

Mahindra's new icon to be called 'Thar ROXX' 'THE' SUV arriving this Independence Day

Auto

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- **'THE' SUV:** Designed and engineered to offer an unmatched blend of sophistication, performance, presence, safety, and technology, making the Mahindra 'Thar ROXX' - 'THE' SUV.
- **'THE' Icon:** Solid as a rock, the 'Thar ROXX' embodies the personality of a rockstar, with the 'X' factors of sophistication and performance.
- **'THE' Premium Quotient:** Offering cutting-edge innovations, superior design, exceptional ride quality and comfort, the 'Thar ROXX' will deliver 'THE' premium quotient.
- **Expanding the Portfolio:** The Mahindra 'Thar ROXX' will further strengthen the already strong Thar brand, empowering customers to 'Explore The Impossible' with luxury and be a part of the Thar lifestyle.

Mumbai, July 20, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the brand name of its newest SUV; called the Mahindra 'Thar ROXX'. Known for setting new standards in the automotive industry and as the manufacturer of authentic SUVs, Mahindra's latest offering is – 'THE' SUV - a vehicle designed and engineered to offer an unmatched blend of sophistication, performance, presence, safety, and technology. The 'Thar ROXX' expands the Thar portfolio.

Veejay Nakra, President, Automotive Sector, M&M Ltd., said, *"The 'Thar ROXX' with its distinctive design, premium quotient, advanced technology, enhanced performance, sophistication, and safety is 'THE' SUV. While*

retaining the core attributes of the iconic Thar the 'Thar ROXX' represents the larger-than-life personality of a rockstar and will disrupt the SUV category."

'THE' SUV Film: <https://www.youtube.com/watch?v=BcF1JirdY5w>

Social Media Addresses for 'Thar ROXX':

- Brand website: <https://auto.mahindra.com/thar-roxx.html>
- Instagram: @mahindrathar
- Facebook: @mahindrathar
- Twitter: @Mahindra_Thar
- YouTube: @TharMahindra
- Hashtags: #TharROXX #THESUV #ExploreTheImpossible

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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