

Case Study:

Mahindra Differentiates Itself with TPMS Technology

Mahindra Uses TPMS to Compete in a Global Market

Known for innovation, the Mahindra Group has successfully grown to more than 50 percent market share of utility vehicles within its domestic Indian market. The group exports branded vehicles to countries throughout Europe, Africa, South America, South Asia and the Middle East.

Near the end of 2008, Mahindra & Mahindra Ltd.—one of Mahindra’s subsidiaries and one of India’s largest vehicle manufacturers—adopted TPMS technology across its vehicle lineup. This was an important move for one of India’s leading manufacturers and marketers of utility vehicles and light commercial vehicles. Beginning in April 2010, Mahindra & Mahindra will implement TPMS snap-in valve and sensor technology across its global light vehicle lineup.

Read more and visit [Mahindra & Mahindra](#).



“We are very excited about the partnership we have with Mahindra & Mahindra. The company has developed an important leadership position in the domestic Indian market, while growing in global export markets. We believe Mahindra owns a solid first-mover advantage that will drive TPMS growth throughout India and Asia-Pacific.”

—Stephen McClelland,
President, Schrader