

Press Release

Asian Paints and Mahindra Logistics partner for Integrated Transportation Solutions

~ Leverages Mahindra Logistics 'Pro-Trucking' premium transportation services ~

Mumbai, 06 February 2025: Mahindra Logistics Limited, one of India's largest integrated logistics solutions providers, today announced its partnership with Asian Paints for integrated transportation solutions. Through this partnership Mahindra Logistics will deploy a network of integrated line haul transportation solutions for Asian Paints for short distances to improve their supply chain efficiency, availability and visibility. Asian Paints has been a leader in supply chain practices with cutting edge systems, technology, & innovation and this partnership will enable Asian Paints to leverage their scale of operations and further extend this capability in line haul logistics by integrating the new **Pro-Trucking** solutions from Mahindra Logistics.

Mahindra Logistics has recently introduced '**Pro-Trucking**'—a fleet of dedicated, premium, fuel-efficient fleet tailored for extensive Pan-India line haul movements for multi-site customer operations. This offering empowers businesses with enhanced strategic control over their transportation and distribution networks through improved Turn Around Times (TAT), committed fleet availability and high utilization. Mahindra Logistics additionally offers route management, end-to-end fleet visibility and integration with customer Transportation & Warehouse Management Systems. In line with Mahindra Logistics commitment to safety, this fleet is powered by BS6 Vehicles, Advanced Driver-Assistance Systems (ADAS) 360-degree monitoring and a host of security features including digital locking systems. Using company's Emission Analytics Platform (eDeL-EAR), customers can track the carbon footprint of the fleet operations on a real time basis by consignments.

Commenting on the launch, **Mr. Rampraveen Swaminathan, Managing Director & CEO, Mahindra Logistics Limited**, said, *"We are excited to further extend our current partnership with Asian Paints with the introduction of integrated line haul solutions, leveraging our 'Pro-Trucking Offering. Pro-Trucking empowers our customers to have 100% on demand and dedicated availability of fleets, operating pan-India and integrated with their supply chain network. Our technology platform provides customers visualization of the fleet that can seamlessly integrate with their systems. Powered by a leading-edge fleet of BS6 vehicles, with advanced safety and security features, we will be able to help Asian Paints achieve significant operational efficiency"*.

Commenting on the launch, **Mr. Harish Lade, Senior Vice President - Supply Chain, Asian Paints Limited**, said, *"Building on a successful partnership in warehousing, we are thrilled to announce a new chapter in our collaboration with Mahindra Logistics. This strategic partnership aims to enhance cost efficiencies, drive innovation, and uphold high servicing standards, strengthening the bond between the two industry leaders. Both companies are committed to leveraging their combined expertise to deliver superior logistics solutions under the Pro-Trucking Offering."*

About Mahindra Logistics:

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider, specialising in supply chain management and enterprise mobility. MLL serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customised and technology enabled solutions that span across the supply chain and people mobility services. For more information, visit www.mahindralogistics.com

About Mahindra:

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world’s largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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About Asian Paints Limited:

Asian Paints is India’s leading paint and decor company and ranked among the top 8 coatings companies in the world with a consolidated turnover of ₹ 35,382 crores (₹ 354 billion) with a market capital of approx. ₹ 2,800 billion. Asian Paints along with its subsidiaries have operations in 15 countries across the world with 27 paint manufacturing facilities, servicing consumers in over 60+ countries through Asian Paints, Apco Coatings, Asian Paints Berger, Asian Paints Causeway, SCIB Paints, Taubmans and Kadisco Asian Paints. Asian Paints also offers a wide range of Home Décor products and is the leading player in the Integrated Décor space in India

For more information, please contact: proffice@asianpaints.com