

for those who perform ingeniously



**Mahindra**  
**NAVISTAR**  
OUTPERFORM

# big

Volume 4 ■ Issue: June '10

Uniting our dealer family

## big PROMISE

Rakesh Kalra, MD, MNAL shares our vision and Promise 2013

## big INTRO

Nalin Mehta, COO, MNAL shares his thoughts on LIFE, LOYALTY & LUST

## big NEWS

Dealer of the month -  
Mr. M Padma Mohan, Nellore



# setting the roads on fire



# big

## PRESENCE

# We go social



### Mahindra NAVISTAR OUTPERFORM

MNAL blog



MNAL's Facebook page



LCV website



MNAL on Twitter



MNAL blog

MNAL's Facebook page

LCV website

MNAL on Twitter

## Visit [www.mahindralcv.com](http://www.mahindralcv.com) today!

June 2010



### Mahindra NAVISTAR OUTPERFORM



# INDEX

## Driving Directions

big PRESENCE

Page 01

big MESSAGE

Page 02

big PROMISE

Page 03

big INTRODUCTION

Page 04

big OPPORTUNITY

Page 05

big PREPARATION

Page 06

big RESPONSE

Page 07-08

big LAUNCH

Page 09-12

big KNOWLEDGE

Page 13-14

big NEWS

Back Page

# big

## MESSAGE

We have come a long way and together we have achieved big feats in the past, for example - our very successful launch at Auto Expo, launch of MNAL Now - our 24X7 customer care centre, our CRX movement, our corporate AD campaign that won a national award ... to mention only a few. We have also set up world class systems & processes, we have built an excellent & passionate team, our manufacturing plant is rumbling, our sales and service network is revving up. The team has also strengthened and developed and with Mr. Nalin Mehta joining us as Chief Operating Officer, I am sure, with his passion and insights; he will play a key role in scripting our success... So we are all set. In this journey, we have faced a lot of turmoil, but still we have achieved our promise for 2010 to develop a new product range. Our foundation is set and we are ready to roll our products, but then we asked ourselves... What do we stand for as an organization, what would be our guiding star for today and tomorrow? The star that will make us dream. And not just ordinary dreams; such will be the might of the star that it will make us dream about our future. This star would be our vision.

**And we chose our star and defined our vision...  
And I proudly say that our vision to become the most  
trusted CV brand in India, is a real challenging one.**

The only way forward to achieve our vision from here is to collaboratively outperform. So today, I urge you to surpass your previous limits and be a Mahindra Navistar Outperformer. But to become outperformers, we have to transform our customers' lives by enabling them to outperform.

And let me tell you, we have been moving in the right direction. Although our tag line came much later, "OK is No Longer OK" has been our guiding philosophy from the word 'go' and this thought of "Revolutionizing the Indian trucking industry" was the corner stone for our product development. I am pleased to say that we stayed with the thought and kept faith on foresight, and today I am proud of what all of us have achieved together. Now our duty is to apply this thought to everything that we do or simply put, to inculcate in us and our customers, the "Junoon to outperform".

Every great dream begins with a dreamer and we have our MNO stars with us to make the impossible possible. All we have to do now is to remember to have within us the strength, patience and the passion to change the world. We want to touch people's hearts and work together for a larger cause of building India, to that day, when we along with all our stakeholders, can proudly say "We move India".

Today, with our preparation and passion, we are all ready to set the roads on fire.

**Rakesh Kalra**  
MD, MNAL





# big

PROMISE



## MNOs'

Mahindra Navistar Outperformers

### PROMISE 2013

- » Export at least **10** % of our volumes
- » Grow **10** X times in **3** years to become a 5000 crore company
- » Achieve Double digit OPM in **3** years
- » Be among the top **3** in customer satisfaction in India
- » To become a full range player and launch **3** new product families with multiple products

*We will enable our people and customers to RISE through collaborative outperformance*

**Our vision is to become the most trusted CV brand in India**

**QUESTION CONVENTION.  
RISE ABOVE THE ORDINARY.**

**BE THE FORCE OF CHANGE.  
REVOLUTIONISE THE INDUSTRY.**

We are



Mahindra Navistar Outperformers

**CHALLENGE YOURSELF, OUTDO YOURSELF.  
MAKE JUST OK, NEVER OK AGAIN.**

**LIVE TO OUTPERFORM.  
BE AN OUTPERFORMER.**



# big



## INTRODUCTION



In a cool summer evening, sitting in a cabin situated right at the corner of our MNAL pune office, interestingly, we found ourselves engaged in an insightful discussion, which seemed to create vibrancy, even to the colorless walls of his office. We were in conversation with our newly appointed Chief Operating Officer (COO) - Mr. Nalin Mehta.

Nalin, B.E, IIT Kharagpur and Masters in Business Management has about 30 years of industry experience, so typically we asked him some textbook questions as to what excites him about MNAL, expecting some jargons, but he gave answers that took us by surprise.

## ***Nalin Mehta, COO - MNAL*** ***on LIFE, LOYALTY and LUST..***

### ***This is Nalin on LIFE.***

He said, "You know I have two daughters, and when I told them that we will be creating and selling trucks. They asked me, how they look... are they like those American trucks that we see in movies!!" Now this excites me, the fact that today we are really in a position that can be the catalyst of change that we want to see. We are all set to create a revolution in the trucking industry.

***"We will be the game changers. This is how life should be," he said all excited, "one should be a part of making history".***

### ***This is Nalin on LOYALTY.***

OK, we said. He said, "No!!... OK is not longer OK". He smiled and continued. "I love the way we have positioned ourselves as a challenger brand. The impact of the global village which has been seeping into the CV business for quite some time now, is really starting to gain momentum. And what would be a better time to enter the market, with our exciting features and quality and create delight, by challenging an already set & risk-averse customer base.

***"We have to snatch away the loyalty from our competition through collaborative outperformance".***

### ***This is Nalin on LUST.***

No, he didn't stop at that. He said "You know what I really lust for in life, and that excites me more than anything else - Results. Results that would come from an excellent product strategy, positioning and entrepreneurship passion of the empowered people driving it.", he said. "This time we have got it right. We are the challenger brand and we are looking at not just numbers, but at creating a new wave in the market. With our young, competent and passionate team, we will outperform and this will in-turn enable our customers to outperform.

***"I lust for my customers' trust".***

We went quiet. Such a passionate discourse of one's business strategy was the cause of the vibrancy that I had mentioned earlier. "Any other questions?", he asked politely. I looked into my notes, smiled and said, "Guess, we have covered everything". Thus ending this discussion. Back in my office, writing this made me realize that Nalin had refueled in me, the excitement and pride to be a part of MNAL and our endeavor to outperform and change our customers' lives.

With his experience and passion, we are sure that he would be one of the key drivers of our success.



# big

## OPPORTUNITY

***“Sustainable competitive advantage is a myth.”***

“ Sustainable competitive advantage is a myth. There will be challenger brands today and tomorrow, who will be gearing up to take on the industry head-on. Well... Now if you ask me whether we can avoid this, or whether today us being a challenger brand in the market gives us a sustainable advantage, I would say that I am not sure.

But one thing that I am absolutely sure of, is that, if we collaboratively OUTPERFORM, i.e, we outperform and enable our customers to outperform; we can create the differentiation by achieving delight compared to satisfaction. And delight sustains.

But, creating delight isn't an easy job. We have to understand the industry trends much better than any other player in the market. With this objective, we have put this section across to you. In this issue, we will talk about Market Share Movement & Truck Rental trends.”

**Mr. Akhilesh Kumar Gupta,**  
VP - Marketing & Sales



### Market Share Movement

Appln	GVW	Manufacturer	April 2010			YTD		
			F10	F09 Gain (Loss)	MS Pt	F10	F09 Gain (Loss)	MS Pt
Trucks	HCV > 12 tons	Ashok Leyland Ltd	31%	14%	16%	31%	14%	16%
		Asia Motor Works Ltd	3%	2%	1%	3%	2%	1%
		Mercedes-Benz India Pvt Ltd	0%	0%	0%	0%	0%	0%
		Tata Motors Ltd	64%	82%	-18%	64%	82%	-18%
		VECV-Eicher Motors Ltd	2%	1%	1%	2%	1%	1%
		<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	
	MCV 7.5 ~ 12 tons	Ashok Leyland Ltd	5%	2%	2%	5%	2%	2%
		Swaraj Mazda Ltd	7%	4%	2%	7%	4%	2%
		Tata Motors Ltd	47%	55%	-8%	47%	55%	-8%
		VECV-Eicher Motors Ltd	42%	38%	4%	42%	38%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>			

\*Source Transport Corporation of India

### Truck Rental Trends

Truck rentals, a key indicator of the economic activity, continued the upward surge in March-April with a 1.5-2.5% increase. The rental rise is attributed to the acute shortage of trucks on trunk routes, strong manufacturing growth and increased imports. According to Indian Foundation of Transport Research and Training (IFTRT), the main reason for the truck shortage has been due to meagre addition (40,000 trucks) to the fleet during the 12 months between Oct 2008 and Sept 2009. This was when almost two lakh heavy trucks stopped operating on medium and long haulage after completion of their mandatory national permit life. Thus, there was a shortage of 1.6 lakh multi-state national permit trucks in the country from the fleet of 15 lakh heavy trucks on trunk routes, said S P Singh, senior fellow and co-ordinator, IFTRT. Hence, a nine-tonne pay load trip between New Delhi-Mumbai-Delhi in March was pegged at Rs 46,700 (on April 5) as against Rs 46,000 (March 6), registering an increase of 1.52%. The Delhi-Chennai-Delhi route saw deals struck at Rs 73,000, an increase of 1.53%. Last month, within four days of upward revision in diesel price by Rs 2.58 per litre (Delhi) and Rs 3 per litre (Mumbai and Chennai), on February 27, truck unions had jacked up the rental for full truck load (FTL) by 6-8% on various trunk routes as against the 3.5-4.5% weighted impact of diesel hike on the prevailing truck rentals.





# big

## M&HCV *financier meet*

### PREPARATION

**The first M&HCV financier meet with an external financier- ICICI Bank, introducing the new range of MNAL products was organized at Pune.**

Objective of the meet was to introduce our range of products to them and hence, reinforce their confidence regarding the products, sales, services and parts reach. This helps the financier offer finance with comfort, competitive Loan to Value (LTV) and rates to the customer.

A large number of attendees from the ICICI Bank made it a large scale event. The delegates included participants from the Product (team which approves products on LTV to be offered, tenor of loan etc.) , Credit, Inventory Funding and Sales departments.

The agenda for the meet included Vehicle display, Dealer network, Service and parts reach and finally M&HCV strategy. The visit was concluded with a visit to the Chakan plant to display the enormity of the plant and the commitment towards the M&HCV venture. The excitement among the ICICI Bank employees was highly electrifying and the feedback, extremely positive. Keep following this space for more such exciting financier meets in the coming days to provide for easy and competitive financing options for our range leading to high customer delight.



Financiers getting a feel of the product



Discussing the possibilities on 19<sup>th</sup> Feb, 2010

**THE NEW BENCHMARK HAS ARRIVED.  
OK WILL NO LONGER BE OK.**

**Mahindra**  
**NAVISTAR**  
OUTPERFORM



MN 49

MN 40

MN 25

MN 31

MN 25 Tipper

06



# big

## RESPONSE

## What our dealers are **GLAD, MAD & SAD**

### **Ghulam Shirani,**

Sagar Auto Pvt. Ltd - Indore

I am glad because the team is understanding and has a positive attitude.

I would like to send copies of BIG to all the big transporters and fleet owners.

### **Gopal Mazumdar,**

Khokan Motors Pvt. Ltd

The journey with MNAL has been good till now but then, its too early to say anything.

Rates BIG 8/10.

### **P. S. Bhatia,**

Black Diamond Motors Pvt. Ltd. - Chattisgarh

The team is ok but it is too early to comment. I would like to know about our competitor's products.

Rates BIG 8/10

### **Vikas Shrimali,**

Hi-Tech Engineers

I am glad about the enthu shown by the team and the journey has been good.

BIG is informative.

Rates BIG 7/10.

### **E. Shravan Kumar,**

Srinivasa Automotives - Warangal

I am glad with the team's support.

Rates BIG 7/10.

### **Pradip Bajaj,**

Mohan Motors

The support from the dealership team is ok. Sad because the investments just keep on increasing.

BIG is good for information gathering. Would like to know more about the dealer network, future plans etc.

Rates BIG 8/10.

### **Pankaj Kumar Alok,**

World Nice Automobiles - Bihar

I am happy with the support. And even if some problems crop up, those are solved by talking it out.

A bit sad about the fact that building infrastructure is comparatively difficult for us here in Bihar.

Big is very useful as it keeps us updated about what's going on in MNAL and I ensure that my whole team reads the magazine.

Rates BIG 10/10.

### **Surendra Aggarwal,**

MM & Company - Haryana

I am glad about our product range. BIG is informative.

Rates BIG 8/10.

### **Samir Chaudhry,**

Trident Automobiles Pvt. Ltd. - Bangalore

I am glad about the nice range of new trucks. The relationship with MNAL has been healthy and open.

I want to know what's happening in the CV industry in India ( region wise).

Rates BIG 7/10.

### **Mayur B. Jhala,**

Siddhivinayak Motors - Rajkot

I have been with Mahindra for 5 yrs now and am happy with the team.

We use BIG to tell the customers about the products.

I would like BIG to showcase the existing LCV range.

Rates BIG 8/10.





# about...

## Sunil Shetty, RNS Motors Ltd.

I am glad about the product range and that MNAL is aiming to be BIG in this CV industry. And sad thinking that MNAL should have come much earlier. The journey with MNAL has been short but sweet.

Rates BIG 7/10.

## Mukul Deka,

Pratinav Motors - Guwahati

I am happy with the team and their support. The interaction with MNAL has been good till now.

We use BIG in our office and for the customers.

Rates BIG 10/10.

## Ramneek Handa,

Raga Motors Pvt. Ltd. - Jalandhar

I am sad about the lack of response from the team on some issues and mad about the fact that there is no power steering in trucks or pneumatic brakes in buses.

I feel that there is a lack of aggressiveness in MNAL, whereas it wants to Outperform.

## Sushil Kumar Mahato,

Nexera Motors Pvt. Ltd. - Ranchi

I am satisfied with the team and the journey so far with MNAL has been good.

BIG keeps us engaged and updated. Would like more copies for the fleet owners.

We use it for pre-marketing, showing it to the fleet owners, etc.

I would like to know about the launch of dealerships in other areas.

Rates BIG 9/10.

## Prabhu Kishore,

Varun Motors - Vizag

I am sad because at times, MNAL becomes very forceful about its corporate identity and doesn't allow us to do things our way. The journey till now has been ok.

Rates BIG 6/10.

## Dr. Suresh Vishwanathan,

SKS Automobiles - Salem

I am glad about the team and the journey with MNAL till now. We would like to know about the competition.

Rates BIG 8/10.

## Sathya Reddy,

Variety Automotives - Hyderabad

I am very glad with the support provided by Satya and his team.

I think BIG is a good step towards dealer motivation and the product familiarization is excellent.

We use BIG for the review meetings and ask people to read out of it.

Would like to know about the competitors and about the statistics regarding sales, services and spare parts.

## Amrik Singh,

Sant Auto - Jamshedpur

I am happy as the team is concerned about us but am mad about the fact that sometimes the team overdoes things like calling 6-7 times for the same reason. Interaction with MNAL has been good so far but I wish the company would provide accommodation during the dealer training programmes.

I would like to know more about market trends and the competitors.

Rates BIG 8/10.

## K.S. Gehlot,

K. S. Motors Ltd. - Jaipur

I am glad about the fact that the team is very co-operative.

Rates BIG 9/10.



## MNAL won the Awards for

- ★ "OK is No Longer OK" print Advertising Campaign
- ★ "OK is No longer OK" Campaign rendition in the 2010 Calendar & Diary
- ★ Dealer Newsletter - BIG



Public Relations  
Council of India  
Communication for a better world



# big

## Launch of our manufacturing facility at **Chakan**

### LAUNCH



It was historic, when we unveiled our Hi-tech, future ready manufacturing facility "Mahindra CHAKAN" on the 13<sup>th</sup> of March, 2010. It was the day when the whole world was awed with what we showcased. With a phased investment of approx Rs. 5000 crore, this massive project spread across 700 acres, is ready to raise the benchmarks and to set all new standards in the CV manufacturing industry. Since, it is from this green field site that our world class trucks are rolling out, it's a big boost to see the ripples it has created in the industry.

The Chakan plant was inaugurated by the Honourable Chief Minister of Maharashtra, Shri Ashok Chavan in the presence of Mr Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group and Dr Pawan Goenka, President, Automotive & Farm Equipment Sector, Mahindra & Mahindra Ltd.

Characterized with zeal, passion and commitment, one look at the new state of the art facility is all it takes to realize the herculean efforts that have gone into shaping it. Built in a short time span of just 22 months, our plant has an installed capacity of 3 lac vehicles in phase I, which will be increased to meet the global demand and standards. Mahindra Chakan will manufacture Mahindra's products ranging from the 0.75 tonne Maxximo to our 49 tonne Mahindra Navistar truck. Mahindra's new SUV and Pick-Up range and product line for the US market will also be manufactured at this facility.



Pride on display



Welcoming Mr. Anand Mahindra

MNAL TCF Inauguration by Shri Ashok Chavan, honorable CM of Maharashtra





“The Chakan story is characterized by the zeal, passion and commitment to create a factory of the future, a facility which will set new benchmarks in manufacturing excellence. This is clearly evident in its sheer scale and innovative manufacturing processes which is in line with Mahindra’s vision to emerge as a leading full range player with the ability to compete against the best on the global automotive stage.”

**Mr. Anand Mahindra**

Vice Chairman & Managing Director, Mahindra Group.



## Chakan Plant - Factfile



<b>Plot Area</b>	:	700 acres
<b>Plant Capacity</b>	:	3,00,000 vehicles in phase one
<b>Employee Strength</b>	:	1200 (Executives + Associates)
<b>Investment</b>	:	Approx. Rs. 5000 crore
<b>Product line</b>	:	Maxximo

“Our new state-of-the-art facility at Chakan incorporates a flexible and agile approach to manufacturing which will ensure that it is future ready and able to respond rapidly to changing customer needs. Key focus areas include people, the environment, connected manufacturing and operational excellence.”

**Dr. Pawan Goenka**

President, Automotive & Farm Equipment Sector, Mahindra & Mahindra Ltd.



Mahindra Navistar product range which includes:

- MN 25 (tipper & truck)
- MN 31 truck
- MN 40 truck
- MN 49 truck

New Mahindra SUV

New Mahindra Pik-Up





# Exploring the **factory** of the **future**

**Innovation** has all along been our strength and the new plant at Chakan is all set to take this success story even further. Our plant has been designed as a fully integrated facility for multiple platforms which includes the press shop, body shop, paint shop, the general assembly and the aggregates.

Our plant features a high tech Press shop set up by Schuler of Germany. It also incorporates a cross bar feeder mechanism which is the first installation of its kind in India, link driven presses and an acoustic enclosure which ensures substantial sound deadening, leading to a worker-friendly working environment. A synchronized scrap conveying system conveys scrap directly to the truck, thus, improving operational efficiency.

Our Paint Shop has been design protected for water base painting which is an environmental requirement of the future. The paint shop is equipped with technologies which are used for the first time in India. These include an integrated colour changer in the painting robots which reduces the amount of volatile organic compound, a Superator for oil removal at the pre-treatment line and use of electric stirrers and hydraulic pumps in the paint circulation system.



Chakan Today



Chakan @ Work



Press Shop



Solar Power



Body Shop



Engine Transmission Axle Shop



MNAL TCF (Trims, chassis & final)



MNAL TCF (Trims, chassis & final)

“ The plant has been envisioned as the hub of innovation and technology and in future, I see it evolving into a vibrant workplace driven by a passionate group of Mahindraites, giving their best to delight the customer by offering world class quality products. ”

**L P Pereira**  
CEO, MVML





# Media Buzz

# Our first MN 25 rolls out



## Pune Newslines

### Auto plant to create 30,000 new jobs for Pune region



Mahindra & Mahindra's Chakan factory inaugurated; nation's largest greenfield automobile project spread over 700 acres

Milanjana Ghosh Choudhary, IANS

An estimated 30,000 new jobs are expected to be created directly and indirectly in the Pune region with the inauguration of Mahindra & Mahindra's new auto manufacturing plant in Chakan near Pune. "This plant will generate 1,000 direct jobs and five times more indirect jobs," said company president (automotive sector) Pawan Goenka. Built on 700 acres with a planned investment of Rs.1,000 crore, this is the largest greenfield automobile plant in the country. The plant was inaugurated by chief minister Ashok Chavan on Saturday. "With a planned investment of Rs.1,000 crore for the Chakan plant, the project is spread across 700 acres," he said.

Chief minister Ashok Chavan being shown around the plant (center) Pawan Goenka.

## DNA

### Mahindra's new plant at Chakan takes off

**By Reuters**  
Pune/Mumbai, Mar 13: Mahindra & Mahindra (M&M) opened the first phase of its single biggest greenfield facility at Chakan near Pune on Saturday, starting its future in Western India's major job- or in the automotive sector. The new plant has already begun making the new mini truck Heroic that was launched earlier this year. Mahindra and Heroic trucks from its JV with US-based truck and engine maker Navistar will be produced at the plant in agreement with the state government and the new government. It is stated to be launched by M&M's chief executive officer Anand Mahindra. The company did not disclose more details on the 700-acre facility. It is expected to create 30,000 jobs, including 1,000 direct jobs and 29,000 indirect jobs, in the region. The plant is expected to be completed by the end of the year. The plant will be spread over 700 acres and will have a capacity of 200,000 units per annum. The plant will be spread over 700 acres and will have a capacity of 200,000 units per annum. The plant will be spread over 700 acres and will have a capacity of 200,000 units per annum.

## The Financial Express



Mahindra and Mahindra's plant in Chakan, 160km southeast of Mumbai, that was inaugurated on Saturday. The Rs 5,000-crore plant will help the auto major produce its entire range of products under one roof. The 700-acre facility will have an initial annual installed capacity of 3 lakh units and will manufacture products ranging from the 1.5-tonne Maxximo to the 43-tonne Mahindra Navistar truck.

## The Sunday Express



Rakesh Kalra, MD - MNAL, performing the puja ceremony

Rakesh Kalra, MD - MNAL, behind the wheels



The proud team members who attended the function

## Our first MN 25





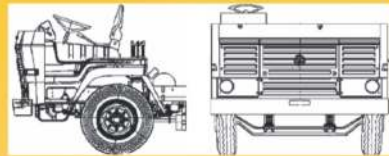
# big

KNOWLEDGE

## Vehicle Configurations Sold In India



CHASSIS W/O FACE



COWL CHASSIS Full Forward Control



COWL CHASSIS Semi Forward Control



FULLY BUILT VEHICLE



CABIN CHASSIS

## Applications & Usages

Containers



Tippers



Steel



Concrete Mixers



Cement



Over Dimensional Cargo



Tankers



Cargo



Auto Carriers





# CV Terms

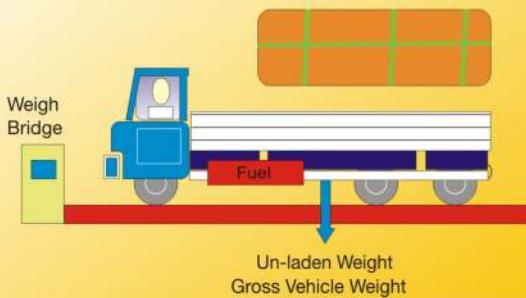
**ULW (Un-laden Weight)** is the Weight of empty vehicle with engine oil, coolant, full tank fuel with spare tyre and Cargo body.

Lesser the un-laden weight, it is better as it offers higher payload with respect to the GVW.

Also results in better fuel efficiency in empty trips, which is typical of contract vehicles.

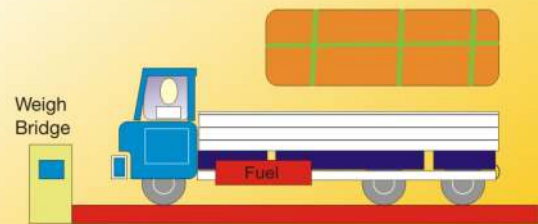
## GVW (Gross Vehicle Weight) of A Vehicle

$$GVW = ULW + \text{Pay load} + \text{Crew}$$



## Maximum Pay Load of A Vehicle

$$\text{Maximum Pay Load} = GVW - ULW$$

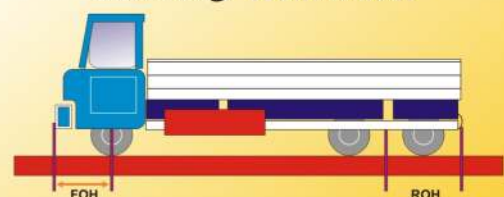


## Overhang



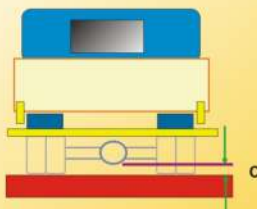
The 'front overhang' is the distance between the center line of the front axle and the front edge of the vehicle. The 'rear overhang' is the distance between the center line of the rear axles and the rear end of the vehicle.

## Overhang - Front & Rear



As per CMVR, the extent of Rear Overhang as a percentage of Wheelbase is a deciding factor for constructing car body application. For eg., buses and closed containers can be built to the extent of 60% of WB as ROH. In case of buses, FOH & ROH will decide the position of doors and the approach/Departure angles of the body.

## Ground clearance

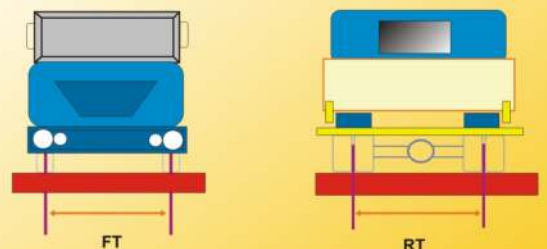


Smallest distance of a vehicle loaded to the permissible gross vehicle weight from a level surface.

Lesser the clearance, chances of axles getting damaged increases, but better is the stability.

Higher clearance coupled with low Centre of gravity for better stability makes goods design. Higher ground clearance can be an USP for vehicles operating in bad roads, molasses operation etc.

## Wheel Track - Front & Rear



Front track is the distance between the centres of two wheels on the front axle measured on a level surface. Rear track is the distance between the centres of the two pairs of tyres on the rear axle measured on a level surface.



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## NEWS

### Dealer of the month

Based on agility demonstrated in terms of dealership readiness prior to launch.

Excerpts from an interview with M Padma Mohan.

#### On Market

Usage of Commercial Vehicles is growing rapidly in India today. For, example, if you look at the southern region where we operate, new ports are being created near coastal areas & mining activities have caught pace. This is and will be giving a huge boost to CV demand in the region, thus providing courage to us that we can outperform in our business. Apart from these drivers, there is also agri - exports, minerals transport etc to sustain the momentum. To top it all, one of the key factors of growth is that the government also seems interested to make new projects like dams etc, where again our CVs will play a major role. All in all, I believe the CV industry will be a key to charter the success of building a strong future of India and that's what I consider encouraging.

#### Journey with MNAL

Interestingly and surprisingly most of the others measure the journey from the famous term of LOI. But let me tell you that, we started work on the business even before we received the LOI in Dec,09.. all because we have faith on MNAL, especially with its Mahindra lineage. At the time of accepting the LOI, we had promised Akhilesh that we are going to complete the project within 90 days and we did complete it as promised.

**Mr. M Padma Mohan**

**Medikonda Automotives (I) Pvt. Ltd.**

Plot No: 139, Ida Venkatachalam,  
Opp SCI Godowns, Nellore-524320

**Contact Details:**

**Phone** - 0861- 2383432

**Mobile** - 093477 67775

**Fax** - 0861- 2383435

**E-mail** - medikondaautomotives@gmail.com



And it's not us alone who achieved the feat. The support of MNAL team and the care that they have taken has made this possible. The journey till now has been fabulous.

#### Expectations from MNAL

We are new to the CV business, and our parent company operates in a different industry. But the way MNAL team has helped us getting inducted into the business is, and I repeat, fabulous. It is simply amazing and heartwarming how they have helped us plant our roots in the region and understand the nuances of business. Our expectations have been met, and unlike others before me who have given pointers as to what the expectations are, I won't, as I believe that we will anyways get a DMS, marketing support and all the processes required from MNAL, but what I want them to continue providing us with is the teamwork and care we experienced. This is our expectation from MNAL - continuous collaborative outperformance.

## Message to fellow Dealers

“ We represent MNAL to our customers, and I believe that if we can put all our efforts together, we can make it happen. We can start a revolution, we can be successful, as I believe and am proud to be a part of team MNAL. The team that wants to outperform... ”



Photo: (from left to right) Mr. M Padma Mohan Mr. M V Naidu



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3<sup>rd</sup> Floor, Mahindra Towers, G.M. Bhosale Marg, Worli, Mumbai - 400 018, India.

For feedback please write to: cvdealership@mahindranavistar.com

**Mahindra**  
**NAVISTAR**  
OUTPERFORM