

Piaggio to deliver 1500 commercial vehicles to Ananda Dairy

- **Piaggio will be delivering 1500 Ape' Xtra range vehicles to Noida based Ananda Dairy in a major bulk deal**

New Delhi, 16 April 2019: Piaggio Vehicles Pvt Ltd (PVPL), a 100 % subsidiary of the Italian Piaggio Group (European leader of the 2wh sector) and India's leading manufacturer of small commercial vehicles has bagged an order to deliver 1500 commercial vehicles to Ananda Dairy, a leading dairy products company based in Noida. The total delivery will be a mix of Ape' Xtra LDX and LDX + range of special purpose vehicles. As a special benefit, Piaggio is also offering 36 months and 42 months Super warranty on these special purpose vehicles. These vehicles will have special structures build for creating an insulated atmosphere with capability to deliver as well as vend milk products in fresh form.

The 1st batch of these SPVs were handed over to Mr. Dixit-CMD, Ananda Dairy by Mr. Diego Graffi, MD & CEO, Piaggio Vehicles Pvt. Ltd. in an event that took place at Embassy of Italy in New Delhi. Also gracing this momentous occasion was Counsellor Alessandro De Masi, Head of the Economics and Innovation Division at the Embassy of Italy in India.

In addition to Diesel, the Ape' Xtra range CNG/LPG is available with India's No. 1 Super power Water-cooled Engine with largest & industry 1st deck size of large 6ft. These CNG & LPG range of vehicles is part of a strategic initiative from Piaggio to offer best in class offerings to customers and keep up with the changing market needs. Piaggio understands the needs of the captive customer space and hence the vehicles are designed to suit the level of customization required to suit specific applications.

Speaking on the occasion, Mr. Diego Graffi, CEO & MD, Piaggio India Pvt. Ltd. said, *"We are extremely happy to partner with Ananda Dairy to provide our special purpose vehicles. On this occasion I would like to thank Ananda Dairy Management for giving us this opportunity. At Piaggio our core philosophy is to provide path breaking solutions in the last mile transportation segment and we are committed to provide best in class offerings to our customers. With this association I see many new opportunities for us in the coming future in the growing dairy space."*

Speaking about the association with Piaggio, Mr. Dixit, CMD, Ananda Dairy said, *"We are very excited to partner with Piaggio for our commercial vehicle needs. Piaggio is a market leader in Small commercial vehicle space with Stylish Italian design & class leading technology. Piaggio's trust with its USPs of Superior mileage and low maintenance made it a natural choice for us when it came to this large order of the special application category. With this association we are looking forward to a meaningful and lasting partnership with Piaggio."*

First lot of vehicles was delivered today and the complete order will be executed in the next 3 to 4 months.



PRESS RELEASE

About Piaggio Vehicles Pvt. Ltd.

Piaggio Vehicles Pvt. Ltd. is a 100% owned subsidiary of the Piaggio Group. The Company commenced operations in India in 1999 with the launch of the three-wheeler brand Apé, which was an immediate success and has grown from strength to strength over the years. PVPL created the market, grew it, and has sustained a dominant position in the Diesel 3 wheeler segment. Piaggio is a leading player in the light transportation industry with a complete range of three and four wheelers in Diesel, Petrol, CNG, LPG fuel variants. The Company's products are not only endorsed by over 2.5 million satisfied customers across India but also exported to more than 50 countries worldwide.

Piaggio has a state-of-the-art manufacturing plant at Baramati in Maharashtra, [with an installed annual production capacity of over 300,000 three-wheelers and 80,000 four-wheelers]. It is also self-reliant in some of the engine categories with the completion of its advanced engines plant on the same campus. Piaggio has an over 3000-strong work force comprising experienced engineers, R&D specialists, plant workers, sales, service and marketing professionals.

About Ananda Dairy Pvt. Ltd.

Ananda Dairy is a privately owned Indian dairy product manufacturer, based in Bulandshahr, in the state of Uttar Pradesh. Ananda has over 5,000 villages and more than 2,50,000 dairy farmers from Uttar Pradesh, Haryana, and Punjab under its supply network. They have authorized outlets at present in 20 location across Delhi and NCR, Uttarakhand and Uttar Pradesh.

Ananda Dairy has 32 chilling centres that ensure that milk is kept safe for a long time before transporting it to the nearest processing centre. At present, Ananda offers wide range of milk and milk products, including paneer (cottage cheese), ghee (clarified butter), rabri, dahi (yogurt) lassi, chaach (buttermilk), flavoured milk, flavoured yogurt, honey drinks, whey drinks, butter, cookies, rusk, matthi, seets, chips, khoya, dairy whitener, and dairy creamer. The company also produces non-dairy products, such as, oats, tea, sugar, boondi and corn flakes. The current production capacity of the company is 1,500,000 liters of milk a day, out of which they collect over an average of 8, 00, 000 liters of milk from dairy farmers.

For Further Details Please Contact-

MSL

Shailesh Badve 9975693799 shailesh.badve@mslgroup.com
