

Mahindra to increase Marazzo price by Rs. 30,000 – Rs. 40,000, effective 1st January 2019

Auto

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Mumbai, November 16, 2018: Mahindra & Mahindra Ltd. (M&M), part of the USD 20.7 billion Mahindra Group, today announced that effective 1st January, 2019, it will increase the price of the Marazzo by Rs. 30,000 – Rs. 40,000.

According to **Veejay Ram Nakra, Chief of Sales and Marketing – Automotive Division, Mahindra & Mahindra Limited**, “As mentioned at the launch, the price of Marazzo was an introductory one. Effective January 1st 2019, we will be taking a price hike on the Marazzo, after a reasonable period of 4 months from its launch.”

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 the Mahindra North America Technical Centre and the Mahindra Research Valley, Chennai, making the Marazzo a globally engineered product.

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

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: @MahindraRise

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