MFCSL forays into multi brand two wheeler servicing

Emerging

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Patna, December 11, 2018: Mahindra First Choice Services (MFC Services) announced its foray into the multi-brand two-wheeler servicing business. MFC Services is already an established market leader in multi-brand car servicing.

Mahindra First Choice Services (MFC Services) is a wholly owned subsidiary of the USD 20.7 billion Mahindra Group and has taken a leadership position in organising the unorganised auto aftermarket industry, with a strong network of 330 car service workshops present in over 250 towns, across 25 states. MFC Services' customers enjoy easy access to its workshops where they get quality service, on time delivery and skilled technicians providing high customer satisfaction. Now the company aims to be a front runner in two-wheeler servicing space & plans to open multi-brand two-wheeler service workshops in almost all the District & Taluka (Tehsil) places.

"Currently two wheelers servicing business is dominated by independent garages. We want to be at the forefront to create an organized eco-system

for two-wheeler servicing. By providing affordable services to our customers, we aim to address challenges such as service costs, non-availability of spare parts as well as inaccessible service locations. At present, we have launched the two-wheeler servicing business in 16 locations. We are targeting 2,500 service centres in India by 2023," said **Mr. Alok Kapoor, Head – Franchise Business Operations, Mahindra First Choice Services.**

The two-wheeler servicing business will be a franchise-based model. All franchisees will be given the advantage of brand support, spare supply, digital assistance, process training and technical training to franchise manpower, technical support, guidance of workshop management and support in customer acquisition. Typically, the space requirement for two wheelers servicing workshop is 800 sqft. (aprx) with an investment size of Rs. 12-16 lacs (aprx),

Young people with entrepreneurial mindset not necessarily having any exposure to automobile field within the age group of 25- 35 years from both business and service class have started their dream journey of entrepreneurship with MFC Services two-wheeler business.

Under this new initiative, MFC Services will offer a comprehensive list of services ranging from General checkup, Oil change, Accidental repairs, AMC packages, Engine jobs and Breakdown assistance for multi-brand two wheelers. Mahindra First Choice Services has already launched private label parts for two wheelers like Filters, Horns, Relays, Engine Oil and Switches.

These parts are compatible across major multiple two-wheeler brands.

Across its formats, MFC Services not only dominates the market with its physical presence but also through its digital assets. With an objective of digitizing the auto aftermarket industry, the company has launched a new flagship product, DearO – The simplest and smartest workshop management system. It helps workshops manage their day to day operations in the most effective and efficient manner. DearO is powered by intelligent customer history maintenance, service scheduler and part-finder. In next 3-6 months, MFC Services will digitally automate spare parts management for its network of workshops and spares hubs.

About Mahindra First Choice Services

Mahindra First Choice Services (MFC Services) is a wholly owned subsidiary of the USD 20.7 billion Mahindra group and is India's largest chain of multi-brand car workshops with over 340 workshops, present in 250+ towns across 24 states.

Marching towards its vision, MFC Services is aggressively making inroads in the Indian car service market, which has historically been shared by OEM dealers and Independent Garages. The company aims to establish a country wide network of over 1000 workshops.

MFC Services has also entered the business of private label spare parts for all brands of cars under the 'MFC' brand name. The MFC brand stands for

smart replacement and is targeted at customers who want quality and value for money spares for their cars.

MFC Services has also launched a unique digital initiative, Carworkz - an innovative car servicing workshop aggregator. Targeted at all car owners, this mobile and web-based platform, enables them to find the best and nearest workshops for servicing their car. Carworkz aims to transform the Indian car servicing industry digitally through a new flagship product, DearO – The simplest and smartest workshop management system which is designed to seamlessly work for large, medium and small garages alike.

Mahindra First Choice Services is also certified as a 'Great Place to Work' organization

Visit us at www.mahindrafirstchoiceservices.com

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, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence

and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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

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