Mahindra XUV300 Crosses 13,000 Bookings

Auto

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Launched on February 14, 2019, XUV300 Enters the Top 3 in the Compact SUV segment in its very first month

Mumbai, March 14, 2019: Mahindra & Mahindra Ltd. (M&M), part of the USD 20.7 billion Mahindra Group,

today announced that its recently launched Compact SUV, the stylish and thrilling XUV300 has received over

13,000 bookings. Launched on February 14, 2019, the XUV300 has entered the top 3 in the Compact SUV

segment in its very first month.

Today Compact SUVs account for 40% of the SUV industry and is also the fastest growing segment over the

last 5 years.

Commenting on the booking milestone, Veejay Ram Nakra, Chief of Sales & Marketing, Automotive

Division, Mahindra & Mahindra Ltd. said, "We are extremely happy with the overwhelming response to the

XUV300. In a highly competitive segment such as the Compact SUV, we have received over 13,000 bookings

and in the very first month itself, we have entered into the top 3. This is in-line with our objective of achieving

15 to 20% share of this segment and reaffirms the fact that the XUV300 proposition has resonated well with the

customers. What is also encouraging is that over 75% of our bookings are for the top end variants of the

XUV300."

As one of the most anticipated launches in the industry, the XUV300 has garnered a lot of interest from buyers

and auto experts alike for its head-turning, cheetah-inspired design, 'fun-to-drive' thrilling performance, best-in-

class safety features, first-in-segment hi-tech features and class-defining interiors. The XUV300 has received

over 2.5 lac leads till date.

Please visit: https://mahindraxuv300.com/ for more details and images

Social Media Handles:

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• Hashtags - #MahindraXUV300, #XUV300

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The Mahindra Group is a USD 19 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 has 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, defence, 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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Mahindra XUV300 XUV300 milestone booking Compact SUV top 3 compact SUV Head-turning Cheetah-inspired Design Fun-to-drive' Performance First-in-class Hi-Tech Features Best-in-class Safety Class-defining Interiors