About Mahindra For You App

05-11-2023
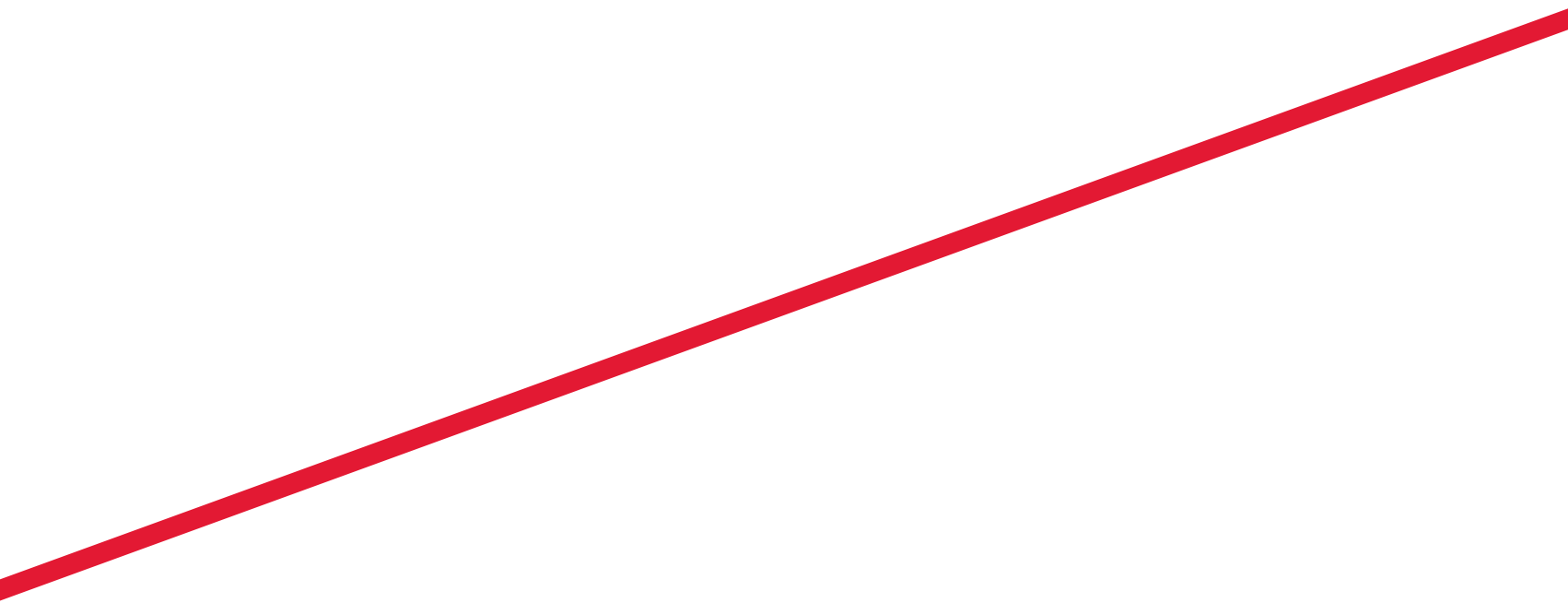
mahindra *Rise*
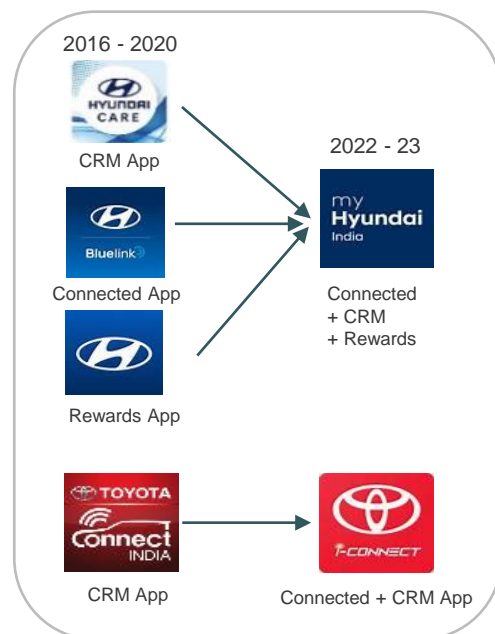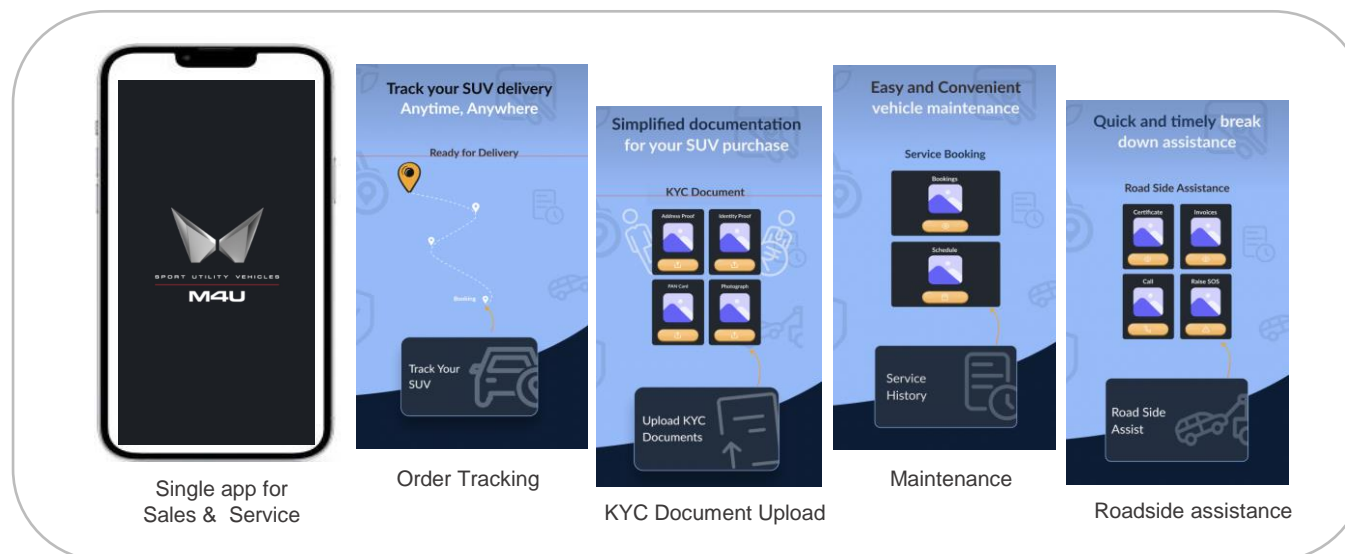
Content

The Big Picture

① Competition **trend of App unification** & positioning OEM apps as **Owners app/Lifestyle app.**

② Mahindra M4U is **one stop solution** offering use cases **from booking, delivery & ownership lifecycle**.

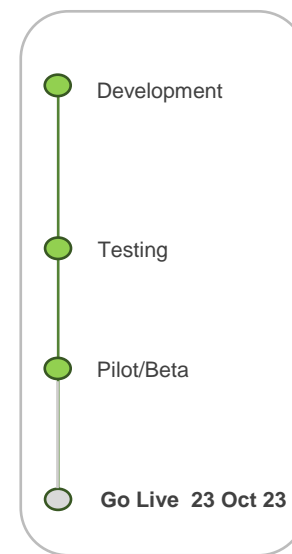③ Product development & testing completed. Go Live in Oct 23**.**

①. Market Insight (Key examples)

②. M4U App highlights

③. Project Situation

Market Insight

2016 - 2020

CRM App

Connected App

Rewards App

2022 - 23

Connected
+ CRM
+ Rewards

CRM App

Connected + CRM App

M4U App highlights

Single app for
Sales & Service

Track your SUV delivery
Anytime, Anywhere

Ready for Delivery

Track Your
SUV

Order Tracking

Simplified documentation
for your SUV purchase

KYC Document

Address Proof   Identity Proof

PAN Card   Photograph

Upload KYC
Documents

KYC Document Upload

Easy and Convenient
vehicle maintenance

Service Booking

Bookings

Schedule

Service
History

Maintenance

Quick and timely break
down assistance

Road Side Assistance

Certificate   Invoices

Call   Raise SOS

Road Side
Assist

Roadside assistance

Project Situation

Development

Testing

Pilot/Beta

Go Live 23 Oct 23

The Outcome

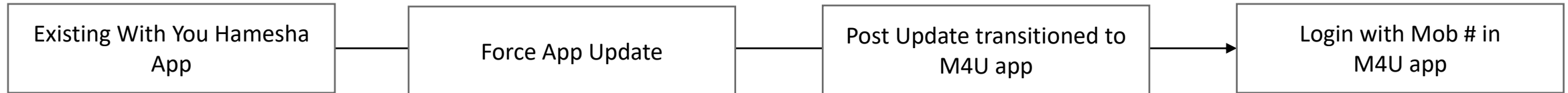**Mahindra For You App**

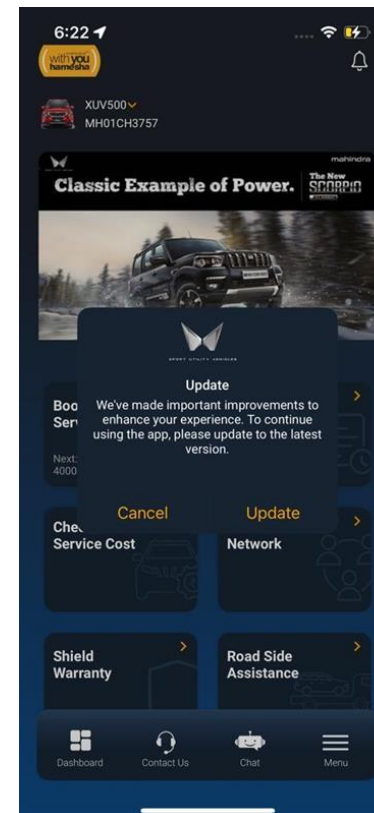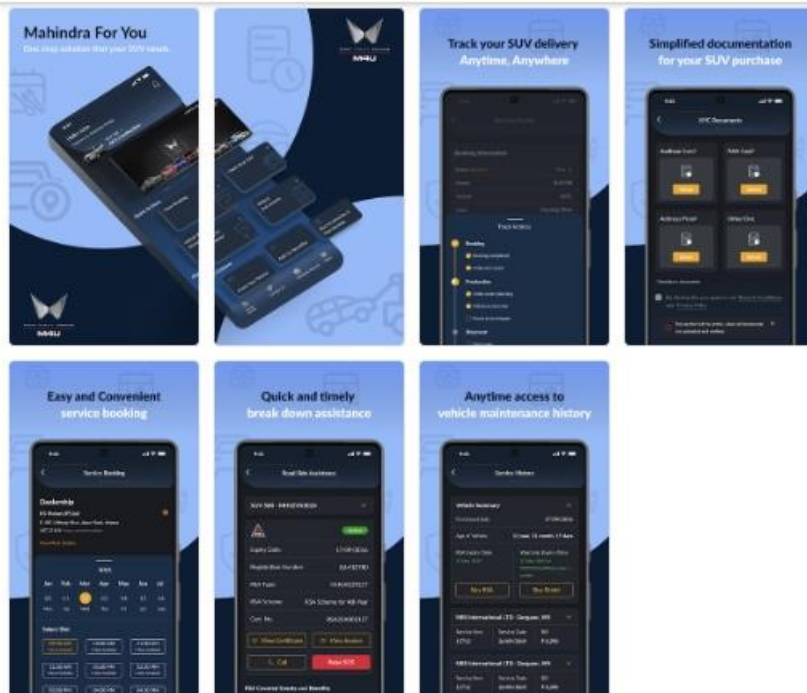**For Passenger Vehicles**

With You Hamesha Commercial App

For Commercial Vehicles

Journey For PV Customer [Existing Customers]

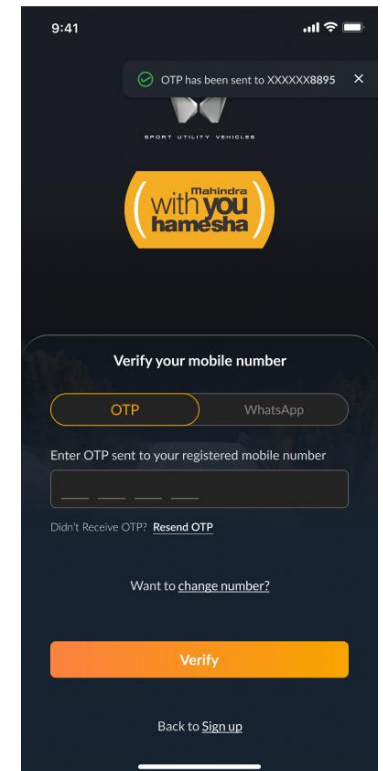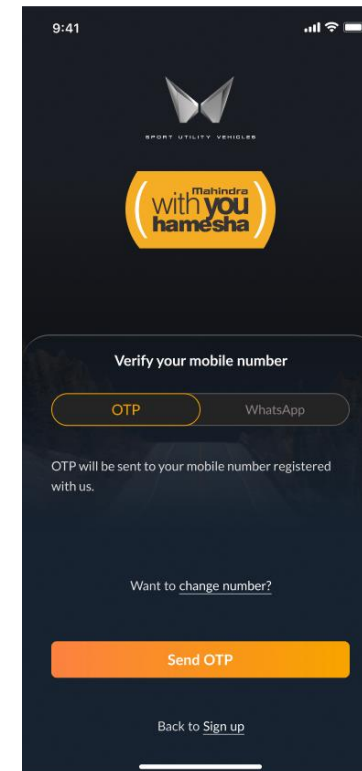| Existing With You Hamesha App	→	Force App Update	→	Post Update transitioned to M4U app	→	Login with Mob # in M4U app

Journey For New PV customers Sign-Up Flow

Journey For CV Customer
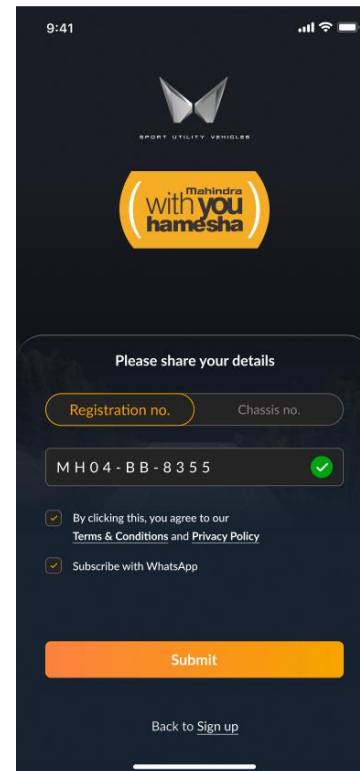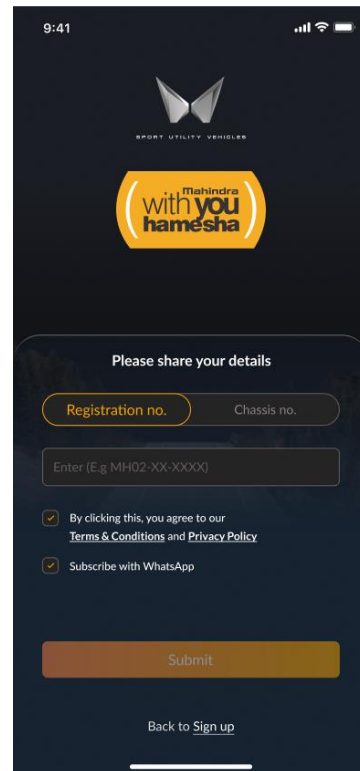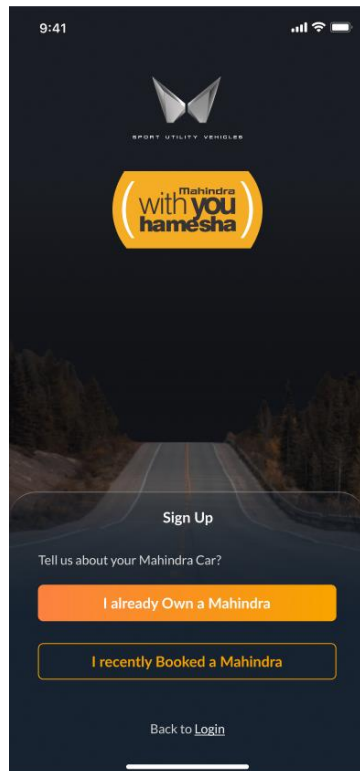
Existing With You Hamesha App	Uninstall	Download New With You Hamesha CV app	Sign-up as new User
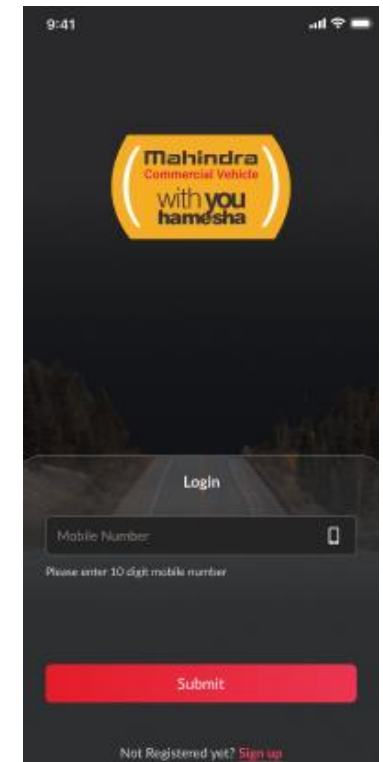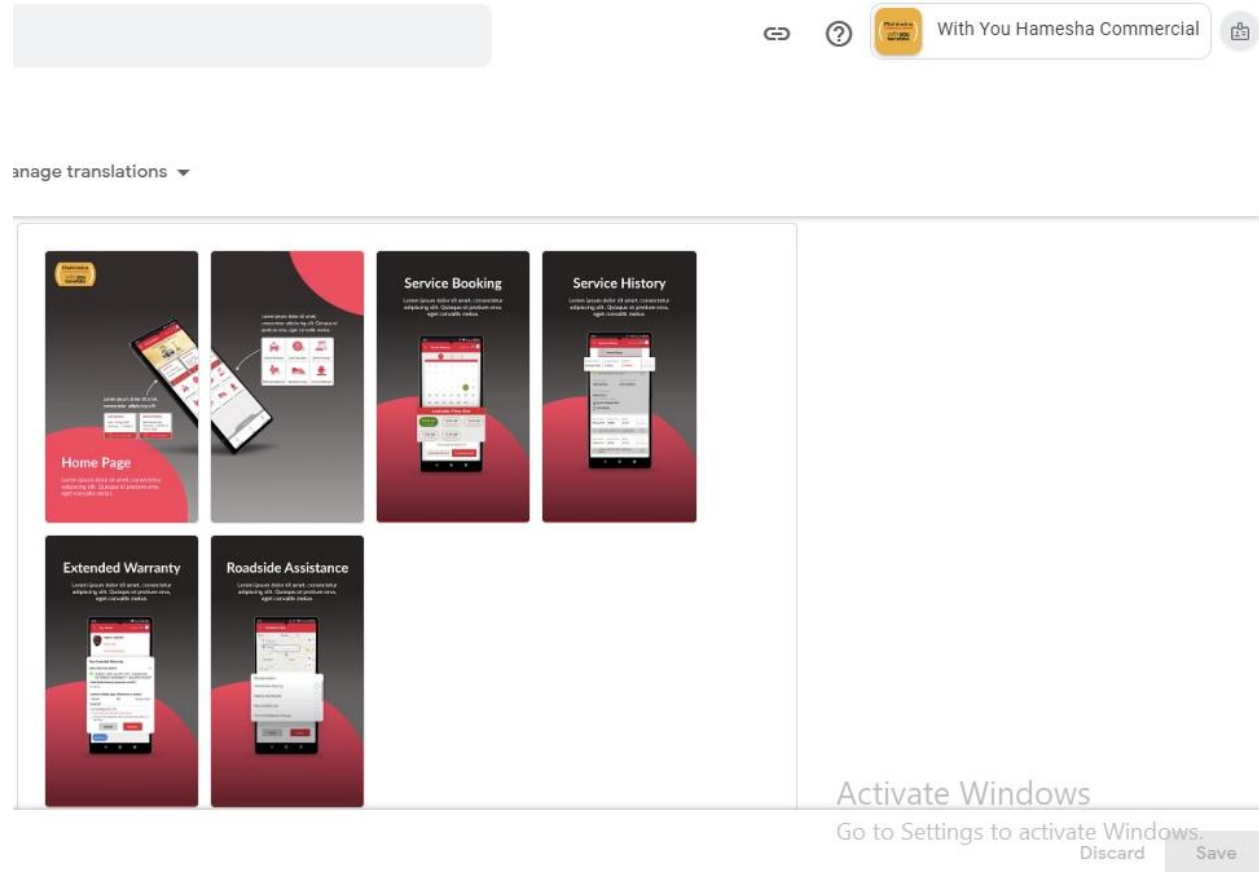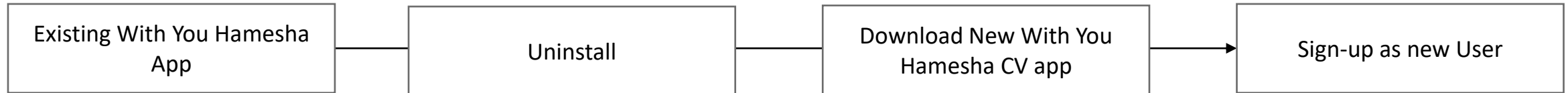
Mahindra For You App Highlights

A. Target Customers:

All Mahindra **passenger vehicles** falling in below categories:
1. New vehicle **booked owners** (after vehicle booking completion)
2. Existing **vehicle owners** (after vehicle delivery)
3. Existing **With You Hamesha app users** (already registered on to with you hamesha app)

B. Customer Onboarding on App (Sign-Up)

- **Mobile # & OTP** for booked owners.
- **Vehicle Registration/VIN + OTP** for owners post delivery.

## C. Journey transition from Booked → Owner

Vehicle Booking → Sign-up in M4U app → Booked features displayed → Vehicle delivery → Enter Reg # in App → Owner features displayed
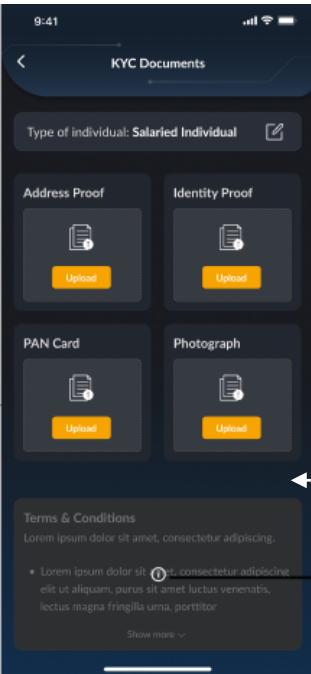
Key Features

| Customer Type	Use cases
Booked vehicle Users (New offerings)	• Ease of booking management that includes viewing booked vehicle details, cancel booking etc. • Tracking the vehicle delivery status (only Scorpio N & XUV700) <mark>(Novelty)</mark> • Simple & secured way for submitting the KYC documents required for vehicle purchase <mark>(Market 1st)</mark>
Existing Vehicle Owners (Existing + New)	• Convenience & transparent vehicle maintenance starting from service reminders, service booking/ tracking/estimate approvals & online payment. • Quick roadside assistance request & extended RSA purchase. • Managing & purchase of extended vehicle warranty (Shield) • Test drive booking to explore new Mahindra vehicles <mark>(New)</mark>

Key features for Booked Vehicle customer

Details of the vehicle booked by customer

Customer promised date tracking
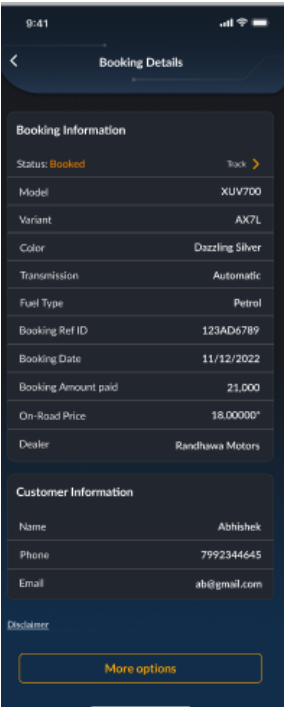
Option for user to upload the vehicle purchase documents
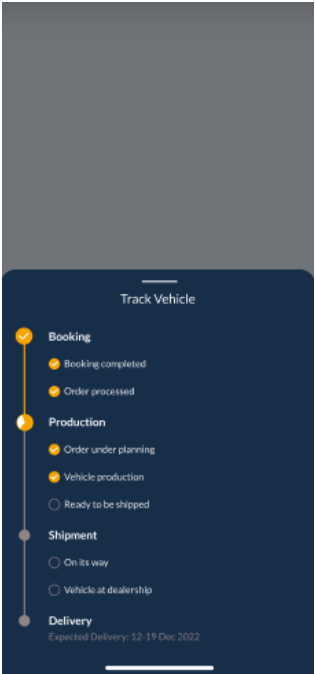
Viewing vehicle related documents

New features for Existing Vehicle Owners

Thank you