Mahindra XUV$_{500}$, celebrates one year of launch

35,000+ 'cheetahs' running on Indian roads

- 35,000+ XUV$_{500}$ sold within just 1 year of launch
- Production capacity of XUV$_{500}$ increased to 5,000 units per month to meet surging demand
- XUV$_{500}$ enjoys 60% market share in high-end SUV segment
- Most awarded Car/SUV in India winning 22 awards in 2011-12

Mumbai, October 9, 2012: Mahindra & Mahindra Ltd. (M&M), a part of the US $ 15.4 billion Mahindra Group, announced the successful completion of one year of its cheetah-inspired XUV$_{500}$ model, with 35,000+ vehicles on Indian roads. Launched in end-September 2011, the XUV$_{500}$ was designed entirely in-house at Mahindra's world class research and development facility called Mahindra Research Valley at Chennai, and has, since launch, set a benchmark of its own.

The XUV$_{500}$ has had one of the most overwhelming responses to a new car launch in recent times and continues to have bookings of 14,000+ vehicles as of end September 2012. The XUV$_{500}$ enjoys a market share of 60% in the high-end SUV segment. Having received a phenomenal response in India, and also in Australia and South Africa, the XUV$_{500}$ is poised to make its mark in Europe & other international markets. The company has already ramped up its production capacity to 5,000 units per month to meet rising demand. The All Wheel Drive (AWD) model of the XUV$_{500}$ is now also available for bookings.

Speaking on the one year anniversary of the XUV$_{500}$, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said "We have been overwhelmed by the enthusiastic response from customers to the XUV$_{500}$ that has led to impressive sales of 35,000+ in just one year. This is a benchmark for sales among high-end SUVs, for which we would like to thank our esteemed customers."

Awards and Accolades

The XUV$_{500}$ 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 & numerous other recognitions for the brand. The XUV$_{500}$ was rated the 5th best launch of 2011 across all categories by Business Standard Strategist. In the year 2011, XUV$_{500}$ was the third most searched auto brand on Google India. XUV$_{500}$ 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 XUV$_{500}$ launch digital campaign was recognized among the Top 5 of 2011 by exchange4media.com. Yahoo India acknowledged XUV$_{500}$ as a path-breaker among the top 10 car launches of 2011.

Some of the awards and accolades received from auto experts 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 XUV$_{500}$ 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 XUV$_{500}$ with 'Car of the Year / SUV of the Year' titles.

The XUV$_{500}$ 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 XUV$_{500}$, when it became the first diesel SUV to win an Extreme category in the history of Indian rallying.

The exceptional interest in the XUV$_{500}$ is substantiated by the 3 million+ visitors to the XUV$_{500}$ website during the last year and the large fan following of almost 8 lacs on Facebook.

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.

USD 15.4 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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For further enquiries

Roma Balwani

Senior Vice President – Group Communications

Mahindra & Mahindra Ltd

Phone: +91 22 2490 1441

Email: **balwani.roma@mahindra.com**