

Mahindra concludes its city-wise XUV₅₀₀ draw

- **7200 winning applicants selected in the draw held at Mumbai in front of media**
- **The XUV₅₀₀ draw results to be available on website and toll-free number from 5:00pm on 15th February, 2012**

Mumbai, February 14, 2012: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today concluded its XUV₅₀₀ draw and announced the names of 7200 winning applicants who were selected through an automated process. It had received an overwhelming **25000+ booking applications** from customers in the second phase of bookings for its XUV₅₀₀. Bookings for the XUV₅₀₀ had re-opened on 25th 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.

Mahindra conducted a city-wise draw to ensure a fair chance for all applicants during the second phase of bookings, across the 19 cities. Applicants not selected in the draw are entitled to the refund of the deposit amount of Rs. 80,000/-. Winning applicants will be notified by the respective dealerships and the winning serial numbers will also be published on the XUV₅₀₀ website, www.mahindraxuv500.com from 5:00pm on 15th February 2012. Applicants can also call a toll-free number, 1800-266-7000 to get information about the XUV₅₀₀ draw results.

Bookings in the second phase were open for 10 days from 25th January till 3rd February 2012. As a customer-centric measure and to ensure fair and transparent allotment, Mahindra undertook an XUV₅₀₀ draw since the number of booking applications had exceeded 7200. This was done to also ensure a reasonable waiting period for the customers selected in the XUV₅₀₀ draw. The draw process was 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 were announced on the brand website, www.mahindraxuv500.com to ensure complete transparency of the process.

A new campaign for the XUV₅₀₀ was also launched in 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 XUV₅₀₀ itself. The ad has had excellent viral impact with over 6.8 lacs+ views on YouTube within 16 days of the launch of the campaign.

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 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 '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 XUV₅₀₀ 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 XUV₅₀₀ 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 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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