

Mahindra to Launch its Luxury SUV, Codenamed Y400, on November 19, 2018

Auto

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Mumbai October 12, 2018: Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today announced that it would launch its luxury SUV, codenamed Y400, on November 19, 2018.

Speaking on the announcement, Rajan Wadhera, President – Automotive Sector, M&M Ltd. said, “The Y400 is one of the most eagerly anticipated launches of this year. Positioned in the high-end SUV segment, the Y400 is a high-end, full sized SUV that offers luxury and exclusivity in its tasteful design, lavish interiors, thrilling performance and best in class features. We are sure that it will further enhance our SUV portfolio.”

The Y400 will be under the Mahindra brand and will be exclusively available through a separate high-end showroom within the existing ‘World of SUVs’ dealerships which have been created with the objective to redefine customer experience, with regards to both sales and after sales. These outlets will be equipped with ultra-modern digital technology to provide an enhanced and immersive high-end experience for customers.

The Y400 will be built in the company’s state-of-the-art automotive plant at Chakan, Maharashtra.

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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