Mahindra rolls out 15th lakh Bolero Pick up range from Kandivali plant

Auto

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Offers widest portfolio in Pickups to meet various needs of cargo transportation

August 19, 2019, Mumbai: Mahindra & Mahindra Ltd., part of the US $ 20.7 billion Mahindra Group, today announced that it has rolled out the 15th lakh unit of its Bolero Pick-up range from its Kandivali plant in Mumbai, marking yet another milestone for this very popular model.

As leaders in the pick-up segment for over twenty years, Mahindra has continuously focused on understanding the evolving needs of its customers in the areas of performance, reliability, profitability and comfort. The Mahindra Pick up range is used for diverse applications including the delivery of agri products, dairy, consumer goods, construction equipment, logistics, fisheries, cash vans and for various Swachh Bharat initiatives to name a few.

Speaking about this new milestone, **Rajan Wadhera, President - Automotive Sector, Mahindra & Mahindra Ltd.** said, "This is a proud moment for us as the Bolero pick up range crosses the 15-lakh milestone.

We would like to thank our customers for their support which has enabled the brand to grow from strength to strength. This achievement is a testament to our customers' belief in the brand. Today, Mahindra has the most extensive range in this segment and has set new benchmarks in style, comfort, convenience, technology, and offers best-in-class value and efficiency to our customers."

Mr. Wadhera further added, "Being the leader in the pick-up segment for over two decades, we have made our systems and processes robust to understand and address the evolving needs of our customers. In fact, we keep introducing new products and technologies at regular intervals to enable our customers to progress in life."

Customers get a plethora of models to choose from within the Mahindra Pick-up portfolio. There are 4 brands namely, Bolero Pick Up, Bolero Maxi Truck, Bolero Camper & Imperio. Each brand offers a unique value proposition and is targeted at different customer segments to match their specific needs.

The Pickup portfolio consists of a wide spectrum of products and it helps address the needs of varied segments, without any overlap. The company also has specialized variants in the range such as the 4WD Pick-ups, CBC Pick-ups, CNG Pick-ups and customized solutions to offer the desired value to our customers. With a Mahindra Bolero Pik Up, the customer is always assured of utmost trust, comfort, convenience, performance, earnings and

peace of mind.

With the disruptive after-sales guarantees, **‘India’s No.1 Pick-up ka Vaada’**, the Bolero Pik up brand enables customers to get an assured buyback and lower maintenance costs. To add to all of this, today, Mahindra has one of the widest sales and service support networks that customers can access. The Mahindra Pick Up range aims to influence the customer's life positively and enable them to earn more and progress in life, while building a long-term relationship with the brand.

About the Mahindra Pick Up range

Bolero Pik-up

This is the flagship model of Mahindra Pick up range which exceeds customer expectations on parameters like load capacity, power, torque and maintenance costs. It has biggest in industry payload capacity of 1,700 kg, the longest cargo deck of 2765mm (9 ft) and 52.2kW Power (70 BHP) making it Maha Strong. Rugged exteriors and stylish interiors make this pick-up the ideal earning machine. With variants of 2WD, 4WD, CBC, & CNG variants – it covers the entire spectrum of needs that customers have from this Pick-up brand.

Bolero Maxitruck Plus

The Bolero Maxitruck Plus is an entry level Pick up aimed at the transportation needs of load stand operators and traders across India to

ensure last-mile connectivity. It comes equipped with the tried and tested, powerful m2DiCR engine with 63 BHP (46.3 kW) power and best-in-class 195 Nm torque. The Bolero's style meets Pick up functionality and makes the Bolero Maxitruck Plus an ideal city Pick up.

Bolero Camper

The Bolero Camper is a double cabin Pick up which is powered by the Mahindra DI engine and is available in 2WD, 4WD and Gold versions. This double cabin Pick up models are ideal for customers who look for dual applications- namely, load carrying and people carrying. Bolero Camper is popular among infrastructure companies, cash vans, contractors & builders across the country.

Imperio

The Imperio is a premium pick up with SUV stance and bold road presence. It comes equipped with DI engine with 75bhp (56kW) power and 220 Nm torque. It is powered by world class technology including Fuel Smart technology, brakes with LSPV & telematics compatibility. Refined driving experience with unparalleled comfort and drivability makes this pick up an ideal choice.

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

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