

## Mahindra launches the New Supro Profit Truck range

- *The Supro Profit Truck Maxi and the Supro Profit Truck Mini assure higher profit owing to its best in class fuel efficiency, higher load carrying capability and more power, making it India's no.1 small commercial vehicle in Profit.*
- *Priced competitively, the Supro Profit Truck Mini starts at Rs. 5.40 lac (Ex-showroom Mumbai) while the Supro Profit Truck Maxi starts at Rs. 6.22 lac (Ex-showroom Mumbai).*

**Mumbai, July 7, 2021:** Mahindra & Mahindra Ltd., one of the leading automobile companies in India and the world's largest tractor company by volume, today launched its new range of Supro Profit Trucks. Developed on the successful Supro platform, this new range of cargo mover is affordable, more powerful, boasts of a greater payload capacity and higher mileage that assures higher profit to the customers.

**Commenting on the launch, Veejay Nakra, CEO, Automotive Division, M&M Ltd., said,** "The Supro has become one of the preferred small commercial vehicle platforms for our customers, given its efficiency and engineering capabilities. With the launch of the New Supro Profit Truck we have significantly enhanced the product proposition by focusing on customers' profitability. While being competitively priced, it also offers class-leading performance, fuel efficiency and option of diesel & CNG powertrains. I am confident that in addition to being a game changer, this range will also go a long way in enabling our customers to prosper and Rise."

Supro Profit Truck also comes with very attractive finance options. Customers can avail loan tenure upto 5 years and lower IRR starting from 12.99% onwards which helps in lowering EMI for customers. Customer can also avail upto 100% loan on Supro Profit truck.

Built at Mahindra's state-of-the-art plant in Chakan, Maharashtra, the Supro platform has undergone rigorous and full test cycle runs and has been validated on all performance, safety and reliability parameters. With the trust of brand Mahindra, it comes with powerful AC and a mobile charging point along with a class-leading warranty of 3 years/80,000km (whichever is earlier).

### **About Supro Profit Truck Mini**

#### **Unmatched Performance**

The Supro Profit Truck Mini is powered by Mahindra's powerful Direct Injection (DI) diesel BS VI engine that come up with a 19.4 kW power and delivers superior pick up and acceleration. It also gets the four-stroke, 2-cylinder 909 cc displacement engine that produces 26HP at 55 Nm of torque, mated to a 4-speed manual gearbox. It also comes with a fuel smart technology with two options for Power and Eco mode, delivering class-leading mileage of 23.30 kilometers per litre.

#### **Class-leading mileage and performance at maximum loads**

The Supro Profit Truck Mini comes fitted with 13-inch tyres and boasts 170 mm of ground clearance to deliver higher performance and greater pickup even with a full-load.

### **CNG option**

The Supro Profit Truck Mini also come with CNG option. It comes with powerful 20.01 kW(27BHP) engine, which offers 60 Nm torque and 23.35 km/kg superior mileage. It offers class leading 750 kg payload and best in class 3 years or 80,000 kms warranty.

### **Comfort & Convenience**

The Supro Profit Truck Mini comes equipped with new transmission which gives car like gear shift. Lower fatigue and customers can do longer trips and earn more.

### **Class leading safety**

Further, it offers high level of safety with a robust 220 mm frontal nose design to minimise damage in case of frontal collisions and a tough and rugged body that enables it to traverse the most grueling terrain with ease.

### **About Supro Profit Truck Maxi**

New Supro Profittruck Maxi comes with 1050 kg higher payload, Bigger R14 tyres, more ground clearance of 196mm and all new transmission.

### **Powerful Performance**

The Supro Profit Truck Maxi is powered by Mahindra's powerful Direct Injection (DI) turbo diesel BSVI engine that delivers a superior power of 35.4kW, 47HP and 100NM of torque. Despite its performance, the Supro Profit Truck Maxi delivers class-leading mileage of 21.94km/litre. This compact truck offers 1050 kg of payload carrying capacity in 8.2ft cargo box. This enables the Supro Profit Truck Maxi to carry higher payloads at lower operational cost, while at the same time improving turnaround time and thereby boosting earnings for owners.

### **Class Leading Comfort & Convenience**

The Supro Profit Truck Maxi is fitted with a comfortable day cabin with a deck body cargo option. It also comes equipped with many features such as air conditioning and power steering which make it a far more comfortable and easy-to-drive proposition than its competitors. It also comes equipped with new transmission which gives car like gear shift. Lower fatigue and customers can do longer trips and earn more.

### **Safety Features**

The Supro Profit Truck Maxi comes with X split breaks with dual LSPV for better braking, ELR seat belts and 220mm frontal nose design which is safe and enables it to traverse any terrain with ease.

### **About Supro Platform**

Today, the Supro brand offers India's widest range of passenger & cargo vehicles with 8 offerings with different body forms, engine options, fuel options catering to varied customer segments. The Supro range is available with powerful and efficient DI Diesel engines (19.2 kW (26 BHP) & (35.4kW (47 BHP) and CNG (18.8 kW (26 BHP)) options.

For Cargo movement, the Supro offers a range of products known for maximising profits for owners. That's where the name 'Profit Trucks' comes from. Supro's range of 'Profit Trucks' deliver superior mileage and better payload capacity at low maintenance costs. Supro cargo variants are available with deck lengths of 7.5 ft (Mini) and 8.2 ft (Maxi) as well as in Cabin-Body-Chassis (CBC) form.

For Passenger movement, Supro offers India's widest range of vans for a variety of customer applications. Supro vans are available in 10-seater options in semi-hardtop and hardtop versions. They deliver superior space, comfort and safety, along with class-leading mileage for its owners. Supro's versatile range of vans cater to family usage, contract carriage, stage carriage and school and staff transportation. On Supro Van platform Mahindra also offer Most affordable, factory fitted, Type B diesel Ambulance.

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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