

## **Mahindra conducts mega delivery of 500 All-New Thars across the country**

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**Mumbai, November 7, 2020:** Mahindra & Mahindra Ltd. (M&M), part of the USD 19.4 billion Mahindra Group, is conducting mega delivery of 500 All-New Thars across the country, between November 7 and November 8, 2020.

This marks the onset of auspicious Diwali festivities, as the mega delivery receives overwhelming response from across all regions. The deliveries are based on the sequence of bookings received for the variants that are available.

According to **Veejay Nakra, CEO – Automotive Division, Mahindra & Mahindra Ltd.** “We are delighted to mark the onset of Diwali festivities by delivering 500 All-New Thars across the country. As we kickstart our deliveries, I would like to assure our customers of a timely and seamless delivery, going forward.”

The company has put in place a robust customer connect process to reach out to every customer individually and communicate their likely/exact delivery dates, thereby assuring them of their delivery schedule at every step of the waiting period.

The delivery process commenced on 1<sup>st</sup> November with Thar #1 delivery to Aakash Minda, the online auction winner. Currently Mahindra has crossed 20,000 bookings for the All-New Thar. The company had planned for a capacity of about 2,000 vehicles per month and is now getting ready to ramp it up to 3,000 by January.

Please use the following hashtags for social media updates:

#TheAllNewThar

#MahindraThar

#ExploreTheImpossible

### **About Mahindra**

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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Tags :

All-New Thar Mega Delivery    Mega Delivery    500 Thars    Veejay Nakra