

Echoes of Mahindra JEETO from parts of the country

M&M Plans Small Commercial Passenger Vehicle Range

Our Bureau

Zaheerabad (Telangana): Mahindra & Mahindra, the country's largest utility vehicle maker, will develop a small diesel-powered commercial passenger vehicle at Zaheerabad in Telangana.

The proposed four-wheeler will be on a new platform and carry the m-Dura diesel engine that the company has developed for its commercial vehicles, M&M's executive director, Pawan Goenka, said at the launch

of 'Jeeto', a small commercial vehicle, at Zaheerabad on Tuesday.

"The launch of the new product will be more than a year away from now," Goenka told reporters. 'Jeeto', which has been positioned against Tata's 'Ace' and 'Zip' and Piaggio's 'Ape Extra LD', promises fuel efficiency of 27.8-37.6 km/l, based on the variant. It is M&M's second platform launch after Maaximo, Goenka said, adding that the company sees big volumes opportunity from the three-wheeler and micro- and mini-truck segments.

So far, M&M has invested ₹300 crore in its light commercial vehicle manufacturing plant at Zaheerabad and ₹100 crore in developing the m-Dura engine. Goenka said the company was looking at investing another ₹150 crore on the proposed vehicle facility. M&M has a capacity to produce 92,000 units of Jeeto every year, with a scope to expand it to 150,000 units.

The company is also looking at exporting 'Jeeto' to neighbouring countries including Nepal, Bhutan, Sri Lanka and Bangladesh.

