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Mahindra To Export Stallio Post Re-Launch



Mahindra Motorcycles, the 2 wheeler division of Mahindra automotive division is planning to utilize its 4 wheeler and farm equipment business network abroad to kick up their motorcycles exports market in the near future. Mahindra Motorcycles first product for India, the Stallio was not a great success in the market. In fact, the company had to completely stop selling the motorcycle to sort out technical issues plaguing the motorcycle. Now, it looks like the company has done the required development and is set to re-launch the Stallio in the next few months. For the exports, the company is initially looking at countries like Latin America, Africa and Central Asia.

"We have prepared a blue-print for exports of motorcycles from India. We will start it as soon as we launch the Stallio in the domestic market. We will be leveraging on the global network of Mahindra's four—wheeler and farm equipment sectors," Anoop Mathur, President, Mahindra 2—Wheelers, said.

As a part of the re-launch strategy, Mahindra 2-Wheelers displayed the Stallio at the 11th Auto Expo in Delhi. The Stallio has been discontinued for over a year over issues of faulty auto parts. The Stallio, initially launched in 2010, is powered by a 110cc engine. Commenting on the plans for putting up a new assembly plant overseas, Mr. Anand Mahindra said that the company will be addressing that issue depending on the demand from those markets. Initially the bikes will be sold in those countries via the CKD route. However, in case the demand increases, the company may also setup an assembly plant to reduce cost and keep up to the supply requirements.



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