comprehensive warranty product available on used cars in the country.

MFCWL has also developed a variety of industry first products which use technology to ease used vehicle operations. The company has recently launched innovative products which are smart, simple, standalone tools that solve many challenges for every kind of stakeholder including consumers, dealers, financiers, leasing companies and manufacturers.In short, buying a used car from Mahindra First Choice offers several advantages, including

quality assurance, safety and a hassle-free driving experience. To give complete peace of mind to the used car buyer, the company has Warranty products like **WARRANTYFIRST, CERTIFIRST and CERTIFIRST+**.

Subject to specific terms and conditions, **WARRANTYFIRST** provides Warranty for all the major mechanical and electrical components of the car. The concerned components are covered for a period of 12 months or 15,000 km, whichever is earlier. The **CERTIFIRST** Warranty covers the car's Engine and Transmission for a period of 6 months or 7,500 Km, whichever is earlier while **CERTIFIRST+** covers for a period of 12 months or 15000 kms, whichever is earlier.

The Warranty products come with the facility of 24X7 Roadside Assistance across the country. The 24x7 Roadside Assistance, subject to specific terms and conditions, assures the certified used car buyer that should the car breakdown, he will be provided assistance.

The Warranty product gives tremendous peace of mind to buyers of certified used cars. Mahindra First Choice has a website - www.mahindrafirstchoice.com - which provides complete assistance to customers wishing to buy or sell a car. Mahindra First Choice also has retail finance relationships with major banks like Mahindra Finance, HDFC, Kotak Mahindra and ICICI Bank for helping consumers buy their dream cars through loans.

The used car market in India is expected to reach between 6.7mn/year to 7.2mn cars/year by FY22.The current slowdown notwithstanding, it is expected that the used car market will become almost double the size of the new car market in the next 5 years.

About Mahindra First Choice Wheels

Mahindra First Choice Wheels is a dominant player in the Indian used vehicle eco system providing products and services to cater to the needs of retail and wholesale customers utilizing its “on-theground” and “in-the-cloud” capabilities.The company’s unique business model has also been acknowledged by external investors. The company has raised funding from Silicon Valley based Hedge Fund, Valiant Capital and Cox Automotive, a $17 Billion US based enterprise providing digital marketing, classifieds, software, wholesale and eCommerce solutions to dealers, consumers, manufacturers and financial institutions. Its brands include Manheim®, Autotrader®, Kelley Blue Book®, Dealertrack®, vAuto®, Xtime®

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, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

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For further enquiries please contact:

Shubhada Dharwadkar

DGM, Group Communications

Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 24917040

Email – dharwadkar.shubhada@mahindra.com

Tags :

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