

Mahindra 2 Wheelers inaugurates future ready R&D facility in Pune

Unveils new engine range & India's first scooter with Micro Hybrid technology

Synopsis:

- Created at an investment of Rs. 100 crore
- Third largest two wheeler R&D facility in India with recognition from Department of Science and Industrial Research (DSIR)
- Home to over 175 engineers and designers; to go up to 300
- Multi-faceted R&D facility with state-of-the-art Engine Development Center (EDC), vehicle design & development facility, testing facilities, prototype center, design studio, Fatigue Test Lab etc.
- Showcase's M&M's commitment to technology driven innovation

PUNE, INDIA, July 4th 2012 – Mahindra 2 Wheelers, a part of the USD 15.4 billion Mahindra Group, today formally inaugurated its new Research and Development centre in Pune. The future ready centre which is the third largest of its kind in India was inaugurated by Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group.

The centre has been recognised by the Department of Science and Industrial Research (DSIR) and will enable Mahindra Two Wheelers to undertake in-house design and development of engine technology for its motorcycles as well. It thus, bears further testimony to the company's commitment to utilize technology driven innovation to emerge as a serious player in the highly competitive two-wheeler market in India.

The company also unveiled two brand new engines developed at the facility. The first is an indigenously developed and tested 110cc engine, while the second is a 300cc cutting-edge liquid cooled engine.

“The new dedicated facility will enable us to harness the technology of the future to create tomorrow's products. It will allow us to design in India, for the discerning Indian consumer. The Micro Hybrid technology developed for the new Duro DZ is a clear validation of the value it offers the business. In future, I am sure we will see this R&D facility emerge as a symbol of Indian ingenuity,” said **Anand Mahindra**.

Home to over 175 engineers and designers, the new Mahindra Two Wheelers R&D facility was created at an investment of about Rs. 100 crore and has two wheeler experts who are leading various technology and product development projects. In fact, the new Duro DZ and the recently launched Rodeo RZ with the all new 'Z' series engine were developed at this facility. This engine series incorporates the pioneering Dual Curve Digital Ignition (DCDI) technology and patented fuel level indication system.

“The Mahindra Two Wheelers R&D Centre will provide us with the dual benefits of indigenous design at lower costs and shortened product development lifecycles. These two tangible benefits, when coupled with a considerably shortened go-to-market strategy with newer and more technologically superior products, augurs well for the future of the business.

I am also happy to announce that Mahindra Two Wheelers is set to launch three new motorcycles in this financial year. We are committed to our customers and will go to any length to ensure that they get truly world-class products, at competitive price points to drive on Indian roads,” said **Anoop Mathur, President – Two Wheeler Sector**.

But taking pride of place at the inauguration was the all new start–stop Duro DZ, India's first scooter with Micro Hybrid technology which is ideal for urban areas. This technology helps conserve fuel when the scooter is idle, such as at a traffic signal, resulting in increased savings.

Commenting on the direct and indirect benefits of the new R&D center, **PS Ashok, Head – Research and Development, Mahindra Two Wheelers** said, “This multi-faceted R&D facility boasts of truly advanced facilities in the two wheeler industry in India including a Design Studio, Prototyping Center, Engine Development Center (EDC), CAE/CFD facility, Fatigue Test and Reliability Lab, and an Electrical and Electronics Lab, amongst others. The centre will develop prototypes and components from design through to production, which will then be transferred to the company's brand new production lines at Mahindra Two Wheelers' Pithampur plant.”

A crucible for innovation – from conception to production

Mahindra Two Wheelers' new state-of-the-art R&D Centre located in Pune will encourage a collaborative approach, permitting direct knowledge transfer between various teams. It promises to be a cradle of innovation for Mahindra 2 Wheelers allowing it to indigenously develop state-of-the-art products right from conception through to mass production.

Design Studio

A state-of-the-art design studio has been created exclusively for rendering visualization, clay mockup and digitization of new products for the future. This centre is fully equipped with the most modern software and hardware which will facilitate vehicle design and integration.

Engine Development & Testing Centre

The Engine Development and Testing centre will address various issues involved in the development of engines. This integrated center will help Mahindra Two Wheelers indigenously design, modify, develop, calibrate and evaluate existing as well as new engines based on parameters like performance, reliability, durability, legislative and customer requirements.

CAE /CFD Facilities (Computer Aided Engineering / Computational Fluid Dynamics)

The CAE / CFD facilities will provide Mahindra 2 Wheelers with the enhanced capability to capture realistic road conditions at the design stage through various advanced simulation tools and techniques, a critical component of Mahindra Two Wheelers' 'First Time Right Design' policy.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.



In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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