

Mahindra launches India's First Pick-up with 1700 kg Payload.

- Maha Strong, Maha Bolero Pick-up to offer payload capacity of 1700 kg, a first in the industry
- New range to boast of higher earnability, durability and driver comfort
- All new interiors with wider co-driver seating to add to the comfort and overall look

October 11th, 2018, Mumbai: Mahindra & Mahindra Ltd., the leader in the Indian pick-up segment for over 20 years, today launched the new **Maha Strong, Maha Bolero Pick-up**, a much stronger upgrade of its popular Bolero Pick-up range of commercial vehicles. Keeping in mind the inherent need for a better earning potential, the Maha Bolero Pick-up boasts of a class leading payload capacity of 1700 kg. For an enhanced value proposition the new range of Maha Bolero Pick-up will also have an all new interior and better seating comfort with wider co-driver seat.

True to its name "MAHA", the New Bolero Pick-ups comes with an extralong cargo deck length of 9ft (2765mm) – highest in the category, which complements the highest payload carrying capacity of 1700 kg. Maha Bolero Pick-up comes with double bearing axle, stronger 9 leaf suspension & wider 15" 12 PR (38.1 cm) tyres to support the increased load carrying capacity. To provide higher safety to the consumers it comes with Twin Tandem Booster LSPV brakes and stronger body & chassis. All these make it suitable for carrying heavy loads across the nation with national permit. The Maha Strong, Maha Bolero Pick-up range consists of different body styles, cargo box length & varying payload capacities of 1300 kg, 1500 kg & 1700 kg suitable for various customer segments and their needs. The Maha strong, Maha Bolero Pick-up flat-bed has been launched at a very special Introductory price for festive season, which starts at Rs. 6.66 lacs (ex-showroom, Pune).

Speaking on the all new proposition of the Maha Bolero Pick-up range, **Veejay Nakra, Chief – Sales and Marketing, Automotive Division, Mahindra & Mahindra Ltd** said, "As a market leader for over 20 years, it has always been our endeavour to raise the bar in pickup segment and provide the best customer value. Maha Strong, Maha Bolero Pick-up is aimed to provide unprecedented earning potential with the category best 1700 kg payload & 9 ft (2765 mm) length cargo box. This Maha Bolero Pick-up will further enhance the core values of Mahindra's tough and rugged DNA, enabling higher earning potential with lower maintenance cost, and therefore take the brand to the next level".

Maha Strong, Maha Bolero Pick-up also comes with the category best "India Ka no. 1 Pickup ka Vaada" scheme" which offers 2 years free maintenance & Rs. 4 lac buyback guarantee after 4 years. This improves its earning potential and restores peace of mind for the customer.

With a 62% market share (YTD September 2018) in the pick-up segment, Mahindra has forged a deep relationship with its customers founded on trust which has been earned on the strength of the quality of its products, their robustness, earning potential, low maintenance cost and above all the reliability of brand Mahindra with highest resale value in the category. Today, Mahindra has the widest portfolio in Pick-ups to cater to various needs of cargo transportation and the flagship range of Bolero-Pick-Ups have more than 10 lakh happy customers. Mahindra is known for various firsts in the Pick-up segment, be it the first Flat-bed cargo pickup, first Double Cabin Pickup, first AC Pick up, first CNG Pick up or the first Micro Hybrid Pick up. The aim is to influence the customer's life positively and enable them to earn more & to progress in life, while building a long-term relationship with brand Mahindra. Today, Mahindra also has one of the widest network spread for sales and service support and the Maha Bolero Pick-up customers can avail of it.