

Press Release

Mahindra launches CNG variant of its popular mini-truck 'Jeeto'

Priced at Rs 3.49 Lac (ex-showroom Delhi, BS4)

A perfect mini truck for business needs, it aims to promote eco-friendly & last-mile transportation of goods

December 9, 2016, Mumbai: Mahindra & Mahindra Ltd., a part of the US \$17.8 billion Mahindra Group, today announced the launch of the CNG variant of its popular mini-truck Jeeto. Priced at Rs. 3.49 Lac (Ex-showroom, Delhi), Jeeto CNG aims to promote eco-friendly last mile transportation of goods and has been developed to cater to the evolving business needs of the transporters. The CNG Variant of the Jeeto will be available on the top end model of Jeeto X716.

The Jeeto CNG is powered by an advanced engine that delivers class-leading power of 11.9 kW (16 hp) and torque of 38 Nm at 1200 – 2000 rpm. This ensures superior pick-up, acceleration and gradeability, allowing the Jeeto CNG to carry heavy loads even up the steepest slopes. Jeeto has the advantage of the best in class payload, higher deck size compared to competition, superior mileage, lower maintenance, and the promise of higher earning potential, making Jeeto the perfect vehicle for business needs. Mahindra has always proactively introduced several sustainable business solutions in the market and a few examples being technologies such as micro hybrid, fuel smart to name a few. It has also been a pioneer of electric vehicles in India.

Speaking on the launch of Jeeto CNG, **Pravin Shah, President & Chief Executive, (Automotive) Mahindra & Mahindra.** said, "With the launch of Jeeto CNG, Mahindra has taken yet another step towards promoting sustainable mobility solutions. With best in class payload, higher mileage, longer deck size & attractive pricing, Jeeto CNG offers excellent value proposition for its customers and is a perfect CNG mini truck for their business needs. With one of the widest range of small commercial vehicles, we hope to further consolidate our leadership position in the SCV segment and provide solutions for a variety of cargo transportation needs".

Launched in June 2015, Jeeto is the first ever product in its category with a modular range of 8 mini-trucks to cater to the varied needs of the sub 1 tonne load segment customers. The diesel variant of the Jeeto is available in S, L & X series and caters to the 3 wheeler, micro-truck and mini-truck customers. Since its launch Jeeto has been a game changer in last mile distribution with its modular range, unmatched versatility and superior efficiency to haul goods across different segments. Jeeto has been designed for refined performance and delivers fuel efficiency of upto 37.6 km/l, which is the best in this segment. All these along with strong customer validations have resulted in Jeeto being awarded the Apollo CV of the Year Award. Going beyond the product's performance, Jeeto also features in Make in Telangana video and has received excellent response from ecommerce and captive customers. Amazon has chosen Jeeto as a preferred vehicle for its two wheeler upgrade program.

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Key Features of Jeeto CNG

Stylish Looks

Jeeto CNG sports a stylish and contemporary exterior with an impressive characteristic front grille that lends it a distinguished look. Also, bringing in a touch of exclusivity are the dual tone interiors and a contemporary dashboard.

Car Like Comfort & Features

Jeeto CNG has many car like features – such as a large cabin space with better headroom and legroom for greater comfort and comfortable seats to make the journey more pleasant, especially over long distances. The better ergonomics and car like gear-shift quality further enhance the Jeeto CNG's driving pleasure.

Best in Class Performance

Jeeto CNG is technically designed to meet the exact requirements of customers. It is powered by is powered by an advanced engine that delivers high power of 11.9 kW (16 hp) and torque of 38 Nm at 1200 – 2000 rpm. Besides its superior performance, Equipped with more power and torque it leads the pack of load carriers in the segment, with ease of driveability and load carrying capacity even on gradients.

Unmatched Safety

Jeeto CNG provides the highest level of safety in its category. The cabin has been designed to provide better safety to the driver and co-driver in the event of a crash. In addition, (ELR) seat belt systems, head restraints and bucket seat provide safety against sudden impact. The Jeeto CNG's unmatched safety is due to its semi forward design, strong body, and superior chassis with larger wheel base of 2500 mm for better balance.

Class leading Mini-truck for Cities

The Jeeto CNG's compact size and smooth steering give it an easier manoeuvrability in narrow city lanes and by-lanes. Further, the vehicle also boasts of best in class pick up and acceleration for better driveability on busy city roads.

Higher Earning Potential

The Jeeto CNG has a superior mileage of 33.2 km/kg with best in class payload of 700 kg. It also comes with a warranty of 2 years/40,000km (whichever is earlier).

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

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In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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