

Mahindra Marazzo Records over 10,000 Bookings

Auto

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Mumbai, October 19, 2018: Mahindra & Mahindra Ltd. (M&M), part of the USD 20.7 billion Mahindra Group, today announced that the globally engineered Marazzo has garnered 10,000+ bookings in just over a month since its launch.

Engineered for excellence, the Marazzo has generated a lot of interest among buyers with its bold and aerodynamic design, smooth ride, agile handling, luxurious space for up to 8 people, quietest cabin and industry-first Surround Cool Technology.

Commenting on the booking milestone, **Veejay Nakra, Chief of Sales and Marketing, Automotive Sector, Mahindra & Mahindra Ltd.** said, “We thank our customers for the tremendous response and are delighted with the number of bookings received for the Marazzo within just 1 month. This reaffirms the immense popularity Marazzo has garnered in such short time. Marazzo has been highly-appreciated by the auto community and buyers alike for its excellent value proposition.”

The Marazzo has been co-designed by the Mahindra Design Studio and the legendary Italian design house, Pininfarina. It has been engineered in collaboration with Mahindra North American Technical Centre and the Mahindra Research Valley, Chennai, making the Marazzo a globally

engineered product.

About Mahindra

The Mahindra Group is a USD 20.7 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 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook:
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