Mahindra launches customised vehicle ownership schemes for Covid caretakers

Auto

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- Special finance schemes for wide range of frontline caretakers & essential service providers such as **Healthcare/Pharma staff, Policemen, Government Employees, Journalists and Media Professionals** amongst others
- Offers a bouquet of **attractive discounts that go upto Rs. 66,500*** and a host of special finance schemes on all its vehicles

Mumbai, June 11, 2020: Mahindra & Mahindra Ltd, part of the USD 20.7 billion Mahindra Group, has **pledged its support to the frontline Covid caretakers and essential service providers,** who are providing unparalleled support during this ongoing Covid pandemic, by offering **a host of affordable finance schemes on all its vehicles.**

As an industry first, the company has rolled out its offers **to an entire range of essential service providers** that includes **Journalists/Media Professionals, Railway/Airline Staff and others,** beyond Doctors, Nurses, Paramedics, Government Officials and Policemen.

Speaking about the finance schemes for the frontline caretakers, **Veejay Nakra, CEO – Automotive Division, M&M Ltd.** said, "Just like anywhere else in the world, India's frontline and essential service providers are doing commendable work in their respective fields and working tirelessly to keep us safe during these challenging times. We would like to thank them in our own way by offering these customized finance schemes that will ease the process of owning a Mahindra vehicle."

Mr. Nakra further added, "We are happy to extend special offers to an entire gamut of frontline caretakers and essential service providers such as Healthcare/Pharma staff, Policemen, Media, Government employees & Medicine/Vegetable/Milk suppliers."

The total benefits for Covid caretakers go upto Rs 66,500. Mahindra is empowering the Covid caretakers by working with various financial institutions to offer host of finance schemes**. A few of these include:

- **Own now and Pay in 2021**
- **Upto 8 years of funding**
- **Upto 100% on road funding**
- **90 days moratorium**
- **Own BS VI Pick Up by paying EMI equivalent to BS IV Pick Up**
- **50% processing fee waiver for Doctors**

The schemes are offered through various financial institutions and customers will have to get in touch with nearest dealers to avail of these unique offers.

Please use the following hashtags/handles for social media updates:

#Mahindra4CovidCaretakers

@MahindraRise

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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.

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

Tags :

Mahindra Automotive | attractive finance schemes and discounts | Covid Caretakers | Veejay Nakra