

## Mahindra to open second phase of bookings for its XUV<sub>500</sub>

- **Bookings set to re-open on 25<sup>th</sup> January 2012, for 10 days**
- **Bookings for the XUV<sub>500</sub> to extend to 19 cities**
- **Mahindra to allot the XUV<sub>500</sub> through a unique draw in case the booking requests exceed 7200**

**Mumbai, January 16, 2012:** Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced that it will open the second phase of bookings for the hugely successful XUV<sub>500</sub>, for a limited period of 10 days only, starting 25<sup>th</sup> January 2012. The bookings for the XUV<sub>500</sub> will now extend to 19 cities in India, namely Mumbai, Delhi, Chennai, Bangalore, Pune, Hyderabad, Kolkata, Ahmedabad, Chandigarh / Panchkula, Ludhiana, Jalandhar, Patiala, Kochi, Trivandrum, Calicut, Trissur, Coimbatore, Nagpur and Nasik.

As a unique customer-centric measure, M&M has decided to undertake an XUV<sub>500</sub> draw in the next round of bookings in case the requests exceed 7200. This will help in ensuring a reasonable waiting period for the customers selected in a fair and transparent manner. The draw process will be validated by the professional services firm, Deloitte Touche Tohmatsu India Pvt. Ltd\* (DTTIPL) as per mutually agreed scope & terms between M&M and DTTIPL. Details of the draw process will be announced on the brand website, [www.mahindraxuv500.com](http://www.mahindraxuv500.com) shortly. The XUV<sub>500</sub> draw application period is from 9:00 a.m. on **January 25<sup>th</sup>** to 7:00 p.m. on **February 3<sup>rd</sup>**, 2012 (both days included). An amount of Rs 80,000/- will be payable with the XUV<sub>500</sub> draw application form. Results of the XUV<sub>500</sub> draw will be announced by **February 15<sup>th</sup>**, 2012.

Speaking on the re-opening of bookings for the XUV<sub>500</sub>, **Mr. Vivek Nayer, Sr Vice President - Marketing, Automotive Division, M&M** said "It is a delight for us at Mahindra to re-open the bookings for the much acclaimed XUV<sub>500</sub> and also extend the launch to 19 cities. To ensure that our customers do not have to wait beyond a reasonable period, we are undertaking an XUV<sub>500</sub> draw, which will ensure fair and transparent allotment of the vehicle to our customers who get selected in the draw. We continue to be humbled by this overwhelming response to the XUV<sub>500</sub> and would like to thank customers for the confidence they have shown in us".

The bookings for the XUV<sub>500</sub> had to be temporarily deferred just post launch as 4 months production of over 8000+ units was sold out within just 10 days in 5 cities.

### Awards and Accolades

The XUV<sub>500</sub> has received a tremendous response from customers and reviewers alike. It has received 18 awards so far. These comprise of the prestigious 'Car of the Year', 'SUV of the year' and 'Viewers Choice Car of the Year' by ET – Zigwheels Awards 2011. It has also received laurels like 'SUV of the Year', 'Readers Choice Award' and 'Best Value for Money Car' from Top Gear Magazine Awards 2011, 'SUV of the Year' and 'Viewers Choice Car of the Year' awards from CNBC TV18–Overdrive Awards 2012 and 'SUV of the Year' from NDTV Car & Bike Awards 2012. From Bloomberg UTV - Auto Car India Awards 2012, the XUV was handed over the trophies of the 'SUV of the Year', 'Best Value for Money Car of the Year' and 'Viewers Choice SUV of the Year'. The XUV<sub>500</sub> also won big at the Golden Steering Wheel Awards 2012 from Auto Bild India in two categories viz.

'SUV/UV 2011 Award' and the 'Viewer's Choice Award' where the viewers of Headlines Today and Aaj Tak polled for their favourite set of hot wheels. Acclaimed bloggers like TeamBHP, Vicky.in and Motor Vikatan also awarded the XUV<sub>500</sub> with 'Car of the Year / SUV of the Year'.

\* *"Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms".*

## **About The Mahindra Group**

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A US \$14.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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