

Mahindra Renault Logan Diesel tops the TNS Automotive Total Customer Satisfaction Study

Auto

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Mumbai: The 2007 four-wheeler total customer satisfaction study undertaken by leading market information provider, TNS, has ranked the Mahindra Renault Logan Diesel at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96.

'The survey findings not only reflect the high level of satisfaction experienced by our customers but are also a clear validation of our customer-centric approach to business. The TNS study is an extremely comprehensive one, covering over 60 models in the market and it feels great to know we are leading in the 'Midsize Car – Diesel' segment so soon after the launch,' said Mr. Rajesh Jejurikar, MD, Mahindra Renault Pvt. Ltd.

The 2007 four-wheeler Total Customer Satisfaction (TCS) study conducted by TNS specialist division, TNS Automotive, is the largest syndicated automotive study in India and represents the responses of more than seven thousand six hundred new car buyers. The study is comprehensive in nature

and covers over 60 models with customer feedback mapped in the key areas of sales satisfaction, product quality, vehicle performance and design, aftersales service, brand image, and cost-of-ownership.

The TCS index score provides a measure of satisfaction and loyalty a given model enjoys amongst its customers. Rankings for the TCS study are done at the vehicle segment-level to provide comparisons among similar groups of vehicles.

The Logan also ranked first in the recently released J.D Power Asia Pacific 2007 India Initial Quality StudySM (IQS) in the Entry Mid-size segment with a score of 65 PP100.

About The Mahindra Group

The US \$6 billion* Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top three tractor manufacturers in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services (Mahindra & Mahindra Financial Services Ltd,

Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre

FZE, Mahindra Logistics) automotive components (Mahindra Forging, Mahindra Steel Products, Mahindra Composites), information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City).

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its

Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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