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M&M ,myTVS join hands

Chennai: Mahindra First Choice Wheels, the pre-owned car business arm of M&M, has tied-up with myTVS, a roadside assistance provider.

Rajeev Dubey, president (HR, after-market and corporate services), Mahindra & Mahindra, said, "This arrangement brings in a great value proposition to pre-owned car buyers of First Choice."

In the case of an emergency, one need to call a toll free number and tell the problem. myTVS will then arrange one of its authorised service providers to reach the spot and solve the problem. myTVS has presence across 20 states in 1,400 towns and cities.

"Last year, we sold 10,255 units, while this year we will end up with 18,000 units. For the next fiscal it would double to 36,000 vehicles," Dubey said.

FirstChoice is also expanding its footprint. "Today we have 118 outlets and 6 large format super stores. Next two years, we will add 100 outlets each year and increase the large format super stores to 25." TNN