



**Embassy of India
Tunis**

Press Release

Assembly plant of Mahindra pickup trucks inaugurated in Sousse 30th October, 2013



A new assembly plant of Mahindra pickup trucks was jointly inaugurated by H.E. Mr. Ridha Saidi, Minister for Economic Affairs in the Prime Minister's Office and by H.E. Mrs. Nagma M. Mallick, Ambassador of India to the Republic of Tunisia on 30th October, 2013. Mr. Ruzbeh Irani, Chief Executive International Operations and other representatives of Mahindra and Mahindra Limited were also present, as was H.E. Mr. Moukhless Jmal, Governor of Sousse. The plant is located in Sousse on the east coast of Tunisia and can produce up to 5000 trucks per year. The reputed Indian auto company, Mahindra and Mahindra, will provide the vehicles as knocked-down kits, which will be assembled in the factory at Sousse by the Tunisian company, M/s. MEDICARS, with full technical support from the Indian company. The Tunisian partner company will also import other Mahindra products, including tractors, SUVs and 4X4s into Tunisia.

This is the first assembly plant of Mahindra pickup trucks in Africa. The plant will employ 250 persons and the components of the vehicles will be gradually indigenized so that eventually 30% of the pickup trucks will be made in Tunisia, thereby further stimulating employment opportunities and economic activity within the Tunisian economy.

The inauguration of the assembly plant was accompanied by a grand and colourful ceremony with Tunisian musicians and performers. H.E. Mr. Ridha Saidi, in his remarks at the ceremony, welcomed the establishment of the plant and hailed the partnership of Indian companies in the revitalization of the Tunisian economy. He recalled the inauguration in July 2013 of the Tunisia-Indian joint venture for the production of phosphoric acid, TIFERT SA, which

created 500 new jobs in Skhira, and expressed his happiness that the Tunisian private sector was also now partnering with well-known Indian companies. Ambassador Mrs. Nagma M. Mallick expressed her confidence that the robustness and durability, for which Mahindra products were famous, would ally with Tunisian technical competence in the production of very attractive vehicles which would find many buyers in Tunisia and other countries of North Africa.

The inaugural ceremony was attended by a large number of dignitaries, entrepreneurs and mediapersons. The event ended by 8 happy buyers driving off with the Mahindra pickups that they had just bought, flagged off by the assembled dignitaries.
