

# Mahindra Launches BLAZO i-TRK: Revolutionizing Profitability for Indian Truck Owners

Auto

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- ***Built around the philosophy of ‘Profit Ka Rocket’ - Run More, Earn More and Control More***
- ***Delivers up to 10% More Mileage and an industry-first 48-hour Uptime Guarantee with ₹10,000 per day assurance\****
- ***Powered by the most intelligent - iMAXX 2.0 advanced fleet telematics solution***

**Mumbai, 13<sup>th</sup> August 2026:** Mahindra Truck and Bus, part of the Mahindra Group, today unveiled the All-New **Mahindra BLAZO i-TRK**, marking the beginning of a new era of intelligent trucking in the Heavy Commercial Vehicles industry.

Engineered around the philosophy of “Profit Ka Rocket” - **Earn More, Run More and Control More** – the all-new BLAZO range is designed to help customers maximize Earnings, Uptime and Control of their operations through intelligent engineering, connected technologies and a reliable ownership experience. It introduces a powerful proposition centered on **up to**

**10% more fuel efficiency** and a **48-hour Uptime Guarantee** backed by a ₹ **10,000 per day assurance**.\*

Powered by Mahindra's next generation **320hp mPOWER engine**, the intelligent **iMAXX 2.0 connected vehicle platform** and host of other meaningful innovative technologies, BLAZO i-TRK delivers a powerful combination of performance, efficiency and productivity, setting a benchmark in the trucking industry. More than just a new truck, it underlines Mahindra's vision for the future of efficient and globally competitive freight movement in India.

**Stay tuned for the launch of BLAZO i-TRK on 14<sup>th</sup> August 2026 as Mahindra ushers in the next era of intelligent trucking in Heavy Commercial Vehicles.**

### **About Mahindra Truck and Bus Division**

Mahindra Truck and Bus is a division of Mahindra & Mahindra Limited, offering a comprehensive portfolio of light, intermediate, and heavy commercial trucks and buses for cargo and passenger transportation. The business is focused on delivering fuel- efficient, technologically advanced, and reliable transportation solutions.

As of 29 July 2026, The Board of Directors of SML Mahindra Limited ("SML") has approved the acquisition of Mahindra Truck and Bus Division ("MTBD") from Mahindra & Mahindra Limited ("M&M") on a slump sale basis. The transaction is expected to be completed during FY2027, subject to all

regulatory and shareholder approvals.

For further information, please visit [www.mahindra.com](http://www.mahindra.com) /

[www.mahindratruckandbus.com](http://www.mahindratruckandbus.com).

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 employees in over 100 countries. It enjoys a leadership position in 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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook:

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