

## **Mahindra launches – “Mahindra Care: 09678333222”, a 24x7 One-stop customer care number for the full range of Mahindra Products**

**Dhaka, May 21, 2017:** Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today announced the launch of its 24x7 customer care number, exclusively for Bangladesh as “**09678-333-222**”. This is in line with the company’s vision to build more customer centric initiatives for Bangladesh. This is first of a kind initiative by any automobile and tractor manufacturer in Bangladesh, providing one stop number for all its businesses including Commercial Vehicle, Tractors, Two-Wheeler, Personal Vehicle, Powerol, Construction Equipment, etc.

Developed in collaboration with a dhaka based call center, “Mahindra Care” will address all the sales, service and other queries of customers thus increasing transparency and creating awareness amongst the customers. Being one stop information repository, it promises to enhance customer experience with expert advice from authorized Mahindra representatives on product, service appointments, emergency, parts availability, parts price, network information, etc.

Speaking about the initiative, **Mr. Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd, said** “Mahindra have established a strong presence in Bangladesh with trusted partnership with Rangs Motors, Rancon Ltd, Karnaphuli Ltd, and Aftab Ltd, over last 20 years. Today we are the only automobile manufacturing company to provide the full range of products from Two-wheelers, to Four Wheelers to Tractors to Gensets, etc. WE have always endeavored to be at the forefront of customer engagement and know them better. With the launch of “Mahindra Care” we aim to take our customer’s experience to a new level. Developed for utmost convenience, this initiative will provide a wholesome experience to our customers at a single dial.”

## About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

### Media contact information:

**Mohan Nair**

**Vice President (Communications)**

**Mahindra & Mahindra Ltd.**

**Office Direct Line – + 91 22 28468510**

**Office Email Address – [nair.mohan@mahindra.com](mailto:nair.mohan@mahindra.com)**