

Press Release

Mahindra Introduces Supro Profit Truck Excel: Elevating Customer Prosperity with Enhanced Features. Price starts at ₹6.61 lakh

~ In line with brand promise, the Supro Profit Truck Excel aims to deliver superior power, class-leading mileage and bigger deck length leading to superior profits for customers ~

- Offers best-in-class rated payload of 900 kg (Diesel) and 750 kg (CNG Duo)
- Increased deck length of 2515 mm
- Impressive range of over 500 km for Supro Excel CNG Duo
- Enhanced safety feature with Anti-Roll Bar which provides stability.
- The Supro Profit Truck Excel series offers competitive pricing, with the Diesel variant priced at ₹6.61 lakh (ex-showroom Delhi) and the CNG DUO variant at ₹6.93 lakh (ex-showroom Delhi).

Delhi, January 18, 2024: Mahindra & Mahindra Ltd. (M&M), the market leader in Small Commercial Vehicles (SCVs) in India, proudly announces the launch of the new Supro Profit Truck Excel series, available in both Diesel and CNG Duo variants. Building on the success of the Supro platform, the Profit Truck Excel series has been designed to redefine last-mile connectivity with its superior power, exceptional style, unparalleled safety and unsurpassed comfort.

The Supro, initially launched in 2015, has emerged as a versatile platform catering to the evolving needs of customers. The Supro Profit Truck Excel series offers competitive pricing, with the Diesel variant priced at ₹6.61 lakh (ex-showroom Delhi) and the CNG DUO variant at ₹6.93 lakh (ex-showroom Delhi). Following the success of the Supro CNG Duo, which has contributed to a six-fold increase in the brand's volume, the new Supro Profit Truck Excel reinforces Mahindra's commitment to offering versatile platforms with multiple engine and fuel options, modern style, advanced safety and technology features.

Nalinikanth Gollagunta, CEO - Automotive Division, Mahindra & Mahindra Ltd. said, "Mahindra's 'Rise for Value,' a pillar of our RISE philosophy, is embodied in our latest offering - the Mahindra Supro Profit Truck Excel. This launch marks a significant stride in the sub-2-tonne segment, showcasing our commitment to empowering businesses and transforming last-mile connectivity in India. The Supro Profit Truck Excel, with its exceptional 500 km range CNG Duo variant, blends power, economy, safety, and comfort, reinforcing our mission to deliver comprehensive, value-driven solutions in logistics and transportation."

R. Velusamy, President, Automotive Technology and Product Development, M&M said, "The Supro Profit Truck Excel, emerging from our renowned Supro platform, exemplifies Mahindra's unwavering commitment to technological excellence. It boasts an advanced 5-speed transmission for improved performance, reinforced chassis with increased thickness and 19% more stiffness for enhanced stability, and an anti-roll bar, setting new standards in safety. These elements are meticulously integrated to not only deliver superior performance and efficiency but also to set a new benchmark in payload capacity. This vehicle stands as a testament to our promise of providing efficient, robust, and value-driven solutions, reshaping the less than 2-tonne segment and positively impacting our customers and communities.

The Supro Profit Truck Excel stands out with its key features, emphasizing mileage, toughness, ruggedness, and the ability to handle versatile loads efficiently. It is designed to cater to the increasing demand for volumetric goods, particularly in the rapidly growing e-commerce sector. The Supro Profit Truck Excel

stands out for its best-in-class payload capacity of 900 kg (Diesel) & 750 kg (CNG Duo), enhanced safety feature with an Anti-Roll Bar which provides stability to the 2050mm wheelbase, 5-speed transmission. The Supro Excel Diesel achieves a fuel efficiency of 23.6 Km/l, while the Supro Excel CNG Duo, with a capacity of 105L, delivers an impressive 24.8 km/kg and boasts a remarkable range of over 500 km.

The new SCV is equipped with a powerful 19.4 kW Direct Injection Diesel Engine and 20.01 kW Positive Ignition CNG Engine BS6 RDE-compliant engine, providing 55 Nm and 60 Nm torque respectively. The vehicle features R13 tyres and boasts 208 mm of ground clearance, ensuring higher performance and pickup even with a full load. The Supro Profit Truck Excel boasts a reinforced chassis with a significantly increased thickness, delivering a remarkable 19% surge in stiffness for unparalleled durability and performance. Complemented by a bolstered suspension, this truck sets a new standard for robustness and resilience.

The ex-showroom prices for the Supro Profit Truck Excel are:

Variant	Ex-showroom Delhi*
Diesel	₹ 6,61,714
CNG DUO	₹ 6,93,718

Key Specifications of Mahindra Supro Profit Truck Excel:

Specifications	Description	Supro Profit Truck Excel Diesel	Supro Profit Truck Excel CNG Duo
Engine	Type	Direct Injection Diesel Engine NA	Positive Ignition CNG Engine
	Number of Cylinders	2	2
	Displacement Capacity (cm ³)	909	909
	Maximum Engine Output	19.4 kW @ 3600 r/min	20.01 Kw @ 3800r/min
	Maximum Torque	55 Nm 1800-2200 r/min	60 Nm 1800-2200 r/min
Transmission	No. of Gears	5 Forward + 1 Reverse	5 Forward + 1 Reverse
Dimensions	Overall vehicle dimensions L X W X H (mm)	4148 x 1540 x 1900	4148 x 1540 x 1900
	Cargo Dimensions L X W X H (mm)	2515 x 1540 x 319	2515 x 1540 x 319
	Wheel Base (mm)	2050	2050
Wheels & Tyres	Payload (kg)	900	750
	Fuel Tank Capacity (litre)	30 L	105L (CNG) + 5L (Petrol – For emergency use)
	Mileage*	23.6 km/l	24.8 km/kg
	Warranty* (months)	36 months or 80000 km whichever is earlier	36 months or 80000 km whichever is earlier

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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