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10<sup>th</sup> April, 2018

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> Floor,  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400051.

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400001.

**Bourse de Luxembourg**  
Societe de la Bourse de Luxembourg  
Societe Anonyme/R.C.B. 6222,  
B.P. 165, L-2011 Luxembourg.

**London Stock Exchange Plc**  
10 Paternoster Square  
London EC4M 7LS.

Dear Sirs

**Sub: Mahindra creates new milestone with sales of 10 lac Boleros since launch**

- Regains spot in list of top 10 Passenger Vehicles in India as the 3<sup>rd</sup> highest selling SUV
- Outperforms UV industry with 23% year-on-year growth

Please find enclosed a Press Release issued with reference to the captioned subject.

Kindly acknowledge receipt.

Yours faithfully,  
For MAHINDRA & MAHINDRA LIMITED

  
NARAYAN SHANKAR  
COMPANY SECRETARY

Encl.: a/a

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## Press Release

### **Mahindra creates new milestone with sales of 10 lac Boleros since launch**

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- Outperforms UV industry with 23% year-on-year growth

**April 10, 2018, Mumbai:** Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 19 billion Mahindra Group, today announced that its iconic SUV, the Bolero has touched a new milestone, having sold 10 lac units, since inception.

The Bolero has also regained its position in the list of Top 10 Passenger Vehicles of India where it features as the third highest selling SUV in the country. It is significant to note that the Bolero has registered year-on-year growth of 23%, outperforming the industry which has witnessed 17% growth.

**Speaking on this achievement, Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd. said,** “This is a proud moment for us as our iconic brand, Bolero crossed the 10 lac units milestone, since launch. In fact, the Bolero has regained its position in the top 10 passenger vehicles in India, which is a validation of the confidence consumers, in semi urban and rural India, have reposed on the brand. Further the successful launch of the Bolero Power+ has helped the brand to grow steadily, in spite of several new launches in the UV space. I am sure that the Bolero will continue to be as popular on Indian roads in the years to come”.

The launch of the Bolero Power+ in 2016 has been an evolution of this powerful brand and since then the Bolero has grown steadily. With an enhanced value proposition, the Bolero Power+ delivers more power, more mileage & a peppier drive. This has further enhanced the brand’s appeal. With its take on anything capability, today the Bolero is the preferred choice not only amongst its core customers but also amongst a larger set of buyers.

#### **About the Bolero**

Since its launch in August 2000, the Bolero has evolved significantly, incorporating features and aesthetics in line with the changing lifestyle and aspirations of the Indian consumer over the years. In fact the Bolero was India’s highest selling SUV for 10 years in a row, since 2005-06. Today there are over 10 lakh Boleros on the road.

The brand’s popularity is also visible in the online space. The Mahindra Bolero community on popular social networking site, Facebook, has almost 2 million fans sharing their adventures and experiences in their Boleros. The legacy of the Bolero is far reaching as it has also emerged as the vehicle of choice for the military and para military forces.

#### **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 enjoys 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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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