

Mahindra's cheetah-inspired XUV500 crosses 1 lac sales milestone, the fastest to do so amongst premium SUVs in India

- **Over 1 lac XUV500s sold in less than 3 years since launch**
- **XUV500 crosses the 1 lac sales milestone, the fastest to do so amongst Indian SUVs priced above Rs. 10 lac**
- **One of the most awarded Car/SUV brands in India, winning over 25 awards till date**
- **Winner of rallies like Indian National Rally Championship (INRC) & Dakshin Dare**

Mumbai, July 31, 2014: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced that it has sold more than 1,00,000 units of its cheetah-inspired XUV500 in less than 3 years of its launch in India. **With this, the XUV500 has become the only Indian SUV above Rs. 10 lacs ex-showroom, to cross the 1,00,000 sales mark within just 34 months of its launch.**

Launched in September 2011, the XUV500 was designed entirely in-house at Mahindra's world class research and development facility, Mahindra Research Valley (MRV) in Chennai, and has, since launch, set a benchmark of its own.

Speaking on the XUV500 milestone, **Pravin Shah, Chief Executive, Automotive Division & International Operations (AFS), Mahindra & Mahindra Ltd.** said "This is a proud moment for us, as our first global SUV, the XUV500 has reached a significant milestone of 1 lac sales in just 35 months of its launch. We would like to thank our customers for their support that has enabled the brand to grow from strength to strength. This achievement reaffirms the XUV500's immense popularity as it rightfully claims the spot of being the only SUV, above Rs. 10 lac, to repeatedly establish new milestones - be it the fastest to reach the 50,000 sales mark in January 2013 or the fastest to achieve the 1,00,000 sales mark now."

In its journey towards this milestone, the XUV500, won some of the toughest rallies including the Indian National Rally Championship (INRC) and Dakshin Dare in India and also powered its way across 8 countries in the ASEAN-India Car Rally. It remains one of the most awarded Car/SUV brands in the country. It also topped the TNS Total Customer Satisfaction Study in 2012.

With its cheetah-inspired, clutter breaking styling, world class safety and best in class features, the XUV500 was an instant hit in the Indian automobile industry. Today, the exceptional interest in the XUV500 is substantiated by its 1.7 million plus Facebook fans as well as more than 9.6 million video views on the XUV500 You Tube channel. The brand's soaring popularity also prompted Discovery Channel's film 'Inside Out' on the making of the Mahindra XUV500. Having received a phenomenal response in India and also in Australia, South Africa, Italy, some South American and African markets, the XUV500 is now poised to make its mark in other international markets.

Awards and Accolades

The XUV500 has received a tremendous response from customers and reviewers alike and has been the most awarded car in its first year, with 22 awards from auto experts and numerous other recognitions for the brand. The XUV500 was rated the 5th best launch of 2011 across all categories by Business Standard Strategist. In the year 2011, XUV500 was the third most searched auto brand on Google India. The XUV500 has also been rated the most reputed auto brand in the Reputation Benchmark Study conducted by Bluebytes with a 74% lead over the 2nd most reputed car brand. The XUV500 launch digital campaign was recognized among the Top 5 of 2011 by exchange4media.com. Yahoo India acknowledged the XUV500 as a path-breaker among the top 10 car launches of 2011. The Purple Club ownership experience program for the XUV500 also received the award for the best loyalty program at the CMO Asia Awards 2013.

Some of the awards and accolades received from auto experts include 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; '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 MotorBeam also awarded the XUV500 with 'Car of the Year / SUV of the Year' titles.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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For further enquiries please contact:

Ruzbeh Irani

Chief Group Communications and Ethics Officer
and Member of the Group Executive Board

Mahindra Group

Phone: +91 22 2490 1441

Email: group.communications@mahindra.com