

## Vakrangee ecommerce rides over two-wheelers: now book Mahindra automobiles at Vakrangee Kendras

Vakrangee, a month ago, had entered into an agreement with Mahindra eMarket Limited, a subsidiary of Mahindra and Mahindra Limited, for promoting and booking automobile products through Vakrangee Kendras.

We are now pleased to share with you that today we have formally launched the business with Mahindra & Mahindra at one of our franchise outlets in Malad East, Mumbai. Customers shall now be able to visit the Vakrangee Kendra and book any of Mahindra's two-wheelers (Gusto, Centuro etc.) by paying the nominal booking amount to Vakrangee Kendra operator.

This business line will offer great revenue generating opportunity for our franchisee partners, as we are present in markets with huge untapped demand for such products. In our asset-lite model, franchisee partners do not need to carry any inventory and yet can earn handsome earnings by selling these products to their catchment customers.



Mahindra eMarket CEO kicks off the business alliance by handing over key of display bike to the Vakrangee franchisee



Vakrangee ecommerce CEO with Mahindra eMarket team at the launch at Malad outlet