

M&M doubles vehicle dispatch by train; launches new Bolero range under ₹10 lakh

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Amid limited trailer availability to meet the heightened demand, Mahindra & Mahindra (M&M) has doubled its vehicle dispatches by train this festive season, said a top company official at the launch of the new Bolero range under ₹10 lakh in Mumbai.

"We kept the production operational at full speed and did not stop at any point in time. There is only a limited number of trailers available to us to transport vehicles...", said Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, M&M.

"We are working on it and



Bolero now has over 16 lakh customers, with a 55% urban and 45% rural sales mix

increasing vehicle transport through trains, which relieved some stress. The proportion of trains has increased for us. The number of vehicles we are putting on trains has now doubled in the last three weeks, which is

purely in the festive season," he added.

ROBUST INCREASE

The company has introduced the new Bolero at ₹7.99 lakh with its top-end variant priced at ₹9.69 lakh.

The Bolero Neo was launched at ₹8.49 lakh with its top variant at ₹9.99 lakh. M&M is witnessing a robust increase in demand post GST 2.0, with customers benefiting from the changes starting from September 6.

The company said Bolero has over 16 lakh customers. M&M further stated its new platform, NU IQ, which will provide increased capacity expansion, has assisted in price reductions.

The composition of the company's vehicle portfolio

sales is 55 per cent urban and 45 per cent rural.

Mahindra & Mahindra, which has an 8 per cent penetration in electric vehicles, aims to further increase its penetration.

"Around 60 per cent of the electric vehicle volumes come from States where on-road EV pricing is in parity with ICE. GST might play up a little bit here and there, but the customers we are seeing are asking about the resale value, battery warranty and charging infrastructure," he said.

PRICING OUTLOOK

The firm "will remain vigilant on changing raw material prices and determine whether to increase vehicle prices next year".