

## Press Release

### East London Dealer Shines At Mahindra Awards Evening

Mahindra Motorland in East London was one of the brightest shining stars at Mahindra South Africa's annual awards evening in Kempton Park on Friday, July 11. This dealership was not only the top seller in the Mahindra network with 225 units sold in 2013, but was also the winner of the prestigious Dealer of the Year award in the large dealer category.

"The Mahindra South Africa Annual Awards evening has been instituted to reward and motivate high performing dealers. We evaluate our dealers' performance on an annual basis, using several parameters, including training, customer satisfaction, scores of the dealer enhancement programme (DEP), implementation of standards/procedures for sales and other dealer activities.

"The evening is not only an opportunity for dealers to meet and interact with each other but it also helps them benchmark their performances as award winners are invited to share best practices. The awards are a reflection of our strong focus on customer satisfaction which has proven to be a key differentiator. We have several programmes on enhancing capabilities at the dealerships which helps them upskill and enhance the quality of their service," said **Ashok Thakur, CEO, Mahindra South Africa.**

This was the first year that the Mahindra Dealer of the Year award had been split among three categories of dealers, with the divisions based on the number of vehicles sold in each NAAMSA licensing district annually. Large dealer regions have sales of 3 000 units or more, while medium dealers are in regions selling between 1 500 and 3 000 units a year, with small dealers located in districts where less than 1 500 units are sold annually.

Motorland, which was granted the Mahindra franchise in 2006, is headed up by enthusiastic dealer principal, Steve Chandler and has the largest staff complement in the national network with 100 employees. Motorland also won the gold award for its annual sales.

The Dealer of the Year in the medium category was Mahindra Vaal in Vanderbijlpark, which also won gold in sales as well as after-sales. This outlet, which has been an exclusive Mahindra dealer since 2009, is headed up by general manager, Tessa Pienaar and operates with 25 employees.

The Dealer of the Year in the small category was Mahindra Kimberley, headed up by Johan Liebenberg and only obtained the Mahindra franchise in 2012. It has made immense progress since then and besides the overall DOTY title it won gold for after sales and silver for sales in 2013.

## **FULL LIST OF AWARD WINNERS:**

### **Dealer of the Year:**

*Large dealers* – Mahindra Motorland, East London

*Medium dealers* – Mahindra Vaal in Vanderbijlpark

*Small dealers* – Mahindra Kimberley

### **Sales:**

*Large dealers* – Mahindra Motorland, East London (gold), Mahindra Centurion (silver), Mahindra Bloemfontein (bronze)

*Medium dealers* – Mahindra Vaal (gold), Mahindra Rustenburg (silver), Mahindra Alberton (bronze)

*Small dealers* - Mahindra Brits (gold), Mahindra Kimberley (silver), Mahindra Umhlali (bronze)

### **After sales:**

*Large dealers* – Mahindra Silverton (gold), Mahindra Pinetown (silver), Mahindra Bloemfontein (bronze)

*Medium dealers* – Mahindra Vaal (gold), Mahindra Nelspruit (silver), Mahindra Witbank (bronze)

*Small dealers* – Mahindra Kimberley (gold), Mahindra Lydenburg (silver), Mahindra Thabazimbi (bronze)

### **Parts sales:**

*Large dealers* – Mahindra Centurion

*Medium dealers* – Mahindra Nelspruit

*Small dealers* – Mahindra Lydenburg

## **Export territories:**

*Sales* – Mahindra Swaziland

*After sales* – Mahindra Botswana

## **About Mahindra SA**

Mahindra SA is a fully-owned subsidiary of Mahindra & Mahindra of India, distributing Mahindra and SsangYong motor vehicles in Southern Africa. The company is a full-fledged organisation operating in South Africa, leveraging on the strength of its Indian roots and 68 year history.

The company has dealers in all nine provinces of South Africa, which are full-fledged facilities that handle sales, service and spare parts. With 57 dealerships, in cities and in towns across South Africa, Mahindra has a growing national footprint that is moving ever deeper into communities as they continue in their drive to offer value-for-money products and services to their customers.

The company has also expanded into other sub-Saharan countries, currently exporting vehicles to Zimbabwe, Zambia, Botswana, Swaziland and Namibia. Mahindra South Africa also has a powerful network in place to ensure the effective and efficient distribution of service and replacement parts in all areas of South Africa.

Mahindra South Africa has achieved significant growth in the country since its establishment in October 2004, and since then, the company has sold a total of approximately 18 000 vehicles.

Mahindra SA has also taken over responsibility for the sales, service and parts supply for SsangYong products since April 1, 2012 in South Africa, Namibia, Botswana, Swaziland, Zimbabwe and Zambia. There is currently a network of 38 SsangYong dealers in SA.

For more information visit [www.mahindra.co.za](http://www.mahindra.co.za)

## **About Mahindra**

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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On behalf of Mahindra South Africa.