

for those who think ingeniously

big

Volume 2 ■ Issue: December 09

Uniting our dealer family

GEARING TO GO

big MESSAGE

Rakesh Kalra - MD, MNAL
says we are gearing to go

big PREPARATION

CRX activities, financier meet,
and Auto Expo Special

big NEWS

Dealer of the month:
Varun Dev, Varun Motors,
Vishakapatnam, Andhra Pradesh

 **Mahindra**
NAVISTAR



big

INDEX

Driving Directions

Page 02 - big MESSAGE

Page 03-04 - big RESPONSE

Page 05 - big PARTNERSHIP

Page 06 - big KNOWLEDGE

Page 07 - big TEAM

Page 08 - big OPPORTUNITY

Page 08-10 - big PREPARATION

Expectations from Dealers Checklist

Tick

- Appointment of Project in-charge
Start of Construction
- Appointment of Key personnel Sales Manager,
Works manager
- Sales Readiness progress (Market Understanding)
- Operational manpower Recruitment
Start of Training of all dealership personnel
Office Equipment, Service Van, Special Tools,
Floats & Garage Equipment availability
- Spares & Vehicle Stock Availability
Infrastructure readiness
Inauguration of Dealership

You are invited to 10th Auto Expo
on 6th January at Delhi

big

MESSAGE

When we were looking for options for a tagline for this magazine, one which would capture this magazine's purpose, we unanimously choose - uniting our dealer family as the words- uniting and family perfectly describe MNAL environment. It brings me tremendous happiness reading your encouraging responses. I hope that this magazine would continue to set benchmarks.

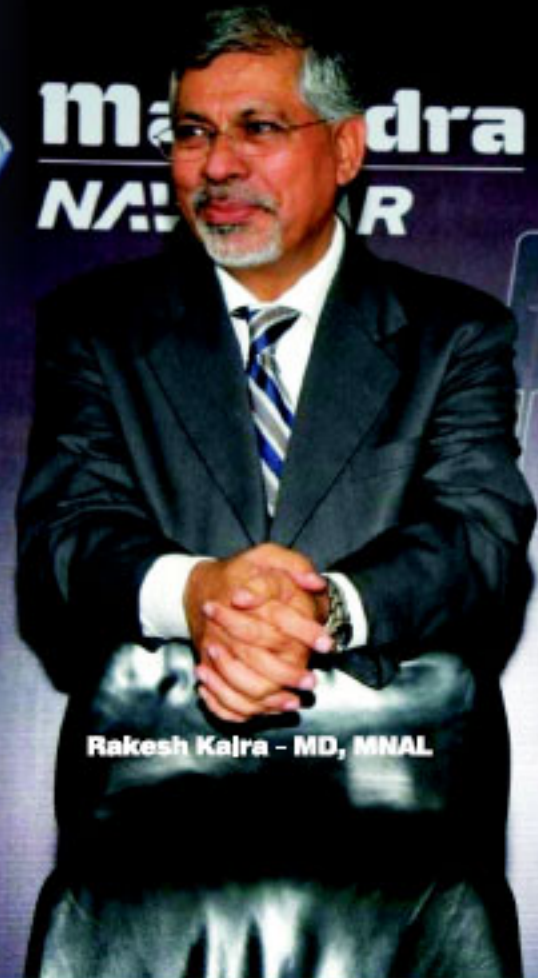
There is excitement in the air, mingled with a sense of urgency evident from the face of activities. You would be happy to know that we have successfully launched MAXXFORCE engines, the heart of our trucks and it has gained huge media attention due to its technological superiority. Our pan-India CRX launch has been a success. Field reports captured the excitement of customers and I appreciate the effort put in by many of you which has brought us yet one more step closer to the aim of providing customer delight.

This period also saw excitement among the bankers; with our financiers meet hitting a soft spot. Financiers meets were held with Mahindra & Mahindra Financial Services Limited (MMFSL) on two separate occasions which was attended by 46 participants including their VP Operations - Mr Apurv Verma and Product Head - Mr Uday Bakshi. They were highly motivated and eager to be our partner. Other than that we have tied-up with 4 nationalized banks - State Bank of Hyderabad, Bank Of India, Corporation Bank & State Bank of India, and we are in advanced talks with 3 other banks. These would help in having a strong financial grip in the market.



mahdra

NAAL



Rakesh Kaira - MD, MNAL

As promised we are all set to showcase our product range in the Auto expo in Jan, 2010. Our plant is ready and production is all set to start. Our engines have already been launched. We have got a Big and capable team in place. Our marketing campaign is all set to create a buzz, our 24x7 customer care centre, Extra Miles training centre, Parts Fast Response Centers, Ware House are in place and functioning. We have you - our dealers with us, the market and economy is improving & aiding our efforts, and our products & services are all set to create a paradigm shift. So lets accelerate our launch readiness to create the BIG entry in the industry. We are excited, & I am sure so are you, Lets shift gears and move into the fast lane now, get our infra, manpower and processes ready...

“ We dreamt and our dreams will be today's answers to tomorrow's questions. With confidence in our products, services and a strong team to deliver, we are ready to take on. ”

MNAL is gearing to go ... ”



RESPONSE



“ Yes, this is relevant as it provides essential information about various facets of the company which is very important for us to know. In future this would serve as a platform to share progress and achievements of our dealerships,



Kishore Singh Gehlot

Managing Director
K. S. Motors Pvt. Ltd.
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Opinion on the name BIG

I believe that the name is apt because it is a BIG project. And its big news that MSM is launching in the M&HCV segment. It's a good project and its a very big market, so let us all get together to rule

Usefulness of the Magazine

I find the news about MNAL very useful, we also got to know Navistar, We also came to know about customer expectations.

Suggestion

I also suggest including sales techniques, service systems in the forthcoming issues.

Mansingh Pawaar

Managing Director
B-32 MDC, Chikalthana, Aurangabad.
Mobile: +91-98220 20520

Opinion on the name BIG

I believe one of the reasons may be that Mahindra of a company is going BIG spanning from 2-wheelers to heavy trucks. Also together we have to achieve something very BIG, we have to create a new world as far as CV Industry is concerned,

Usefulness of the Magazine

We find it very much relevant; through this we understand the various events that are taking place in MNAL, I personally felt very confident on reading and seeing the training facility, Because I believe that in a long-term perspective training is the base for me & my people. I am also using it as reference copies for our visitors table.

Suggestion

Dealership Events, Progress of dealers. History of CV Industry in India.

Nitin Sharma

Managing Director
Melva Motor Sales Pvt. Ltd.
Mobile: +91-98101 55479

Opinion on the name BIG

I think we need to dream big, it is because we need to have a big thinking and a big plan.

Usefulness of the Magazine

It helps us keeping ourselves updated on whats happening among our fraternity and our company. It also helps us in sharing some best practices. As MNAL is a new company altogether, so it is vital to constantly know about its progress and readiness, It can actually help in sales talks as it reflects the brand we all are working for. I have shared the magazine with my entire team.

Suggestion

In future we need to cover how market and the segment is moving, good activities dealers have done, line-up of the activities, our product comparison with the competitors products, and financial tie-ups with Banks and our volumes. We would want to see the inauguration photos of various dealerships across India and share the excitement.

Siva Balakrishnan

Managing Director
S.B Motors (Dealership locations:
Coimbatore and Trichy)
752, Avinashi Road, Coimbatore -
641018, TamilNadu, India.
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Opinion on the name BIG

I believe that there is a big opportunity in the CV market and we together are all set to capture it, so the name BIG is apt. Also we have to create something big out of this opportunity and even the products that we will be dealing with will exemplify BIG strength & BIG Power.



RESPONSE

Usefulness of the Magazine

As we are investing and MNAL being a young company, this magazine is very useful as we are gaining confidence through this. We get to know about teams and realize that there is a lot of action going on in the company as well. It is showing positive progress on infrastructure & is giving a holistic perspective of the company which is encouraging.

Suggestion

I would like to know the technical side of things because we have to deal with a product. We would like to know more about the dynamics of the CV industry and application patterns of CVs in various industries which would help us dealers get insights into these industries and position and market our product better.

Shalgram Tiwari

Managing Director
Auto Plastate Industry (Pvt.) Ltd.,
Katras Road, Matkulia
Dhanbad - 826001, Jharkhand
Mobile: +91-94311 26450

Opinion on the name BIG

I believe the core purpose is the big success of this BIG project.

Usefulness of the Magazine

Yes, this is relevant as it provides essential information about various facets of the company which is very important for us to know. In future this would serve as a platform to share progress and achievements of our dealerships.

“ I believe that there is a big opportunity in the CV market and we together are all set to capture it, so the name **BIG** is therefore apt. Also we have to create something big out of this opportunity and even the products that we will be dealing with will exemplify **BIG Strength** & **BIG Power.** ”

Suggestion

We would like to know more on the markets & competitors through this magazine

Samir Choudhry

Managing Director
Trident Automobiles P Ltd, No 71,
Budihala Village, Noolamangala Taluk,
Bangalore Rural District
Mobile: +91-98440 62807

Opinion on the name BIG

I believe that what is underlying the word BIG and its usage to describe various things like the BIG plant, the BIG team etc is the very existence of a BIG Plan, a plan to change the entire face of the CV industry in India. A plan to change the customer perception of commercial vehicles with a complete line-up of 3.5 to 49 tons to suit every need.

Usefulness of the Magazine

I think the magazine is well thought of, it has a bit of Mahindra, bit of dealer expectations and bit of MNAL expectations. When we read this, it helps us be on the same platform and that is very critical for a project of this size. For example, when I am reading the Dealer of the Month section, I can see their stage of readiness; I can benchmark and then draw where I stand. The extra-mile preparation made me realize MNAL readiness. As the dealers are all scattered across India, this serves as a common medium to share progress.

Suggestion

I would like to read about the profile of other MNAL dealers, this would help in building bonds and relationships, seeing the spread/coverage of the MNAL network across the country.

Harish Suri

Managing Director
Dehradun Premier Motors Pvt, Ltd,
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Opinion on the name BIG

I think it signifies a BIG challenge and it is not going to be easy and we are all in this together for a big long-haul.

Usefulness of the Magazine

Many of us happen to be old Mahindra dealers and now we are getting into a new segment of M&ICV as we have an excellent rapport, a great deal of faith & trust on the people who are working behind the product, so it is very comforting & reassuring to see the excitement in this new segment & the preparation that is going into it. We also get to know the new faces of this new organization structure. This newsletter is helping us build an understanding of this segment, it is a new venture for us and it increases my faith to see everybody move together.

Suggestion

We should focus on industry trends and in future should focus on progress of MNAL - product roll-out etc.

big

PARTNERSHIP

Mahindra & Navistar signed the joint venture agreement on 1st Nov 2007 laying the foundation for Mahindra Navistar Engines Pvt Ltd (MNEPL). Navistar is a world leader with a history of 75 years of leadership & heritage in the Diesel engine Technology. This now combined with the expertise of the frugal and innovative Mahindra has made a superb game changing combination to delight the Indian customers.

With a state of the art product line, MNEPL has a progressive and cutting edge technology that powers this array of products. To aid in this, MNEPL's R&D facilities are supremely equipped with the finest of resources.

The High Performance engines like MAXXFORCE Engines would change the trucking scenario by competing with modern cars featuring Common rail Diesel Injection systems, leaving the competition astound. The Engine is completely localized with a very high local content of almost 71% from Day one with a strong partnership of reputed companies like Bosch, Garret, Bharat Forge etc

The state of the art manufacturing plant has been established and geared up for serial production of medium & high speed diesel engines. The plant has been set up in 22.8 acres land at Chakan with an installed capacity of 45,000 engine per annum and an investment of 80 Million US \$.

Performance

The Engine delivers a maximum power of 207 hp & 260 hp @ 2200 rpm and can peak upto 315hp @2200 rpm for higher tonnage vehicles. This stupendous power leaves behind the competition with crawling vehicles.



MAXXforce Engines launched in India The heart of our MNAL Trucks

The Maxforce 7.2 engine, the first offering of the engine JV is the most modern engine in its class in terms of product configuration as well as component technology for the Heavy Commercial Vehicle segment in India.

Fuel Economy

The MaxForce 7.2 is a leader in fuel economy despite providing an excellent drivability and performance with an impressive low end torque. This is being offered to the customers through a technology at par with the most Modern Cars/SUVs.



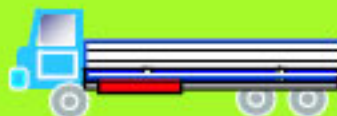
Durability

The MaxForce 7.2 is the most tested engine both at Navistar and in India. The engine has been extensively validated for 15000 hrs on test beds in India with Local components. The engine has also been tested on Trucks on various Geographic and climatic conditions across India for 12 Lakh Kms. With the confidence built up by the extensive trials, the engine offers a best in class durability and ease of maintenance.





KNOWLEDGE



Types of Commercial Vehicles according to the GVW

The Gross Vehicle Weight (GVW) for

Light Commercial Vehicle (LCV)

3.5 Tonne - 7.5 Tonne

Intermediate Commercial Vehicle (ICV)

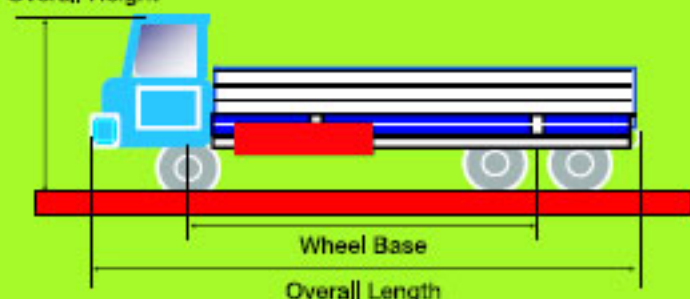
>7.5 Tonne -12 Tonne

Medium and Heavy Commercial Vehicle (MCV, HCV)

12 Tonne - 49 Tonne⁺

COMMERCIAL VEHICLE BASIC TERMS

Overall Height



WHEEL BASE

This is the distance between the center lines of the front and rear axles. Wheel base will determine the available length of cargo area, turning radius & thereby, the application.

OVERALL LENGTH

Maximum length of truck, including accessories protruding in the front end such as bumpers, tail lamps.

OVERALL HEIGHT

Height from the ground to the highest point of vehicle; tyre must be inflated to maximum recommended pressure for load capacity.



OVERALL WIDTH

Maximum width of truck, including accessories and equipment; Rear view mirror protruding sideways must be excluded while taking measurement.



HORSE POWER

This is the measure of the mechanical power of the engine or the rate at which work is done per unit time. One horse power equals the work done in raising 75kg to one meter in one second. The horse power determines the time it takes to move a truck through a given distance, or its speed. Higher the horse power, faster the vehicle can transport.
1HP = 1PS = 0.75KW approx.

big

TEAM

“The downward trend in the industry is over and at what an appropriate time it has happened for us - just when we are going to launch our products in the market. In the last issue we talked about MNAL teams covering various aspects of customer needs, wants and desire. So, continuing the column today we will talk about a few more. Now its very important that you start building a competent team in sales, service and spares. You have to hire the right people and retain them through the right HR practices. Our team is there with you to guide you through the process. These factors are essential for promoting and sustaining the new brand which is all set to revolutionize the trucking industry.”

Mr. Akhilesh Kumar Gupta

VP - Marketing & Sales

Professional Experience of almost 30 years

Mobile Number: 09892012069

Location: Mumbai



gupta.akhileshkumar@mahindranavistar.com

He provides a strategic direction to the Quality Function at MNAL, and is responsible for deploying quality systems in the areas of Product Development, Supplier Quality, and Service Quality. He ensures that all processes reach the established MGS (Mahindra Quality System) standards which helped us deliver world class products.”

Mr. Chetan Chawla

General Manager,

Quality MSHCV

Professional Experience of almost 28 years

Mobile Number: 09205406181

Location: Pune



chawla.chetan@mahindranavistar.com

A seasoned professional in Human Resource Management and Industrial Relations, he has an extensive experience of handling employees in multiple disciplines. He is proficient in handling HR functions entailing manpower planning, recruitment, PMS, Talent Management, Competency mapping, change management and capability building through training & development, systems improvement and HR policy implementation. He is building a strong team & ensuring their engagement at the highest level which will go a long way in delivering the right product at the right price at the right time.”

Mr. Damodar Tata

Head - HR and Admin,

Professional Experience of almost 22 years,

Mobile Number: 09890024657

Location: Pune



tata.damodar@mahindranavistar.com

He has worked with some of the most reputed Tier one vendors in the past and brings in a rich experience in the area of vendor development & supply management. He plays a crucial role in the development and procurement of high quality parts with the vendors and at the same time constantly ensures that the inputs remain cost competitive. Now that the product portfolio in MNAL, will be expanding at a furious pace, his team is all set to deliver new parts on time for production and spares.”

Mr. C. Srinivas

VP - Sourcing,

Professional Experience of almost 25 years

Mobile Number : 09867370023

Location : Pune



c.srinivas@mahindranavistar.com

He is a new entrant in the team but has got rich experience in understanding consumer research and brand positioning. With his overseas experience where he has dealt in competitive markets, he is an asset to the team. He will play a key role in properly positioning MNAL products for creating the customer pull and generating the target market share.”

Mr. Rajeev Malik

General Manager - Marketing,

Professional Experience of almost 21 years

Mobile Number: 09004390590

Location: Mumbai



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ROAD FREIGHT INDEX (RFI)

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Apr	125	131	161	168	171	171
May	119	129	161	167	171	171
Jun	122	129	165	166	172	171
Jul	121	131	163	167	172	171
Aug	132	136	163	166	172	171
Sep	128	137	166	166	173	171
Oct	128	140	166	166	172	172
Nov	131	147	169	168	171	172
Dec	130	148	169	169	171	
Jan	131	150	167	169	171	
Feb	130	152	166	168	171	
Mar	133	153	166	169	171	
Year Avg.	127	140	165	167	172	

OPPORTUNITY



Source: Transport Corporation Of India

“Road Freight Index (RFI), the first of its kind initiative by Transport Corporation of India was started in 1998. TCI started this service to bring in benchmarks, best practices and standardization into this sector in India, based on global practices. The Road Freight Index (RFI) is an index of weighted average freight rates compiled across various routes & is similar to a stock market index.”

THE CRX MOVEMENT

Ever since the incorporation of Mahindra International Ltd, now rechristened as Mahindra Navistar Automotives Ltd. In the year 2005, we started selling our range of load vehicles DI 3200, Load King, Load King Sherpa and the passenger range known as Touristar. Our load range was always well known for its reliability and performance especially in terms of fuel efficiency and economical operation. Still these load vehicles which were extremely well received and in fact dominated markets such as Kerala, Tamil Nadu and Andhra Pradesh and a select few markets in the North like Lucknow did not do as good in many other markets where the key expectation from the customers was a more spacious and comfortable cabin.

So to take these products to the next level, MNAL strategized to touch the emotional and aspiration levels of its customer base keeping its functional values intact. Thus, was born the concept of CRX. In CRX C stands for Comfort, R for Reliability and X for Extra economy. CRX was launched in September 2009 all over India.

Comfort: The product brought in features like increased cabin space, Tilt and Telescopic Steering Column, Sporty look steering wheel and gear knob, provisioning for music system and speakers. Improvement in Heat insulation and ventilation made the drive in the vehicle more comfortable for the customers.

Reliability: The products carried over their lineage of reliable and heavy duty aggregates. Powered by Mahindras reliable DI 3200 and NEF Engines with a strong, rugged chassis and rear axle the products delivered what the customers craved for in this trade.

Xtra Economy: Fuel efficient engines DI 3200 and 2.8 NEF CRDe engines give CRX an edge over competition in terms of mileage, thus delivering operational savings for customers. Besides all these advantages and a very high reliability loading an offer of a 4 year unlimited km warranty, CRX comes with an extended oil drain period of 20000 kms against earlier 5000 kms and also 24*7 break customer helpline service. It has also been backed by various financier meets. Recently a financier meet for CRX was held at Cochin where 22 members from 8 finance companies (MMFSL, SF, ICICI, L&T, CHOLA, SRIRAM, ALF & RELIANCE) participated, all these measures are aiming at providing customer delight.

Demo Vehicle fabricated on dealers vehicles



Delhi-DMS Shadipur



MCS Chennai CRX Activity



Haryana



big

PREPARATION

Pragati Maidan



Mahindra Stall : Hall no. 2 and part of Hall no. 5

Auto Expo - 2010

MNAL is gearing to go >>>

Our BIG presence in Auto Expo will not just create a buzz but will be benchmarked by the industry. As we get all set to showcase our products in one of the biggest events of the Indian automobile world. This is the beginning of a very long innings. So, gear up for the BIG excitement as we get set to display our M&HCV range, in our first public launch. MNAL is all set to revolutionize the Indian trucking world. Together we have worked hard for this, so be there to experience the fun and share the excitement on 6th Jan at Delhi - you all are invited. Get ready to be surprised, and we guarantee that you will.

Our plant is ready and production has already commenced. Our engines have just been launched. With this BIG preparation in place, we are ready to take the competition head on.

So, it is now time to rev up your engines and move into the fast lane and get your infrastructure, manpower, services, training and other processes ready to carve a niche in the Indian M&HCV industry.

MNAL is all get set to go ..

About Auto Expo >>>

Auto Expo is a Complete Automotive Show organized jointly by Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM). The first Auto Expo was held in 1986, the second in 1993, and the third in 1996. Since then, Auto Expo has been instituted as a biennial show. The Show Brings Exposure for new automobile launches, Vintage car Display, Go-carting, Award Nights, Design Contests, Diesel Pavilion, Ash/Nadi Pavilion as Special Attractions. The exhibitors profile include Vehicles, Components, Accessories, Theme Pavilion, IT for Auto Industry, Garage & Garage Equipments, Oil & Lubricants, Auto Electronics, Leasing/Financial Companies, Insurance Companies, Battery Operated Vehicles, CAD and CAM Solutions.

M&HCV FINANCIERS MEET

The first M&HCV financier meet with Mahindra & Mahindra Financial Services Limited (MMFSL), introducing the new range of MNAL products was organized on 14 & 21 Nov 2009 at Pune. Objective of the meet was to introduce our range of products to them and hence provide them with confidence regarding product, sales, service and parts reach. This helps the financier offer finance with comfort and competitive Loan to Value (LTV) and rates to the customer.

The total numbers of MMFSL attendees were 47 in number which made it a large scale event. The delegates included VP- Operations, Product head, Zonal Coordinators and State heads from MMFSL side. The agenda at the meet included Introduction to the M&HCV range, Introduction to CRX, Vehicle display, Dealer network, Service and parts reach and finally M&HCV sales strategy. The visit was concluded with a visit to Chakan plant to display the enormity of the plant and commitment towards the M&HCV venture. The excitement among MMFSL 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.



From left to right Mr. Debashish Kar (Zonal Coordinator- East Zone), Mr. Apurv Varma (VP- Operations), Mr. Uday Bakshi (Product Head- Cvt), Mr. P.L.V. Subramanian (Zonal Coordinator- Central Zone), Mr. Anil Kumar Nambiar (Area Manager- Surat), Mr. Ranjeet Singh Ashtekar (Area Manager- Nagpur)



PREPARATION

FRC Parts At Your Door Step Within 24 Hours

In the context of the growing automotive industry and increasing competition, it is very much essential for us automotive manufacturers:

- To develop unique After-sales strategies
- To enhance Quality of Service
- To enhance Response Time of Service to the customers.

We at MNAL, are coming with a trend setting concept of FRC.

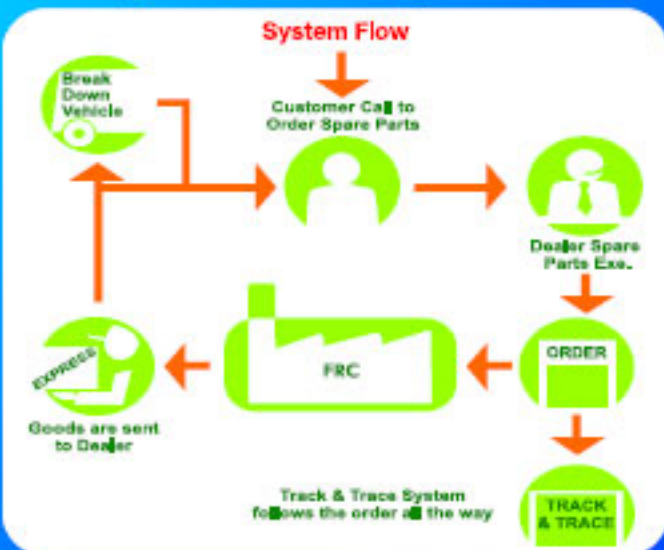
Challenges in Delivery:

With the limited cash flow and unpredictable demand, it becomes very difficult to have the 100% first fill ratio at dealer end.

On one hand, when the anticipation of Spare Parts demand is very difficult and on the other hand, the customer pressure to service in the shortest possible time is increasing. Traditionally as in case of automotive manufactures, we were servicing you from the mother warehouses at central location. This leads into increase in lead time for supply of parts due to interstate transactions (Road Permits), higher logistic time, centralize work load on mother warehouse. The average lead time to supply in current competition varies from 70% to 80% in 2 days to 3 days of time.

We at MNAL, having introduced the Term Fast Response Centre (FRC) are committed to Service the customer within 24 Hours for all VCR situations.

Delivering best...Fast Response Centre



Idea...

To have the regional centers PAN India to deliver the parts within 24 hours to the customer even in remote location to avoid off road situation.



In true spirit of customer satisfaction the point of success is 100% VEHICLE UP TIME AND SMILE ON CUSTOMER'S FACE.

Thus, as a key to delight customers and to earn their GOODWILL, which is the Greatest ASSET, we have planned Fast Response Centre PAN INDIA to deliver spare parts within 24 Hrs to our customers - a major challenge, which TEAM MNAL SPARE has undertaken

Fast Response Centre Commitment for Delivery

Reach...

Initially 150 Location will be served within 24 Hours from 8 strategic location.

- | | |
|---------------|--------------|
| a. Ghazalabad | b. Jaipur |
| c. Kolkata | d. Bangalore |
| e. Hyderabad | f. Pune |
| g. Ahmedabad | |

How...

- Availability of Critical Spare to cater to off road situation.
- Continuous Out Bound Logistic arrangement
- Electronic Systems Implemented
- Integration with Portal



Team MNAL...

- Single point Contact for all VCR queries, *24 Hours VCR assistance through COC.



NEWS

Dealer of the month

Based on agility demonstrated in terms of dealership readiness prior to launch. Excerpts from an interview with Varun

On Market

* The CV market is starting to show signs of growth, we have seen signs of recovery in Andhra and there is a long way to go as there is a lot of opportunity to tap into. As CV sales are directly proportional to the infra growth, as the infra sector grows we also grow with it. Today, CV customers primarily have only two choices which is a) set to change because we-MNAL is entering the volume segment, so the customer has a third option to get a better value for money. As today, it's not just the fleet operators but now retail is also catching up.

Journey with MNAL

* We got an LOI sometime by the end of Feb, as we had land, we rapidly went ahead with infrastructure which we are set to complete by the 1st week of January, 2010. The plan is quite clear and it was aided by a lot of interaction with MNAL and help in terms of recruitment of manpower. Overall it has been a smooth journey with a lot of excitement to come.

Expectations from MNAL

* We need to be very competitive with good systems in sales & service, DMS and other set processes for smooth functioning

* Products need to be promoted innovatively, e.g. it's a must to give selected customers test vehicles. We are expecting Bigger WoM with tremendous cabin comfort, mileage, Quality and reliability

* Easy availability of spare parts is a must to fight the dominant players, also the driver/operator comfort in replacing the parts needs to be easy and comfortable, there should be apt training for this.

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Message

to fellow dealers
“Keep working and results will show”

Prabhu Kishore



Varun Dev

