

Mahindra announces association with 4 T20 league teams as Official SUV Partner

Auto

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- Partners with Royal Challengers Bangalore, Delhi Capitals, Mumbai Indians, and Rajasthan Royals
- Contest to create an opportunity for customers and fans to meet their favourite players from the four teams
- A chance to win replica and personalised jerseys, signed bats, other co-branded merchandises, and match tickets

Mumbai, March 28, 2023: Mahindra & Mahindra Ltd., pioneers of the SUV segment in India, has announced its association as the official SUV partner with four T20 league teams – Royal Challengers Bangalore, Delhi Capitals, Mumbai Indians, and Rajasthan Royals– and will be engaging in various on-ground and online activities during the upcoming season

Through this association, Mahindra aims to deepen engagement with its customers and strengthen the bond between the brand and the T20 league teams. Mahindra will be rolling out various engagement activities to connect with its customers during the 2023 season. These activities will include meet-and-greet sessions with their favourite players from the four teams, merchandise giveaways, and contests. The meet-and-greet sessions will be exclusively for the winners of the contests that Mahindra will run during the 2023 season.

With this association, Mahindra will aim to boost test drives at its dealerships across the country. Mahindra is committed to providing a unique experience for its customers and fans by bringing the excitement of the T20 league to its showrooms.

Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd., said, "*We are thrilled to be associated with four marquee teams competing in the T20 league as the official SUV partner. This association presents a perfect opportunity to connect with our customers and fans in a unique and engaging way. In order to bring the excitement of the T20 league to our showrooms and dealerships around the nation, we are looking forward to planning a variety of on-ground activities. The T20 league is one of the world's largest cricket leagues, and we are confident that this partnership will have a positive impact on our brand, growing interest and value.*"

Recently, Mahindra partnered with the IBA Women's World Boxing Championships as the title sponsor, and the XUV300 TGD i and All-New Thar as the official SUVs for the event. This collaboration offered Mahindra a unique opportunity to showcase its commitment to excellence, innovation, and performance, all of which resonate with the values of boxing. India topped the medal tally among the 63 nations winning 4 gold medals.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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