

for those who think ingeniously

big

Volume 5 Issue: November 10

Uniting our dealer family



TOGETHER WE OUTPERFORM



Mahindra
NAVISTAR
OUTPERFORM

big

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Association of Business Communicators of India

MNAL *wins*

The ABCI Award for BIG



Driving Directions



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The course
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is set.

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Don't just
play the game.
Change it.

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MESSAGE

Congrats are a start of value.

There are meeting times...

And congratulations come again to our colleagues who have transcended their stereotypes. My heartfelt thanks to Mr. Sushil Rastogi, Chairman & Managing Director, Varity Automotives Hyderabad; Mr. Krishna Singh Gahlot, Director K.S. Motors, Jaipur; Mr. Sarav Chavhanwar, Managing Director, Tristar Motors, Bangalore, Nashik; Maruti's Automotiv.

This is just the beginning. We plan to launch 100 of such outperformance milestones in the next 24 months. Together we are marking the end of "OK" performance in the Indian CV industry. It has been an extraordinary & insightful journey till now.

Thank you all for your support.

Today I want to talk about a matter of critical importance. You have been hearing us say "OK" is no longer ok, and of OK performance and every more similar statements. Many might say that it's a creative rebranding technique, to create a buzz in the market... I strongly request you to be absolutely sure that this is not the case. Because that is what we as MNC's don't and shouldn't ever believe in.

So, today I am writing about the purpose behind why we are doing this. This thought is critical at this juncture, especially as we are about to start full blown sales. We have to define "out performance" to our customer's business only then can we make them "out perform" in their own businesses. And if, we have to do that, then the entire value chain should outperform.

So, friends, I am getting down what we believe in MNCs, kindly refer this every day, please initiate it and make sure your teams and every individual who represents customer as MNC representative believes and exhibits the same.



Rakesh Kalra
MD, MNAL

"OK is no longer OK" - is not just a tagline. It's our philosophy; it's our mantra of the religion of outperformance.

We will provide high performance products and extraordinary services that will empower MNAL customers to rise above the ordinary.

We will help our customer's outperform in their business and help them rise in their lives, and we will do this together, this is what we mean by collaborative outperformance.

We will outperform in customer connectivity to the market, that we will be known to be a caring company.

This is what we mean by Outperformance. This is what we mean by "OK" is no longer "OK" is no longer "OK". I understand, we will not achieve all this in a day, but we will believe and act on this unconditionally every day. Because, that's what we believe in & swear by: outperformance.

I don't want "OUTPERFORMANCE" to be just a word we use among us. Collaborative "Outperformance" is our promise; it's what will enable us to reach our vision of being the most trusted CV brand in India.

Today, we have a world class product manufactured in a world class plant, we have your - our partners, we are developing effective systems & processes and we are building an extremely customer sensitive service network that promises to deliver our customers anywhere and anytime services. We have all the right ingredients and we have an excited market. The only thing we so, bust of luck and congrats once again...

big

LAUNCH



Congratulations on start of sales!! We have managed to maintain the tempo through various events like the unveiling of our entire range of high performance Heavy Commercial Vehicle (HCV) at the Auto Expo 2010, announcing the price of our first truck offering - MN25, dealership launches etc, and we did it together through various communication interventions & promotions. It's a joy to see that these have generated quite a buzz in the market and media fraternity.

In this issue of "BIG", we will relive the nostalgia of our successful dealership launches & visit the dealerships inaugurated namely, Variety Automotives (Hyderabad dealership), Trikota (Bangalore dealership), M/s. KS Motors (Jaipur Dealership) & M/s. Jeevan's Automotiv (Mumbai dealership).

These dealerships have started selling and servicing the

existing range of LCVs and Buses, they will also provide the 'touch & feel' and demonstration of the new range of HCVs, starting with the MN25 truck.

Friends and partners, during the unveiling, we had promised that 'OK will no longer be OK' and that we will revolutionize Indian trucking by challenging the existing norms. And I am proud to say that our dealerships reflect this resolve of ours to the "T" - not performance on every count - but spreading infrastructure, modern and advanced equipment, well-trained staff, and usage of latest technology or modern processes, world class service and spare backup readiness. Kudos!!

Over the next twenty four months, together, with your help, we will commission over 100 such standardized dealerships across the country, thereby rapidly expanding our pan India

03 *On that note, I sign off this edition.*



process. With these inaugurations, we have rolled out the process of creating an exclusive network of dealerships on a massive scale - a unique step for the trucking industry in India. Also, our Corporate Identity Program for uniform dealership identity and experience will ensure that your dealerships will be a benchmark for the commercial vehicle industry.

In this magazine issue, we would also be talking about the dealership model which made us come together under one roof to redefine our "Journey to Outperform" and see all outperformances. Only together we will be able to create life in our philosophy of outperformance. So friends and partners, I urge you all to collaboratively outperform and drive the change in the Indian CV industry.

Happy selling!!

- Natin Mehta, COO-MNAL

big

LAUNCH

Hyderabad Dealership

The spreading, advancement, state-of-the-art new dealership of Mahindra Navistar was inaugurated on the 25th of August in the grandiose presence of Mr. Rohan Kumar - MD (MNAL), Nalin Mehta - COO (MNAL), David Majors - Sr. VP (Product Development), Ashish Kumar Gupta - VP (Sales & Marketing) and Mr. Satyja Reddy, Chairman & MD, Varity Automotives, his associates, family members and the MNAL Team. The Guest of Honor for the event was the Chief General Manager of State Bank of India.



Mr. Satyja Reddy, Chairman & MD, Varity Automotives, Mr. Rohan Kumar, MD (MNAL), Nalin Mehta, COO (MNAL), David Majors, Sr. VP (Product Development), Ashish Kumar Gupta, VP (Sales & Marketing) and Mr. Satyja Reddy, Chairman & MD, Varity Automotives, his associates, family members and the MNAL Team.

"We feel honored to be a part of this new chapter in the trucking industry and we are happy to be associated with Mahindra Navistar Automotives Ltd. Varity Automotives has earned a name for itself through superior customer service in its various businesses and this dealership opportunity provides us with a great platform for replicating our high standards. We intend to leverage our deep understanding of the Andhra Pradesh market and provide our customers with best in class service." - Mr. K. Satyja Reddy, Chairman & Managing Director, Varity Automotives.



Mr. Satyja Reddy, Chairman & MD, Varity Automotives, Mr. Rohan Kumar, MD (MNAL), Nalin Mehta, COO (MNAL), David Majors, Sr. VP (Product Development), Ashish Kumar Gupta, VP (Sales & Marketing) and Mr. Satyja Reddy, Chairman & MD, Varity Automotives, his associates, family members and the MNAL Team.

Bangalore Dealership

Consistent on the heels of our Hyderabad dealership inauguration, the MNAL dealership at Bangalore was inaugurated on the 27th of August. The Bangalore dealership, spanning over 4 acres makes a fabulous spectacle owing to its sleek looks, size and location, next to the Bangalore-Pune Highway.

While addressing the gathering, Mr. Sharmasheppa - the President of All India Motor Transport Congress, the chief guest for the event welcomed the entry of MNAL and expressed hope that MNAL, with its superior products and services and the resolve to 'superform', would work towards finding resolution to various issues that trucking industry faces, including shortage of drivers. Mr. Sharmasheppa was impressed with the MN25 and a large number of the visitors along with him spent considerable time viewing the vehicle during the 'touch & feel' session.

The large and professionally trained team of Trivedi Motors, headed by Mr. Sankar Choudhary, along with the MNAL team, resolved to promote aggressively, the LCV and HCV range of Mahindra Navistar trucks and buses to build a strong market presence for MNAL.





Photo (top): The large and professional-looking team at Tractor Motors.



Photo (top): The large and professional-looking team at Tractor Motors.



Photo (top): The large and professional-looking team at Tractor Motors.

Jaipur Dealership

The third dealership of Mahindra Navistar, W. K. S. Motors, Jaipur was inaugurated on the 3rd of September '10. The Jaipur dealership, with the strategic location on the Jaipur-Ajmer road, is just 15 kms away from Jaipur city centre, spans over 2 acres and is already a landmark for the trucking community.

"We are very excited and feel honoured to be a part of this new chapter in the HCV industry that we are about to unveil together with Mahindra Navistar for the customers of Jaipur and Rajasthan. K. S. Motors has earned a name for itself through superior customer service in its various businesses and the dealership of Mahindra Navistar provides us with a great opportunity to replicate the same high standards by bringing our deep understanding of the Jaipur and Rajasthan market. Together, we will help our customers outperform."

- Mr. Kishore Singh Gahlot, Managing Director, K. S. Motors



Photo (top): The large and professional-looking team at Tractor Motors.



Photo (top): The large and professional-looking team at Tractor Motors.

Nashik Dealership

The fourth dealership of Mahindra Navistar, W. S. Motors' Automobile, Nashik was inaugurated on the 11th of October '10. The new dealership, located about 20 kms. from Nashik City centre on the Mumbai-Ajmer Highway, is located strategically next to the trucking hubs and spans over 2.5 acres.



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ANNOUNCEMENT



Photo: Top right and surrounding below text are from Dealer Meet

On the momentous occasion of the 'Junoos to Outperform' Dealer Meet held at Pune on the 29th of October 2010, we took another giant step towards our journey at Outperformer. We declared the 'Start of Sales' of our new HCV truck range and reaffirmed our resolve to outperform on the targeted sales volumes for the LCV product range.

The Dealer meet started with our visit to the heli-deck of outperformer, Mahindra Chakan Plant where the high performance HCV product range is produced. After a quick group photo session, we visited various sections of the plant - Body shop, TCF and MNEPL engine Plant. This Plant, as you have experienced, is a picture of modernity and advanced technology and we are sure that the visit has only reaffirmed that with such cutting-edge technology backing our products, your decision to be a part of the resolve to challenge the trucking industry's status quo was absolutely astute.

Speaking on the occasion, M. Rakesh Kumar (MD, MNAL) revealed the Vision and PROMISE 2013 of MNAL and urged you all to align yourselves to the mindset of an MNO - Mahindra Navistar Outperformer - so that you dedicate yourselves wholeheartedly to the task of outperforming MNAL's Vision, to be India's most trusted CV brand. Thereafter, M. Nalin Mishra (COO, MNAL) took you through the game plan that we have put together to realize the vision and Promise 2013 and demonstrated how the task is very much achievable, the recipe of success being 'Junoos to Outperform'.

Then, came the much awaited session on 'Taking Shape and the F11 Way forward' where, M. Anil Kumar Gupta (VP - Sales & Marketing) highlighted the milestones achieved since the product launch at Auto Expo in Jan '10. After that, Rajat Prasad (GM - Customer Care & Spares) shared the results of our successful FEU trials and many a success stories like 97% uptime, close monitoring by the NOW 24.7 Call center, no aggregate failure, 80% parts ordered delivered within 24 hours, prompt resolution of minor issues by Road side assistance service - all of which amounts to stupendous outperformance of our vehicles despite trials during trying monsoon season. Also, the most promising outcome of FEU trials - over out of three customers made a repeat purchase of MN25 and MN31 trucks! This was followed by announcement of 'Start of Sales' by Anil Kumar & Mahindra Navistar Outperformer Program, which is a unique reward and recognition scheme which starts, culminated into a Q&A Session.



M. Bhatnagar Pandey, the Sr. General Manager of Construction Equipment Division of Mahindra group then shared the go-to-market plans of CED. Your enthusiastic participation during the Q&A provided ample evidence of the fact that the event managed to stir the *Lovers* amongst you which would soon translate into *Outperformance* as we hit the roads.

The *conference* session was followed by *outside standing* where the entire range of HCVs and key models of LCVs and Buses were on display. Also displayed was the 'Service-on-wheels' mobile workshop and a few HCVs of our competitors for you to see for yourselves how our trucks are superior.



This *entire* packed day was followed by a fun-filled gala *evening* at the Courtyard Boutique Hotel. The *star* event provided an excellent opportunity to share MNAL's vision and road map and also to bond with you. And, with the *meeting* road phase of Start of Sales kicked off, we are well on our way to *outperform* in the market.



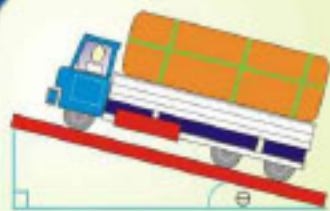
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KNOWLEDGE

Gradeability

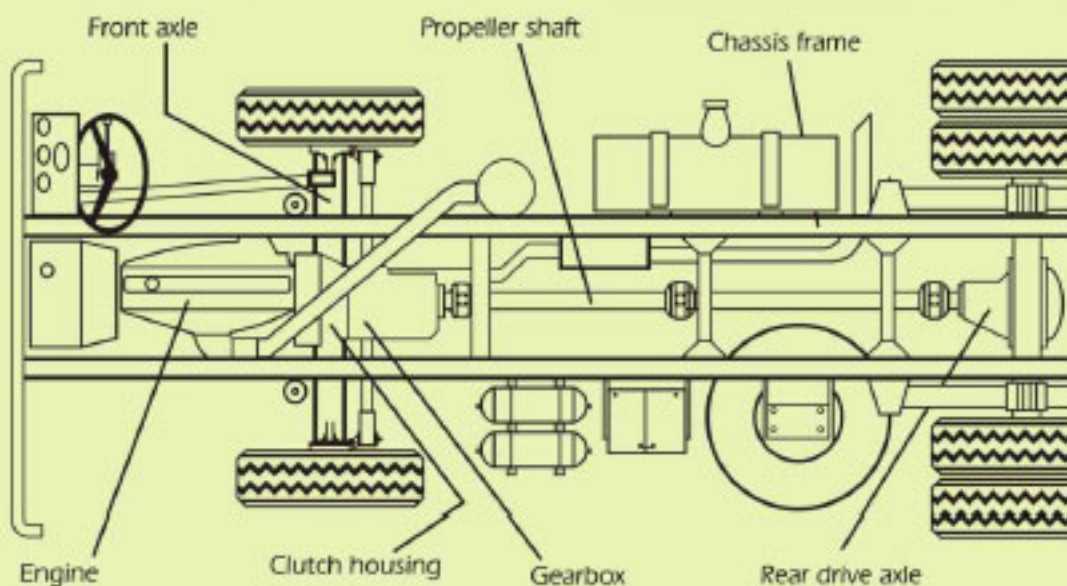
The Gradeability is the capacity to negotiate a gradient in first gear under laden condition on a dry pavement.

The Gradeability of MN 25 is 21%.



Cabin

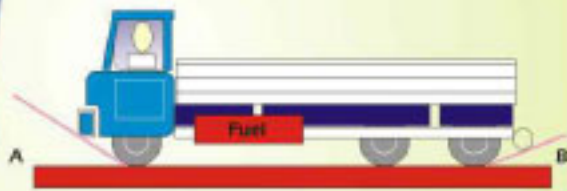
The MN 25 Vehicle is equipped with a tilt able Factory Built cabin & Load Body. The tilt able cab provides the advantages like easy maintenance. The cabin is provided with shock absorbers for a better ride comfort.



Angle of Approach & Departure

A - ANGLE OF APPROACH - MIN 25;
This angle is 16%

B - ANGLE OF DEPARTURE - MIN 25;
This angle is 20%



Windshield Glass

Laminated Glass

The laminated glass is made by adhering two sheets of the glass plate with polyvinyl butyl inter layer, so that the crashed fragments are held with the inter layer and will not scatter away.

As the glass plate, which does not become fine pieces, the front sight is not disturbed if broken.



Toughened Glass

The Toughened Glass is of the glass that is heat treated (suddenly cooled by air blowing) after forming in the fabrication process, and has the much increased toughness to the external force and the temperature change.

This glass has the feature that it will become a fine and blunt pieces when broken.



Commercial Vehicle Aggregates

Front axle - The front axle of most automobiles is a steering axle. The vehicle is maneuvered by controlling the direction of the front wheels' rotational axis relative to the body and rear wheels.

Propeller Shaft - A propeller shaft is a mechanical component for transmitting torque and rotation, usually used to connect other components of a drive train that cannot be connected directly because of distance or the need to allow for relative movement between them.

Chassis Frame - Chassis is the ladder type metallic structure which acts as a foundation of the vehicle on to which the entire aggregates of the vehicle are mounted.

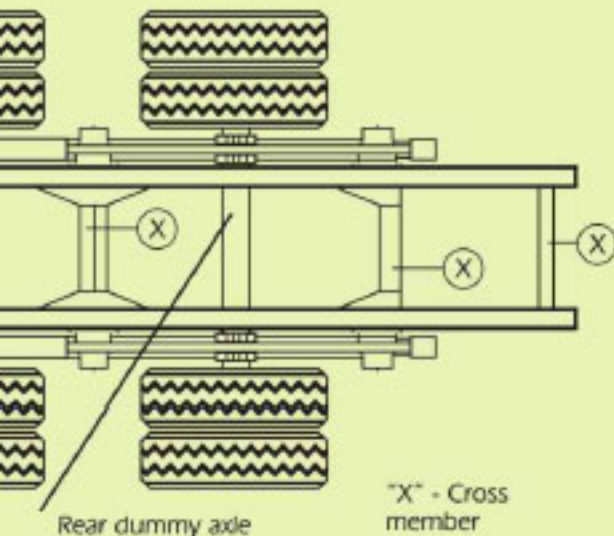
Engine - An engine is a machine designed to convert energy into useful mechanical motion.

Gear box - A gearbox provides speed and torque conversions from a rotating power source to another device using gear ratios.

Rear drive axle - The rear drive axle connects the differential side gears to the drive wheels.

Rear Dummy axle - The rear dummy axle doesn't control the drive wheels and is there only to provide support to

Cross member - A cross member is a structural section of steel, usually boxed, that is bolted across the underside of a motor vehicle to support the internal combustion engine and/or transmission.



Rear dummy axle

"X" - Cross member

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OPPORTUNITY

Mr. Achitkesh Kumar Gupta,
VP-Sales & Marketing



"We will improve skill sets through our M&HCV Driver Connect"



We have taken one more step which will prove to be a major milestone in our journey towards achieving our vision of becoming the most trusted CV brand in India.

Business trust in the CV industry is a composite factor of not only high performance products, unmatched sales experience and extraordinary services but also increased profitability of customers by helping them choose the right product and an expert driver that will make their trucks do more than just OK.

As our new age high performance MNAL trucks also need high performance drivers to maximize their utilization, We have launched a comprehensive Driver Connect program for Indian M&HCV drivers. The batches include drivers both from defence and non-defence categories and are conducted in "Extra Mile" - our training facility in our Pune campus.

This six days comprehensive programme includes Vehicle familiarization, trouble shooting, maintenance schedules of MN25, Defensive driving and Economic driving. The module on safe driving practices is conducted by BSA Training Academy Pvt Ltd. The drivers are taught about various economic driving methods by PCRD (Petroleum Conservation Research Organization). The training methodology includes both theory and actual driving of MN25 post each module. The drivers are then rated & certified on the basis of their performance.

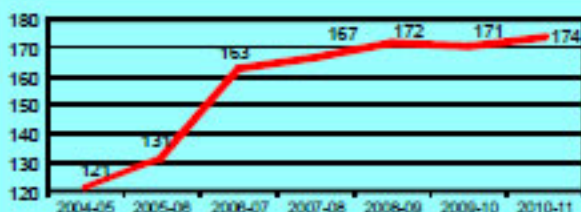
Two batches have already been conducted. We plan to conduct these programmes in a regular basis for big accounts and drivers in general as we consider it as a key initiative as a part of our strategy of reaching out to our customers to enable them to outperform. Please get in touch with us to know your regular coach trained drivers, whose database is now available with us.



ROAD FREIGHT INDEX (RFI)

Month	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Apr	125	131	161	168	171	171	172
May	119	129	161	167	171	171	173
Jun	122	129	165	166	172	171	173
Jul	121	131	163	167	172	171	174
Aug	132	136	163	166	172	171	
Sep	128	137	166	166	173	171	
Oct	128	140	168	166	172	172	
Nov	131	147	169	168	171	172	
Dec	130	148	169	169	171	172	
Jan	131	150	167	169	171	171	
Feb	130	152	166	168	171	172	
Mar	133	153	166	169	171	172	
Year Avg.	127	140	165	167	172		

RFI Trend



Road Freight Index (RFI), the first of its kind initiative by Transport Corporation of India was started in 1996. 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, similar to a stock market index.

MNAL Launches

Mahindra
NAVISTAR
now
1800-200-3600 / 020-27473600
24X7 EXPERT ON CALL

*We want to provide anytime, anywhere
road-assistance pan India through MNAL "NOW"*



With the overall objective of providing service through an authorized service centre within 100 kms or within a 4 hours drive, we have flagged off yet another customer touch point - the mobile service workshop, yet another first in the Indian trucking industry, with the objective of providing 'anytime, anywhere', on-road assistance to customers. Coupled with the multi-lingual, 24x7 call centre branded as 'NOW', which is manned by trained service experts, Mahindra Navistar is all set to unleash a new paradigm in customer service in the Indian CV industry.

Besides this, we will also draw on the vast pool of Mahindra's auto and tractor channel partners to use as an extended network for servicing the customers' needs. We aim to create a channel which will be passionate about surpassing customer expectations and willing to go that extra mile. With your help, through our dealer/partner network, we aim to set new benchmarks in delivering requisite services and spare to the CV customers in India.

Apity instead, we have announced, that this is the end of "OK" performance in the CV industry.

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BUZZ



Mahindra
NAVISTAR
OUTPERFORM

Mahindra Navistar opens new dealership in City



Mahindra Navistar has opened a new dealership in City. The new dealership is located at [Address]. The dealership will offer a wide range of Mahindra Navistar commercial vehicles. The dealership is managed by [Name].

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महिनडा नेवीस्टार ट्रक एमएन-25 जयपुर में



महिनडा नेवीस्टार ट्रक एमएन-25 जयपुर में

महिनडा नेवीस्टार ट्रक एमएन-25 जयपुर में

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महिनडा नेवीस्टार ट्रक एमएन-25 जयपुर में

Mahindra Navistar cuts Rs 6,000-er top line in 5 yrs



Mahindra Navistar gears up for a bigger M&HCV play

KV Ramana

Mahindra Navistar Automotive Ltd is gearing up for a bigger play in the commercial vehicles segment. The company which has been active in the light commercial vehicles (LCVs) market is now said to have finalised a strategy to expand its footprint in the medium and heavy commercial vehicles (M&HCVs) as well.

"We are ramping up our operations to roll-out a wide range of products in the medium and heavy commercial vehicles. We have been focusing on the LCVs and have garnered a significant market share in that segment," Harish Kaira, managing director of Mahindra Navistar said.

Mahindra Navistar is a joint venture between Mahindra & Mahindra and the US-based International Truck and Engine Corporation, the operating company of Navistar.

The company which had revenues of about ₹600 crore in the last fiscal, is working on a long-term strategy spanning four to five years.

"We sold 11,000 vehicles last year. We are targeting sales of 50,000-60,000 units in the next four to five years. Beverages, too, should grow by 30-35 times by that time," he said.

"We have been active in three to four tone vehicle market all these years. We are now expanding our dealer network for M&HCVs and in the next two years we will have 100 dealerships focusing on M&HCV segment. We have four new HCVs lined up for launch including a 31 tonner, a tipper and a tractor-trailer," he said.

k.v.ramana@dnaindia.com

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NEWS

Dealer of the month

Excerpts from interview with Mr. Amar Nath Pandey

Dr. Mahesh:

The auto industry occupies a prominent place in the Indian economy & plays a pivotal role in the country's rapid economic and industrial development. The Government's attitude also underlines a significant share in the economy. Speaking of the Bihar market, the scope for CV business is immense due to the rising industrial and agricultural output and the increasing incomes in the rural agriculture. And to add to it, the demands are expected to rise immensely after the election results are out. Though sales of our products have been encouraged and we are selling it to select customers only but the demand is high due to the competitive pricing and the exciting product range of MNAL.

Journey with MNAL:

Right from the day one, the support that the MNAL team has been providing us is invaluable. Be it through the trainings imparted for us on vehicle fertilization modules, the sales and service processes, Dealer Management System and the plant visit or the customer interactions that help us in understanding our customers' demands, needs and their pain areas, everything is very well planned and organized. To sum it in a word, I am "delighted" with the support from MNAL.

Expectations from MNAL:

We have just started this CV dealership and the support by the sales team has been outstanding. The product is not in the market and is very promising. What we expect from MNAL in the future, is to keep up the good show and to introduce a variety of vehicle models meeting the diverse needs and preferences of the market.

Message to fellow dealers

“ We are delighted to be associated with a brand like Mahindra. And would like to live upto their expectations by delivering what is expected out of us and Outperform. ”



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