

Mahindra's iconic SUV Scorpio hits 9,00,000 units milestone

Auto

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Mumbai, June 29, 2023: Mahindra & Mahindra Ltd., the leading SUV maker, is proud to announce that it has achieved a production milestone of 9,00,000 units for its iconic SUV, the Scorpio, marking a significant achievement for the brand that created the SUV category in India. For over two decades, the authentic SUV, Scorpio has stood as a true champion, consistently evolving and reshaping the SUV landscape in the country.

The Scorpio has established itself as a favourite among the SUV enthusiasts across the nation. Its class-leading attributes, features and capabilities have remained unwavering across generations, from the original Scorpio to the all-new Scorpio-N and the Scorpio Classic.

Mr. Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd. said, *"Reaching the milestone of over 9 lakh Scorpions being rolled out from our production facilities is a moment of immense pride for Mahindra. We are deeply grateful for the unwavering support and loyalty of our customers, who have made the Scorpio an unrivalled icon in the SUV segment. With the recent launch of Scorpio-N and Scorpio Classic, we have*

taken this power brand to new heights, reaffirming its position as an authentic SUV. This milestone reflects the strong bond we have formed with our customers over the years, and we remain committed to delivering exceptional SUV experiences."

R. Velusamy, President, Automotive Technology and Product

Development, M&M, said, "The Scorpio has consistently captured the hearts of customers and enthusiasts, establishing itself as a flag bearer of capable and lifestyle SUVs. Each generation of the Scorpio has garnered immense love and admiration from our loyal customers. Our dedicated team of engineers, designers, and technicians have tirelessly refined and enhanced every aspect of the Scorpio, pushing the boundaries of what an SUV can achieve. As we move forward, we will continue to build upon the legacy of the Scorpio, setting new standards and creating SUVs that inspire and excite."

Designed, engineered and built to be a game-changer, the Scorpio's iconic status has also gained significant share of voice on Digital landscape.

In FY23, it proudly claimed the title of being the most-searched SUV on Google*, a testament of its popularity and customer interest.

The all-new Scorpio-N, introduced in June 2022, has further cemented the brand's legacy by achieving an extraordinary feat. It became the first vehicle in the country to secure an unprecedented 1 lakh bookings in less than 30 minutes. Additionally, with an impressive collection of 24 awards, including numerous viewers' choice accolades, the Scorpio-N continues to uphold the Scorpio brand's reputation as a true game-changer in the automotive landscape.

With the unwavering support and trust of countless Scorpio enthusiasts, we have already embarked on the journey towards the next milestone.

**The approximate search volume on Google for the Mahindra Scorpio is based on available data and is subject to change.*

Social Media Addresses for All-New Scorpio-N:

- Brand website: <https://auto.mahindra.com/suv/scorpio-N>
- Twitter: @MahindraScorpio
- YouTube: youtube.com/mahindrascorpio
- Instagram: @mahindra.scorpio.official
- Facebook: @mahindra.scorpio.official
- Hashtag: #MahindraScorpioN

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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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Media contact information

Neha Anand

Head, Global Brand and Marketing Communication, Automotive Division

Email – anand.neha@mahindra.com

You can also write to us on: automediaenquiries@mahindra.com

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