

Mahindra Navistar launches MN25 & MN 31 heavy trucks in Indore

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Jan. 26, 2011 - [PRLog](#) -- Mahindra Navistar launches MN25 & MN 31 heavy trucks in Indore

- Priced at Rs 15.80 lac for 25 tonner MN 25 and Rs 19.24 lac for 31 tonner MN 31 (ex showroom Indore)
- Inaugurates state-of-the-art dealership housing its entire LCV & HCV range of products
- Mobile Service Workshop flagged off as a part of the unique 'anywhere, anytime' on-road assistance programme

Indore, Jan 25, 2011: After unveiling its entire range of high performance HCV trucks at the Auto Expo 2010, Mahindra Navistar Automotives Ltd (MNAL) today launched the MN 25 and MN 31 tonne trucks in Indore priced at Rs 15.80 lac and Rs 19.24 lac respectively. MNAL also inaugurated its new, state-of-the-art dealerships in Indore, M/s Sagar Automobiles Pvt. Ltd.

The new dealership at Indore will house the entire range of LCV as well as the HCV of the company. In addition, MNAL has started off the first-of-its-kind Mobile Service Workshop, a part of the unique 'anywhere, anytime' on-road assistance programme. The company plans to open 100 dealerships over the next 24 months, pan India.

Inaugurating the state of the art dealership earlier in the day, Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd., said, "This is a moment of pride for us as we look at changing the skyline of the India trucking industry. We have created a world class manufacturing plant in Chakan and are creating a modern distribution network in the country as the one here in Indore to cater to the growing needs of the customers. Highly trained staff, a well-equipped workshop, prompt spare parts availability and mobile service vans have been ensured to enable our customers to get a hassle free and delightful experience of owning our trucks".

Mr. Kalra further added "During the unveiling, we had promised that 'OK will no longer be OK' and we will revolutionize Indian trucking by challenging the norms. Further, our Corporate Identity Program to create a uniform dealership identity and experience will ensure that our dealerships remain benchmarks for commercial vehicle industry. The dealership will start selling and servicing the existing range of LCVs and Buses. In addition, it will also start providing the 'touch & feel' and demonstration of the new range of HCVs, starting with the MN25 and MN31 truck, that was launched recently."

Also speaking on the occasion, Mr Gulam Gaus Shirani, Managing Director, M/s Sagar Automobiles Pvt. Ltd, said, "We feel honoured to be a part of this new chapter in the trucking industry together with Mahindra Navistar for the customers of Indore. Our dealership has earned a name for itself through superior customer service and we are sure that our dealership of Mahindra Navistar will replicate the same high standards of customer support. Together we will help our customers outperform."

Extensive Sales & Service Network

The company also flagged off the mobile service workshop, yet another first in Indian trucking industry, with the objective of providing 'anywhere, anytime', 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 Indian trucking. To add to this, nearly 430 Roadside Assistance centres are also in place to provide service.

Besides this, MNAL will also draw on the vast pool of M&M auto and tractor channel partners to use as an extended network for servicing customers' needs. At this stage, 199 such Authorized Service Points are already in place.

The company aims to create a channel which will be passionate about surpassing customer expectations and willing to go that extra mile. The dealer network aims to set new benchmarks in delivering requisite services and spares to customers in the HCV segment in India.

For further information, please contact:

Atul Malikram

9827092823

pr@atulmalikram.in

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Zip	452016
Country	India
Industry	Automotive , Business
Tags	Mahindra Navistar
Link	https://prlog.org/11251067



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