

## Press Release

### **Mahindra and Mahindra Ltd. - Truck & Bus Division organizes OPL seminar for transporters at Begusarai on 10th June, 2014**

**Begusarai, 10th June, 2014.** Mahindra and Mahindra Ltd. – Truck & Bus Division, the Heavy Commercial Vehicle (HCV) manufacturing arm of the Mahindra Group, organized a knowledge sharing seminar under the aegis of its forum for the transport ecosystem - The Outperformers' League (OPL) - at **Begusarai** on **10th June, 2014**. OPL is an exclusive platform that provides an opportunity for fleet owners to meet, interact and share information with each other and the other stakeholders of the trucking industry.

The OPL seminar on 10th June, 2014 took place at Hotel Yuvraj Dx in Begusarai. The seminar focused on **Petro Tanker segment** and was attended by **86** fleet owners, financiers and body builders operating in this segment.

**Mr. Anurag Chaturvedi – Area Business Manager (Bihar & Jharkhand), Mahindra and Mahindra Ltd. – Truck & Bus Division** gave a detailed presentation on OPL explaining the various initiatives and customer benefits associated with the OPL.

Experts from Petroleum and Tyre Industry addressed the audience. Eminent Petroleum Industry Expert, **Mr. VM Venkatachalapathy, Vice President - Fourcee Infrastructure Equipments Pvt. Ltd.** was the first speaker to address the seminar. His presentation provided an overview on bulk liquid logistics. He educated the audience on various container applications, its upcoming future trends and how multiple usages can be done through the same container. His detailed presentation was highly informative and much appreciated by the audience.

**Tyre Industry Expert, Mr. Pradip C. Varaiya** was the next speaker for the evening. He educated the audience with tips about maintenance and upkeep of tyres leading to improvement in operational efficiency. A tyre is one of the most important part of any vehicle and if maintained well can reap extra profits. Mr. Varaiya explained this in detail through his highly interactive and informative session.

**Mr. Saumyabrata Das, Zonal Business Head – (East), Mahindra and Mahindra Ltd. – Truck and Bus Division** summarized the proceedings and gave the audience a perspective on the future direction of OPL and also concluded the seminar with a vote of thanks.

The powerful TRUXO 25 and TRUXO 31 were on display for the customers to have a closer look.

The seminar provided an exclusive platform to the various fleet owners, financiers and body builders to closely interact with other customers, industry experts, officials from the Mahindra and Mahindra Ltd. - Truck & Bus Division team and Sonali Auto Pvt. Ltd. (Authorized Dealer – Mahindra and Mahindra Ltd. – Truck and Bus Division). The speakers were experts, who

educated about future applications of tankers and various tyre maintenance tips; thus leading to high profitability in current market scenario. Following the seminar the customers were all praise for the Begusarai OPL. They were delighted to know about the easy tyre maintenance tips following which would lead to cost saving. Customers were also happy to gain knowledge about the future application of tankers and how it can be further expanded. With positive customer feedback about the seminar this installment of the OPL was truly a successful one.

## **ABOUT OPL**

Outperformers' League (OPL) is an exclusive platform that provides an opportunity for fleet owners to meet, interact and share information with the various stakeholders of the trucking industry. The intent of this initiative is to promote interaction and discussion between various stakeholders in the transport ecosystem, and also build a community over time, thereby helping the evolution of the transport sector. Some of the objectives and activities of OPL are:

- ❖ Provide a platform for all stakeholders – Fleet Owners, Fleet Operators, Fleet Managers, Brokers, Financiers, Insurers, Drivers, Mechanics, Regulatory bodies, Associations, etc. – to engage with one another and with government, user industries, etc.
- ❖ Help represent industry issues to regulatory / government authorities
- ❖ Create a presence (national, regional, state & city level) addressing key transport hubs in India for conducting:
  - Workshops and seminars on best practices and emerging trends in transportation
  - Training programs to enable fleet owners, fleet managers and drivers to improve their skills

This pioneering initiative by Mahindra and Mahindra Ltd. – Truck & Bus Division was started in the year 2011. Till date more than 60 seminars have been organized in over 20 cities across India covering segments like cement, steel, coal and mining, vehicle carriers etc. Industry veterans from areas of interest to the transport community, such as Logistics and Supply Chain, Ports, Infrastructure Development, etc. have participated and made the seminars very successful. Speakers have been from eminent companies like KPMG, ITC, Reliance, Pepsi, HP, DHL and Deloitte, as well as from management institutes like IIM and IIFT. Over 7000 stakeholders of the trucking ecosystem have participated in these seminars.

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## **ABOUT MAHINDRA AND MAHINDRA LTD. – TRUCK & BUS DIVISION**

Mahindra and Mahindra Ltd. - Truck & Bus Division is a wholly owned subsidiary and part of the US \$ 16.2 billion Mahindra Group.

The company has taken outperformance to the next level by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. From transit mixers and bulkers to car carriers and refrigerated container trucks, Mahindra and Mahindra Ltd. – Truck & Bus Division provides an entire line of integrated trucking solutions. This helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

To match the high performance of its trucks, Mahindra has a superior sales and service network that is geared to meet any eventuality. What's more important, it comes with first in Industry - 5 Years or 5 Lac Km transferable Warranty and most cost effect AMC, the kind of assurance that few others provide; with over 1591 service points, including 61 3S dealerships, 271 Authorized Service Points drawn from other dealers of Mahindra Automotive and Farm sector, 1263 roadside assistance centers, well-organized spares warehouses in Vadgaon and Hyderabad. The company also has India's first multi-lingual helpline, which is manned by technical experts to provide instant support. Along with the NOW mobile service vans and workshops, Mahindra has the service support that can reach you wherever you want, whenever you want it.

For further information, please visit [www.mahindra.com](http://www.mahindra.com), [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com), [www.mahindralcv.com](http://www.mahindralcv.com) and [www.mopleague.com](http://www.mopleague.com)

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