M&M partners with CSC Grameen eStore to deepen connect with over 7,00,000 villages in India

Auto

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- A wide range of Mahindra SUVs and Pickups will now be available at more than four lakh CSC eStores catering to over seven lakh villages in India
- CSC Village Level Entrepreneurs (VLEs) will assist customers with their enquiries through the eStores.

Mumbai, March 04, 2022: Mahindra & Mahindra Ltd. announced its partnership with CSC Grameen eStore, a Government of India initiative. As a part of this association, the CSC Village Level Entrepreneur (VLE) network will serve as M&M touchpoints in over 7 lakh villages across India, further aiding and simplifying the process of enquiries and purchases. Customers can visit their nearest CSC VLE store to make an enquiry about select Mahindra vehicles, namely, Bolero, Bolero Neo, Scorpio, XUV 300, Marazzo, Bolero Pickup and Bolero Maxi Truck. This will be processed digitally by the VLE to facilitate information, test drive and/or delivery by an authorized Mahindra dealer.

Mahindra is increasingly focusing on digital solutions and are confident that the availability of skilled VLEs will provide the desired convenience and comfort to customers in rural India and will make the purchase process more effective.

The partnership will harness CSC Grameen's digital platform to facilitate Mahindra vehicle enquiries and real time online lead transfer to M&M from deep rural pockets. . Using CSC's path breaking digital tools, the Village Level Entrepreneurs (VLEs) would explain product features to customers and share the purchase intent with M&M for further action by authorized Mahindra dealers.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership positionin farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Tags :

CSC Grameen eStore	Mahindra SUV	Pickups	Village Level Entrepreneurs