

## **Mahindra announces price hike across SUV and CV range effective January 2025**

*Auto*

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**Mumbai, 06 December, 2024:** Mahindra & Mahindra, India's leading SUV manufacturer, announces a price increase for its SUV and CV range, effective January 2025. This adjustment is in response to the rising costs due to inflation and increased commodity prices.

Mahindra has made efforts to absorb as much of these additional costs as possible. However, a portion of this increase will need to be passed on to customers. The extent of the price increase across different SUVs and commercial vehicles will be upto 3%.

### **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.

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