



## **Mahindra's XUV<sub>500</sub> registers 25,000+ booking applications in second phase of bookings**

- **Bookings kept open for 10 days from 25<sup>th</sup> January to 3<sup>rd</sup> February 2012**
- **Mahindra will undertake an XUV<sub>500</sub> draw since booking applications have exceeded 7200**

**Mumbai, February 7, 2012:** Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced that it has received an overwhelming **25000+ booking applications** from customers for the second phase of bookings for its XUV<sub>500</sub>. Bookings for the XUV<sub>500</sub> had re-opened on 25<sup>th</sup> January across 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. During the first phase of launch in October 2011, the XUV<sub>500</sub> had received 8000+ bookings in just 10 days across 5 cities.

The second phase of bookings were open for 10 days from 25<sup>th</sup> January till 3<sup>rd</sup> February 2012. As a customer-centric measure and to ensure fair and transparent allotment, Mahindra will undertake an XUV<sub>500</sub> draw since the booking applications have exceeded 7200 in the second phase. This will also ensure a reasonable waiting period for the customers selected in the XUV<sub>500</sub> draw. 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 have been announced on the brand website, [www.mahindraxuv500.com](http://www.mahindraxuv500.com).

A new campaign for the XUV500 has also been launched from end January 2012 to showcase its global appeal through a clutter-breaking TV commercial. The ad is shot like a mini movie based on the consumer insight that people are seeking new and interesting experiences in their lives and these experiences are the real wealth in today's world. The ad is unconventional, cool and trendy as the XUV<sub>500</sub> itself. The ad has had excellent viral impact with over 4.0 lacs+ views on YouTube within a few days of the launch of the campaign.

The  Mahindra XUV<sub>500</sub> comes with cheetah-inspired styling, refinement like never before and enhanced technology and safety features along with luxurious interiors  making the XUV<sub>500</sub> an apt choice for sedan and SUV buyers.



## Awards and Accolades

The XUV<sub>500</sub> has received a tremendous response from customers and reviewers alike. It has received 20 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. It also received the 'SUV of the Year' award from Car India Awards 2012. Acclaimed bloggers like TeamBHP, Vicky.in, Motor Vikatan, Auto Junction and Auto Beam 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.

For further information, please visit [www.mahindra.com](http://www.mahindra.com)

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