

Mahindra XUV₅₀₀ to open All India bookings from 8th June 2012

- 9 months production capacity sold out for the XUV₅₀₀ due to overwhelming response from customers in just 2 rounds of booking
- To cater to the growing demand, production capacity ramped up to 4000 vehicles per month

Mumbai, May 28, 2012: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced that it will open bookings for its cheetah-inspired XUV₅₀₀ from **8th June, 2012**. With this announcement, the XUV₅₀₀ will now be available across India including the existing 19 cities where it had been launched earlier.

In the second phase of bookings, the XUV₅₀₀ was made available in 19 cities across India and had received an overwhelming **25000+ booking applications** from customers. Out of these booking requests, the names of 7200 winning applicants were selected through an automated process, called the XUV₅₀₀ Draw.

While announcing the nation-wide opening of bookings for the XUV₅₀₀, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, 'It has been an incredible journey so far for the XUV₅₀₀ and we are pleased to take the product national. We have been inundated with requests for re-opening of bookings not just from existing cities but also from cities where the XUV₅₀₀ was not available. Now that we have ramped-up our production capacity significantly, we are confident that we will be able to take care of the growing all-India demand for the XUV₅₀₀.'

The Mahindra XUV₅₀₀ comes with cheetah-inspired styling, refinement like never before and enhanced technology and safety features along with luxurious interiors, making the XUV₅₀₀ an apt choice for sedan and SUV buyers.

Awards and Accolades

The XUV₅₀₀ has received a tremendous response from customers and reviewers alike. It has received 22 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 and Business Standard Motoring 2012 Awards. The XUV500 was also declared the 'SUV of the Year', 'Best Value for Money Car of the Year' and 'Viewers Choice SUV of the Year' at the Bloomberg UTV Autocar India Awards. It also received the 'SUV of the Year Award 2011-2012' from Top Gear Malayalam and two 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 XUV₅₀₀ with 'Car of the Year / SUV of the Year' titles.

XUV₅₀₀ has also been rated the most reputed auto brand in the Reputation Benchmark Study conducted by Bluebytes.

XUV₅₀₀ has already notched up prestigious wins in rallies like Desert storm, Desert Dash & Dakshin Dare in the extreme category. The Dakshin Dare victory marked a triumph for the XUV₅₀₀, becoming the first diesel SUV to win an extreme category in the history of Indian rallying.

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 USD 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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