

Mahindra drives in BS-VI compliant Marazzo

Auto

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New variant line-up enhances value proposition

Mumbai, August 27, 2020: Mahindra & Mahindra Ltd, part of the USD 19.4 billion Mahindra Group, today announced the introduction of the Marazzo with BSVI technology. Marazzo, India's safest MPV, will now be available with a BSVI-compliant powertrain at a starting price of Rs. 11.25 lakh.

Equally significant is a new variant line-up that offers more value to the customer while simplifying choice. The Marazzo will now be available in three variants, namely M2, M4+ and M6+.

As the brand's new top-variant, the M6+ now comes with 17-inch diamond-cut alloy wheels, a rear parking camera with steering-adaptive guidelines, automatic temperature control and automatic driver-side windows. This is in addition to other top-end features one would expect in the M6+ including a 7-inch touchscreen infotainment system and Mahindra's Industry 1st Surround Cool Technology. All of this at an exciting price of Rs. 13.51 lakh.

The new mid-variant M4+ will now sport 16-inch alloy wheels along with other attractive features that together offer superior value to customers at a price of Rs. 12.37 lakh.

According to **Veejay Nakra, CEO, Automotive Division, M&M Ltd.**, “We are delighted to introduce the BSVI-compliant, cleaner-technology Marazzo. Engineered for excellence, the Marazzo offers spacious comfort, safety, a smooth car-like ride, effortless handling and a low operating cost. Further, with the enhanced value of the new M4+ and M6+ variants, we are confident that the Marazzo will be the preferred choice in its segment”.

About the Marazzo

- With a 4-star rating in adult safety from Global NCAP, Marazzo is India's safest MPV.
- Marazzo comes with best-in-class shoulder room in the 1st/2nd row and best-in-class leg room in the 3rd row.
- The longest rear suspension travel of 245 mm gives it a smooth car-like ride over all types of roads. And a cabin that is the quietest & fastest-cooling in its class makes every journey comfortable.
- Marazzo's Front Wheel Drive, Electric Power Steering and short Turning Radius of 5.25 m provides easy manoeuvrability in traffic conditions.
- Marazzo BS6 offers a best-in-class Standard Warranty of 5 Years /1,00,000 km & the lowest service cost of 58 paise/ km for scheduled maintenance.

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 agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,56,000

people across 100 countries.

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