

Mahindra JEETO knows no competition

Jeeto aims to pip Ace

TIMES NEWS NETWORK

Kolkata: Taking competitor Tata Motors' most successful commercial vehicle Ace head on, Mahindra & Mahindra (M&M) has introduced the Jeeto brand of light commercial vehicle (LCV) in eight variants to bite into both the mini and micro truck pie that is dominated by the Ace range.

Offering the 'choose wisely, earn more' proposition to those in the last-mile distribution business, including online retailers Flipkart, Snapdeal and Amazon, Jeeto is available in three carrier deck lengths (5.5-6.5 ft), two powertrains (11hp and 16hp) in BS III and BS IV variants, two payloads (600 kg and 700 kg). It offers a range that straddles the entire micro and mini vehicle segment.

While the Tata Ace Zip has a monopoly in the micro-truck segment, other Ace variants corner 80% share in the



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mini-truck category. M&M with its earlier micro-truck offering Gio and three-wheeler Alfa had a marginal share. It now hopes to change that radically with Jeeto.

"In the sub-3.5 tonne category that ranges from three-wheeler to pickup, M&M has 43% marketshare. Most of it is due to the dominance of Bolero Maxi Truck and Maximo in the pickup segment. With the introduction of Jeeto, we will grab a share of the mini and micro truck segment, thereby increasing the overall marketshare in

SCVs," said M&M general manager (sales east) Deepak Kapoor. Priced Rs 2.56-3.02 lakh for BS III and around Rs 16,000 additional for BS IV, it is priced Rs 3,000 more than Tata Motors' micro-truck Ace Zip and over Rs 1 lakh less than Tata Ace HT. But apart from competitive pricing, M&M is banking on its promise of higher mileage and lower maintenance to emerge a winner.

The Jeeto range will be manufactured at the Zaheerabad plant in Telangana. Of the 1.5 lakh units installed capacity, M&M plans to manufacture around 92,000 units of Jeeto. The company has spent around Rs 300 crore on product development and production facility.

Commercial passenger carrier variants of the Jeeto will be launched later, Kapoor said. While the Gio micro-truck has been phased out, M&M will continue with its passenger carrier variant.