

THE HINDU

Mahindra ties up with MyTVS

Special Correspondent

**CHENNAI:** Mahindra FirstChoice Wheels Ltd., a multi-brand pre-owned car company, has tied up with MyTVS of the TVS Group to offer road-side assistance to its customers. The tie-up will facilitate Mahindra FirstChoice to offer 24x7 road-side help to all those customers who have bought second-hand vehicles from it.

Addressing a press conference here on Wednesday, Rajeev Dubey, President (HR, After Market and Corporate Services) and Member of the Group Management Board of Mahindra and Mahindra, said that the tie-up would help customers of Mahindra FirstChoice get their vehicles serviced at any of the 2,500 authorised service providers of MyTVS in 1,400 locations. Mahindra FirstChoice customers would be presented with a commitment card, which covered both warranty and road-side assistance.

The road-side assistance service under the warranty programme would be availa-



**HELPING HAND:** Rajeev Dubey (left), President (HR, After-Market and Corporate Services), Mahindra and Mahindra, and R. Dinesh, Joint Managing Director, TVS and Sons, at a press conference in Chennai on Wednesday. — PHOTO: BIJOY GHOSH

ble for one year or 15,000 km for all certified cars, whichever is earlier.

R. Dinesh, head of the TVS firm, said during an emergency, customers could call the

toll-free helpline number "1800 266 6006". MyTVS would arrange for an authorised service provider to reach the spot and attend to the problem.