

Press Release

Mahindra launches Furio range of ICV Trucks in Sri Lanka

Partners with Ideal Motors

Sri Lanka, November 1, 2019: Mahindra & Mahindra Ltd, part of the US\$ 20.7 billion Mahindra Group, in association with its Sri Lankan partner Ideal Motors (Pvt) Ltd., part of the Ideal Group, launched the Mahindra Furio, its intermediate commercial trucks, in Sri Lanka today.

Mahindra Furio is the first 6-wheeler truck to have been launched in the island nation. Ideal Motors plans to introduce several variants of the Furio, including cab and chassis, Drop Side Deck, High side deck with Load Body lengths ranging from 17ft, 19ft, 20ft, 22ft & 24ft.

Speaking on the occasion, **Sanjay Jadhav, Vice President, International Operations (South Asia), Mahindra & Mahindra Ltd**, said "We are delighted to launch the Furio range of ICV trucks for our customers in Sri Lanka. With its unprecedented value proposition, unmatched safety features, ergonomic and comfortable cabin, I am confident that the Furio will set new standards and be a game changer for us, as well as the industry."

Sharing his thoughts, **Nalin Welgama, Chairman of Ideal Motors** stated, "This is the first time we are introducing ICV trucks to Sri Lanka and Furio is a truck built to international standards. At the moment, the market has single cab, light commercial, intermediate commercial and heavy-duty vehicles and the Mahindra Furio is an intermediate commercial vehicle. The Furio High Side Deck model is of significance since this is the first of its kind variant in the country and has potential in the local market."

Mahindra Furio been specially-built to transport goods. The Mahindra Furio GW14000 model comes with a Euro 4 compliant, 3,500cc diesel engine with an output of 140HP. It features ABS brakes, a 6-speed overdrive transmission and advanced technology that provides the best fuel efficiency currently available in the country through Mahindra's patented FuelSmart technology.

This cutting edge technology gives the customer a high level of fuel efficiency. These trucks can carry a payload of 10 tonnes at one go. The Mahindra Furio comes with a host of special features including Brake Bar system and 363mm diameter organic clutch, adjustable steering wheel, adjustable driver and passenger seats and a sleeper cabin.

Since these trucks have been manufactured using Euro4 technology, its service can be done after every 40,000kms. The cabin can be tilted to provide easy access to the engine for maintenance. The company provides a 2-year or 200,000kms Extendable warranty. Mahindra is always committed to providing an exceptional after sales service through Ideal Motors' island wide network of service centers. Additionally, Ideal Motors has a number of technical officers who have undergone specialised training at Mahindra in India.

About Mahindra

The Mahindra Group is a USD 20.7 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Landline – + 91 22 28468510

Email – nair.mohan@mahindra.com