

## Mahindra Renault launches the Logan in Nepal

### Launch marks first global foray for the Logan

**Mumbai, August 20<sup>th</sup>, 2008:** Mahindra Renault Pvt. Ltd. (MRPL), a Joint Venture between Mahindra & Mahindra Ltd. (M&M) and Renault SA of France launched the Logan passenger car in Nepal. Agni Incorporated Pvt. Ltd., the current distributor of Mahindra vehicles in Nepal, will be the local distributor for the Logan. Customers will be able to purchase two variants of the Logan, the 1.4 GLE Petrol and the 1.5 DLS Diesel initially and other variants subsequently.

“Since its launch in 2007, the Logan has carved a distinct niche for itself in the passenger car segment in India, which is a clear validation of its solid build, performance and fuel efficient nature. We are now delighted to introduce the Logan to Nepal which has a rapidly growing automobile industry and is the first international market for MRPL.

Our distributor, Agni Incorporated Pvt. Ltd. has been associated with the Mahindra brand for several years and has made a significant contribution to its success in Nepal. With its wide national network and in-depth knowledge of the local market, Agni will give us a definite competitive edge in the passenger segment in the country,” said **Mr. Gerald Porcario, General Manager- Marketing, Mahindra Renault Pvt. Ltd.**

“We are extremely pleased to be associated with MRPL in Nepal. Mahindra is the market leader in the Utility Vehicle and Pick Up segments in Nepal where it has been a respected brand name for over 15 years. Today, Mahindra vehicles and tractors are perceived as a unique combination of ruggedness, utility and style by consumers across the country.

Launching the Logan in the Nepalese market is in tune with our objective of offering customers technologically superior vehicles. With its class-defying features we believe that the Logan offers a strong value proposition that will make it the preferred vehicle in its segment,” said **Mr. Cabinet Shrestha, Managing Director, Agni Incorporated Pvt. Ltd.**

The Logan has received a tremendous response since its launch in 2007 and has been clocking steady sales numbers each month. It is among the top 3 selling sedans in India and has also received several prestigious industry accolades since its launch fifteen months ago. It has been named the ‘**Car of the Year 2007**’ by **HT Cars & Bikes**, a supplement of the Hindustan Times and also recently won the **Business Standard Motoring Jury Award 2008** and the **NDTV Car India & Bike India ‘Midsize Car of the Year’ Award**.

The **J.D. Power Asia Pacific 2007 India Initial Quality Study** ranked the Logan as the ‘**Best Entry Midsize Car in Initial Quality**’, which is the ultimate measure in quality. The Logan received the lowest score of 65 PP100, i.e. Problems Per 100 vehicles, ahead of other leading passenger cars, indicating a high level of satisfaction experienced by customers. It has also been declared the **leader in its segment in new vehicle design and performance in India**, according to the **J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution and Layout Study**



**(APEAL).** The 2007 four-wheel total customer satisfaction study undertaken by leading market information provider, **TNS**, ranked the **Mahindra Renault Logan Diesel at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96.**

Agni Incorporated Pvt. Ltd. began business in 1991 as the authorized distributorship of Mahindra Multi Utility Vehicles and tractors. Today, Agni is the leading Multi Utility Vehicles distributor in the country and has been successfully continuing the legacy of the Mahindra brand in Nepal ever since. Agni has an extensive network comprising 15 dealers and branches across the country, a robust after-sales service and highly trained manpower.

The automobile industry in Nepal is growing at a rapid rate with major Indian, Japanese, Chinese and Korean manufacturers present. The industry is also of great importance to Nepal as it is a land locked country and road is the only means of transport. Agriculture, industry, trade and tourism all depend on land travel to a great extent.

### **About Mahindra Renault**

In February 2005, Mahindra & Mahindra and Renault decided to join forces to produce and commercialize the Logan in India. The joint venture is a 51:49 partnership between Mahindra & Mahindra and Renault. The state-of-the-art Logan facility in Nashik offers a body shop, stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan. The Mahindra Renault Logan was launched on April 3rd. Commercial sales began in May' 07.

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