

## Mahindra sets up its First Assembly Plant in Bangladesh

*A strategic collaboration with Rangs Motors Ltd.*

- Re-affirms its commitment towards “**Built in Bangladesh**” products and leverages local competencies to deliver customer value.
- Set to further cement its relationship with the customers of Bangladesh and partner them in their journey towards progress and prosperity.
- Spread over 40,000 sq ft area in Sonargaon, the assembly plant boasts of world class technology co-created by Mahindra and Rangs Motors Ltd.

**September 25, 2017, Dhaka:** Mahindra & Mahindra Ltd., a part of the US\$ 19 billion Mahindra Group, recently announced the launch of its first assembly plant in Sonargaon, near Dhaka. The company has set up its CKD (completely knocked down) assembly plant, in partnership with Rangs Motors Ltd. The event also marked the roll out of the Jeeto Human Hauler – the first completely ‘**Built in Bangladesh**’ product from the house of Mahindra.

The facility was inaugurated in presence of honorable Mr. Obaidul Quader, Minister of Road Transport & Bridges, Mrs. Sohana Rouf Chaudhary, Managing Director, Rangs Motors Ltd., Mr. Arvind Mathew, Chief of International Operations, Mahindra & Mahindra Ltd. and other dignitaries.

Spread over 40,000 sq ft area and designed under the expertise of the Mahindra team, the assembly plant boasts of state of the art world class technologies. It has modern equipment - fully computerized wheel alignment machine, automatic tyre inflator and high efficiency air compressor for efficient pneumatic operations.

**Speaking at the launch Arvind Mathew, Chief of International Operations, Mahindra & Mahindra Ltd. said,** “It is a proud moment for us, as we start our local assembly unit in Bangladesh together with our partners -Rangs Motors Ltd. The setting up of our assembly plant in the country is a testimony of our commitment to “**Built in Bangladesh**” products. With its advanced technological processes, large-scale assembly set up and eco-friendly focus, this new facility will not only add to industrial growth in the country but will also generate significant employment opportunities for local residents.”

**Mr. Mathew** further elaborated, “Bangladesh is a key strategic market for us and has been one of the Top 3 export destinations in the last 3 years. With the increasing demand in the market, we are now fully equipped to deliver highly efficient products customised to local needs at a competitive price. I am confident that this new assembly plant will further enable us to cement our relationship with our customers here and partner them in their progress and prosperity.”

**Speaking on the occasion, Sohana R Choudhary, Managing Director, Rangs Motors Ltd., said,** “Rangs Group is proud to be associated with Mahindra for the past 20 years. We are together in this journey to deliver value to the customers of Bangladesh and enable them to Rise in their lives. Bangladesh, is one of the fastest growing economy with a huge population. The need for safe, sturdy and comfortable means of transportation, is on continuous increase. Mahindra vehicles are known for their rugged built, multi-purpose utility, all road capabilities and best in class fuel efficiency. With this local assembly unit we will now be able to deliver products in reduced time and at more affordable prices.”

Mahindra is a leading automotive player in the Bangladesh market and has been present in the market for over 20 years. Today Mahindra is the only brand to offer a full range of mobility and farm solutions. It has lead the way by creating a compelling value proposition in an otherwise crowded segment. The new assembly plant will roll out the flagship products of Jeeto Human Hauler, Maxximo, Bolero MaxiTruck and a few passenger vehicles in the near future. A global brand, expanding locally in Bangladesh, Mahindra has an on-ground team to focus on the needs and aspiration of the consumers with a local office in the heart of Dhaka.

**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

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