

Press Release

Mahindra Forays into Tanzania in Partnership with GF Trucks & Equipment

- **Mahindra's Entry with a Strong Product Lineup:** Introduces its class-leading range of small commercial vehicles, which will offer operators high earning potential owing to its fuel efficiency, advanced load carrying capability and power. The range Includes:
 - **Mahindra Pik-Up:** Available in 4x4 single-cabin and double-cabin variants.
 - **Bolero Pik-Up Range:** Offering robust performance and fuel efficiency.
 - **Supro Maxitruck:** Known for its advanced load-carrying capability and power.

Dar es Salaam, December 5th, 2023: Mahindra & Mahindra Ltd., a global leader in automotive manufacturing, is proud to announce its expansion into the Tanzanian market. This significant move is made in partnership with GF Trucks & Equipment Ltd., a seasoned motor vehicle distributor in Tanzania. The launch event was graced by the **H.E. Prof. Kitila A. Mkumbo, Minister of State, Planning and Investment of Tanzania.**

Mahindra automotive products will be launched in Tanzania, starting with the Mahindra Pik-Up in single-cabin and double-cabin variants, Bolero Pik-Up and Supro Maxitruck. This class-leading range of vehicles has a bold design, exceptional capability, powerful performance, and superior comfort that make them ideal for both, smooth city driving and to handle tough roads.

Sachin Arolkar, Head - International Operations, Automotive Division, Mahindra & Mahindra, said, *"We are excited to begin operations in Tanzania. In GF Trucks & Equipment, we have found an ideal partner who shares our vision of delivering transformation through our globally acclaimed products and services. Our pickups are a symbol of reliability and performance, and we believe our customers in Tanzania will greatly benefit from them."*

Imran Karmali, Managing Director, Karmali Group, said, *"Partnering with Mahindra, a brand known for its commitment to quality and innovation, is a privilege. We are excited to offer Mahindra's unmatched performance and reliability to our customers in Tanzania. Our local expertise, combined with Mahindra's value proposition, promises a beneficial experience for our customers."*

Mahindra's initial offerings in Tanzania include:

- **Mahindra Pik-Up:** This robust vehicle comes in both single-cabin and double-cabin variants, designed for versatility and durability.
- **Bolero Pik-Up Range:** Known for its exceptional load-carrying capacity and fuel efficiency, the Bolero Pik-Up is a reliable choice for businesses.
- **Supro Maxitruck:** Tailored for high payload requirements, the Supro Maxitruck combines power with efficiency.

These vehicles are engineered to offer high earning potential for operators through their exceptional fuel efficiency, advanced load-carrying capabilities, and robust power.

About Mahindra Pik-Up:

- **Powerful Performance:** The Pik-Up boasts a 2.2-liter, 4-cylinder mHawk turbo-diesel engine, delivering 140 HP (103 kW @ 3750 rpm) and 320 Nm of torque. It features a 6-speed manual & Automatic transmission, electronic transfer case with shift on fly transition from 2WD to 4WD mode. It can navigate challenging terrain with the tough Mechanical Locking Differential (rear axle MLD) & conquer any obstacle with 4WD low-range capabilities.
- **Exceptional Capability:** With a sturdy ladder frame chassis, the Pik-Up offers a payload capacity of 1-1.2 tons and towing up to 2.5 tons. Its 4WD capability is ideal for off-road adventures. Safety features include ABS, EBD, dual airbags, Anti-Roll Technology, and a collapsible steering column.
- **Bold Styling:** Sporting a dynamic exterior with a sporty bonnet scoop and a striking front grille, the Pik-Up also features elegant static bending headlamps. The interior is designed with style, offering a modern instrument cluster with Bluetooth, USB, and AUX connectivity.
- **Superior Comfort:** The Pik-Up provides good comfort with added headrests and 3-point lap sash seat belts. The Double Cab model includes two ISOFIX anchors and three top tether points for child seats, along with ESP, Hill Descent Control, and Cruise Control for enhanced driving ease.

About Bolero Pik-Ups:

The Bolero Pik-Up range offers power-packed performance as it comes with a trusted and proven MDI Engine. With its 52.2 kW power (70 HP @ 3200 rpm) and 195 Nm of Torque as well as robust build, the vehicle provides good fuel economy. With a big cargo body – i.e. 2765 mm (9 feet) length and class-leading payload of 1,700kg, the Bolero Pik-Up is a sure winner. Further, its superior earning potential makes it a popular choice amongst customers. Bolero Pik-Up is a versatile vehicle that comes in different variants to suit different needs.

About Supro Maxitruck:

The Supro Maxitruck is powered by Mahindra's powerful Direct Injection (DI) turbodiesel engine. Further, with its power of 45 HP (34 kW @ 3750 rpm), attractive fuel efficiency and a top speed of approximately 95 kmph, the Supro Maxitruck will deliver great value to the customer. Further, the Supro Maxitruck offers a 1,000 kg payload and an 8.2ft cargo box. It 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. The Supro Maxitruck offers ease of drivability even on narrow city lanes with its sharp turning radius of 4.7m. All these will help in aspects such as carrying higher loads effortlessly, lowering the fuel cost and enabling a faster turnaround time for the customer thereby improving his earnings.

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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About GF Trucks & Equipment Ltd

As the authorized distributor of Mahindra & Mahindra in Tanzania, GF Trucks & Equipment Ltd. is part of the esteemed GF Group, with over 70 years of experience in the automotive sector. The company's extensive network ensures Mahindra's presence across Tanzania.

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