

Mahindra hands over All-New Thar #1 to auction winner Aakash Minda

Auto

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Mumbai, November 1, 2020: Mahindra & Mahindra Ltd, a part of the USD 19.4 billion Mahindra Group, today handed over the most coveted All-New Thar #1 to Mr. Aakash Minda, winner of the online auction for the very first All-New Thar. Mr. Minda, CEO of Minda Corporation placed a winning bid of Rs. 1.11 crore in the auction outdoing almost 5,500 bidders from over 500 locations across India.

Mr. Minda opted for the fully loaded LX Petrol Automatic Transmission Convertible variant of the All-New Thar and chose Mystic Copper from a range of six eye-catching shades. Mr. Satinder Singh Bajwa, Senior Vice President & Head, Sales and Customer Care, Automotive Division, Mahindra & Mahindra Ltd. presented the Thar #1 to Mr. Minda in New Delhi.

Speaking on the delivery of All-New Thar #1, **Veejay Nakra, CEO, Automotive Division, Mahindra & Mahindra Ltd.** said, "I would like to congratulate Aakash Minda, as the very first owner of the All-New Thar. This is a historic moment, given the excitement the auction had created. The All-New Thar is a dynamic expression of fun, freedom and independence and

will surely make a personalized statement for its owner”.

Mr. Aakash Minda, CEO Minda Corporation and winner of the All-New Thar #1 said, “I am truly excited to own this much coveted Thar #1 and contribute to a relevant cause. I would like to thank Mahindra for all the personalised touches in my Thar #1 and making it even more special. Afterall owning the Thar #1 is not just about possession but an emotion that makes it special.”

The All-New Thar #1 comes emblazoned with the ‘Thar #1’ badge, distinguishing the owner as the very first one. Other exclusive and distinguishing features on this All-New Thar #1 includes customized badging on the vehicle flaunting the owner’s initials “A.M” and serial number ‘1’ on the decorative plate of the dashboard and leatherette seats.

Mahindra held the online auction for the All-New Thar #1 to raise funds for COVID-19 relief efforts. The winning bidder had the option to choose from three non-profit organisations, to donate the proceeds of the auction, and he opted for the Swades Foundation, with Mahindra matching the winning bid to bring the total donation amount to Rs. 2.22 crore.

Social Media Handles:

Please visit: <https://auto.mahindra.com/suv/thar> for more details and images.

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Hashtags - #MahindraThar, #GiveToGet, #ExploreTheImpossible

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