Mahindra

REF: NS: SEC:
7th October, 2021

National Stock Exchange of India Limited   **BSE Limited**
"Exchange Plaza", 5th Floor,   **Phiroze Jeejeebhoy Towers,**
Plot No. C/1, G Block   **Dalal Street, Fort,**
Bandra-Kurla Complex   **Mumbai 400001.**
Bandra (East), Mumbai 400051.

Bourse de Luxembourg   **London Stock Exchange Plc**
Societe de la Bourse de Luxembourg   **10 Paternoster Square**
Societe Anonyme/R.C.B. 6222,   **London EC4M 7LS.**
B.P. 165, L-2011 Luxembourg.

Dear Sirs,

Sub: XUV700 Registers An Unprecedented 25000 Bookings In 57 Minutes

This is in furtherance to the Stock Exchange intimations dated 14th August, 2021, 30th September, 2021 and 5th October, 2021 respectively on launch and bookings of Mahindra XUV700, please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the same on record.

Please acknowledge receipt of the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above

XUV700 Registers An Unprecedented 25000 Bookings In 57 Minutes

Mumbai, October 7, 2021: Mahindra XUV700 today clocked **25,000 bookings** in **57 minutes** of its booking commencement which is an unprecedented milestone in the Indian automotive industry. The volume of 25,000 XUV700s made available today at the launch prices reflects up to six months of production depending on the variant. It also makes the XUV700 the first four-wheeler in India to hit this milestone.

Bookings will now reopen starting 10am on 8th October. Customers can book their preferred XUV700 via dealerships or digital platforms, at its new yet highly attractive price points applicable for the next 25000 bookings (details below), after which prices at the time of delivery will prevail.

Variants with New Pricing (all prices are ex-showroom, all India):

MX Series

	Fuel Type	5-Seater (MT)
MX	Petrol	12.49
	Diesel	12.99

AdrenoX Series

	Fuel Type	MT	AT
AX3 (5-Seater)	Petrol	₹ 14.49 Lakh	₹ 15.99 Lakh
	Diesel	₹ 14.99 Lakh *	₹ 16.69 Lakh
AX5 (5-Seater)	Petrol	₹ 15.49 Lakh **	₹ 17.09 Lakh
	Diesel	₹ 16.09 Lakh **	₹ 17.69 Lakh **
AX7 (7-Seater)	Petrol	₹ 17.99 Lakh	₹ 19.59 Lakh
	Diesel	₹ 18.59 Lakh	₹ 20.19 Lakh
	Diesel + AWD	N/A	₹ 21.49 Lakh
AX7 Luxury (7-Seater)	Petrol	N/A	₹ 21.29 Lakh
	Diesel	₹ 20.29 Lakh	₹ 21.89 Lakh
	Diesel + AWD	N/A	₹ 22.99 Lakh

Also available in 7-Seater at an additional ₹ 70,000
**Also available in 7-Seater at an additional ₹ 60,000*

Veejay Nakra, CEO, Automotive Division, M&M Ltd., said, "We opened bookings at 10am this morning. We are humbled and grateful for the response, in fact thrilled that we have received 25000 XUV700 bookings in a record time of 57 minutes from its commencement. This constitutes up to six months of production depending on the variant at the committed launch prices. While we had anticipated the traffic and prepared our system with added server capacity, the overwhelming response could have regrettably led to a slow user experience by some our customers."

Since its name reveal, the XUV700 social media handles have been abuzz with a huge activity surge, creating a new benchmark in the Passenger Vehicle social media landscape. We received more than **223 million gross video views, 142 million reach, 6.48 million website visitors, 4.2 million social media engagement.** The XUV700 has also received more than **2.6 lakh enquiries** during this period.

More about the new XUV700
Packing an unmissable presence, sci-fi technology, spirited performance, world class safety and a tough yet sophisticated drive experience, the disruptive XUV700 is set to redefine benchmarks. With several first and best in class features, its owners are sure to experience a rush like never before! Available with multiple powertrain options and seating configurations, customers can choose from the widest range of offerings in this segment. The XUV700 comes with crafted looks, premium interiors and exceptional ride comfort. It is available in variants that include diesel and petrol, manual and automatic transmissions and with 5 and 7 seater capacity. It is also available in an optional All-Wheel-Drive (AWD) spec.

	Diesel					Petrol			
	MT		AT			MT		AT	
	5 Seater	7 Seater	5 Seater	7 Seater		5 Seater	7 Seater	5 Seater	7 Seater
MX	●					●			
AX3	●	●	●			●		●	
AX5	●	●	●	●		●	●	●	
AX7		●		● (Optional AWD)			●		●
AX7 with Luxury Pack		●		● (Optional AWD)					●

Social Media Addresses for Mahindra XUV700:
- Brand website: https://auto.mahindra.com/suv/xuv700
- Instagram: @mahindraxuv700
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- YouTube: Mahindra XUV700
- Hashtags:
  #XUV700
  #HelloXUV700
  #MahindraXUV700

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.

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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