

## **Mahindra XUV300 cruises past 26,000 bookings**

*Auto*

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- 2<sup>nd</sup> highest selling sub-4 metre SUV in April 2019 in Indian automotive market
- 2 out of every 3 bookings is for the top end variant of the XUV300
- Petrol variant accounts for a substantial share of total bookings

**May 06, 2019, Mumbai:** Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the US \$ 20.7 billion Mahindra Group, today announced that its stylish & thrilling new SUV, the XUV300 has crossed 26,000 bookings, since its launch in February this year. In April, the XUV300 also became the second-highest selling sub-4 metre SUV brand in India.

The XUV300's proposition of thrilling, best-in-segment performance with first-in-segment safety & hi-tech features, has resonated well with consumers across the country, especially across the metros and urban markets. Among its 3 variants, the top end variant has seen the maximum demand and accounts for 70% of the overall bookings. The petrol variant, equipped with a 1.2 L turbo-petrol that offers best-in-segment performance, continues to gain traction and now accounts for a substantial share of XUV300 sales.

**Commenting on the bookings milestone, Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd.**

**said,** "We are thrilled with the XUV300 receiving over 26,000 bookings in just over two months since its launch. Consumers are finding the XUV300 to be an exciting and comprehensive package that offers thrilling performance, first-in-segment safety features and head-turning design, which is reflected in these impressive booking numbers. It is also encouraging to see that a substantial number of bookings are for the petrol variant. As a customer centric organization, we are constantly working to keep the waiting period at a minimum and to get our customers their XUV300s as soon as possible. I am sure that the XUV300 brand will grow from strength to strength in the years to come."

The XUV300, with its thrilling performance, best-in-segment safety features, head-turning design, first-in-segment hi-tech features and class-defining interiors, is one of the most exciting SUVs on Indian roads. The XUV300 shares its platform with the SsangYong Tivoli which is a globally successful product that has sold over 2.6 lakh units in 50+ countries since its launch in 2015. The Tivoli has also received multiple safety and ergonomic awards including a Grade 1 safety award from the 2015 KNCAP (Korean New Car Assessment Program), automotive safety test.

**Please use the following hashtags/handles for social media update:**

1. Hashtag: #XUV300
2. Twitter : @MahindraXUV300 (<https://twitter.com/MahindraXUV300>)
3. Facebook : @mahindraxuv300 (<https://www.facebook.com/mahindraxuv300>)
4. Instagram : @mahindraxuv300 (<https://www.instagram.com/mahindraxuv300>)
5. YouTube : <https://www.youtube.com/c/mahindraxuv300>

**About Mahindra**

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.

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