Mahindra’s revolutionary iMAXX telematics connected vehicle technology set to transform Indian vehicle fleet management

Auto

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- Mahindra’s iMAXX offers unprecedented predictability & control over the transporter’s fleet, leading to higher profits and a hassle-free ownership experience
- Featured as Standard Equipment in the BS6 compliant range of BLAZO X HCVs, FURIO ICVs & LCVs and CRUZIO Buses with free subscription package
- New Telematics platform deploys cutting-edge telemetry technology to provide powerful insights on vehicle health and performance

Mumbai, August 21, 2020: Mahindra Truck and Bus (MTB), a part of the USD 19.4 billion Mahindra Group, today announced the launch of its revolutionary connected vehicle technology, Mahindra iMAXX. This new Telematics platform is fitted into Mahindra’s BS6 emission norms compliant CV range, including the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and CRUZIO range of buses. This new technology promises to further strengthen the value proposition of the MTB range for the company’s

discerning customers.

The new Mahindra iMAXX technology, coupled with the tried & tested BS6 engines (mPOWER and MDI Tech) with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles, will help fleet owners and transporters transition to the BS6 ownership experience smoothly and efficiently.

Speaking on the occasion, **Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra Ltd**. said, "At Mahindra we are the pioneers in Connected Vehicle technology, which has become even more important in the new BS6 era, given the increase in electronics based vehicle controls."

Mr. Gupta added, "The Mahindra iMAXX Telematics solution, is based on next generation telematics technology and is at the heart of our brand promise -HAR CHEEZ GUARANTEE KE SAATH, for our BS6 vehicles. It is an intelligent fleet telematics solution which deploys cutting-edge telemetry technology like Dual CAN (Controller Area Network), 4G and other leading digital technologies, including Machine Learning and Artificial Intelligence, to provide powerful insights on vehicle health and performance. This helps in maximizing returns for Fleet Owners."

With the right telematics platform, like Mahindra iMAXX, enhanced fleet operations efficiency leads to higher asset productivity/ fleet utilization, lower costs of operations and higher fleet safety. Mahindra iMAXX, is an

intelligent platform and a differentiated solution compared to other offerings in the market that focus mainly on location tracking based services and basic vehicle electronic data.

Today, Mahindra is seeing an unprecedented number of success stories from its BS4 fleet customers who are achieving upwards of 10% fuel economy improvements across their fleet. In fact some customers are even achieving 100% asset productivity improvements in terms of kilometers driven per vehicle per day, thanks to the intelligent insights provided by the Mahindra iMAXX platform that was soft launched and co-created with customers in the earlier BS4 era.

Unique Benefits of Mahindra iMAXX Telematics Platform:

As against the regular telematics solutions that focus mainly on location tracking based services and basic vehicle performance analysis, the intelligent and revolutionary Mahindra iMAXX is in a different league due to the following features:

Embedded Device Capability – The core capability of the Mahindra iMAXX embedded device is to absorb large scale, high frequency engine and allied system data securely, and transmit on a real-time basis over 4G airwaves for server processing. To put this in perspective, the amount of data transmitted through the Mahindra iMAXX device from the vehicle is on an average 600% higher than the previous generation telematics systems available in the market.

Digital Twin Platform – Once such a large amount of data comes into Mahindra iMAXX cloud servers, the machine learning algorithms and artificial intelligence models put in place at the Mahindra iMAXX digital twin platform level helps provide accurate, reliable and predictive business and engineering insights. While most telematics solutions fetch and show vehicle data to customers without any further intelligence or analysis built-in, Mahindra iMAXX has the unique and unparalleled capability to add machine intelligence to normal data for enhanced credibility, efficacy and reliability – a First in Indian CV industry.

To appreciate the power and uniqueness of this solution, and how this technology powers our service guarantees for customers, consider this actual case that occurred on one of the customer's vehicle during Lockdown 1.0. The artificial intelligence built into the system which monitors multiple correlated vehicle parameters was able to predict an engine cooling system issue, 33 hours prior to it actually occurring on the vehicle i.e. vehicle sending a high coolant temperature fault code through its ECU. With the predictive alert available at the right time to our NOW 24X7 helpline and Uptime monitoring team and to the customer, coupled with the agility and timely action of the customer support team, a possible major vehicle breakdown was averted and the driver continued on the trip after minor repairs provided by our mobile service van.

For more details on the features of Mahindra iMAXX, please click on:

https://www.mahindratruckandbus.com/imaxx.aspx

About Mahindra Truck and Bus (MTB)

Mahindra Truck and Bus provides an entire line of integrated trucking solutions. The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. With high performance vehicles, unprecedented disruptive customer value proposition such as “get more mileage or give the truck back” and several other performance linked guarantees MTB has set a new benchmark in the Indian Commercial Vehicle industry. Today, MTB has rapidly expanded its after sales service and spares network and the company also boasts of India’s first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

About Mahindra

The Mahindra Group is a USD 19.4 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 2,56,000 people across 100 countries.

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

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