



Press Release

Mahindra XUV₅₀₀ celebrates one year since launch and booming sales

The Mahindra XUV₅₀₀ SUV is proving a winner for Mahindra & Mahindra (M&M), a part of the US\$15,4-billion Mahindra Group. This model was launched in both India and South Africa a year ago and is selling very well in both markets.

More than 35 000 of these vehicles are running on Indian roads, which equates to a 60% share of that country's high-end SUV segment. Here in South Africa 1 015 of these SUVs have been retailed following its launch just before the 2011 Johannesburg Motor Show, where the XUV₅₀₀ was also one of the stars of the show.

The XUV₅₀₀ was designed entirely in-house in Mahindra's world class research and development facility, known as Mahindra Research Valley in Chennai. It had one of the most overwhelming launches of any new vehicle in India and there is still an order book for 14 000 units in its domestic market.

The XUV₅₀₀ is already being exported to South Africa and Australia, while it is now poised to enter the European and other international markets.

The strong demand has resulted in production being ramped up to 5 000 units a month to try and meet the growing demand. The exceptional interest in this spacious and well-equipped SUV is substantiated by the fact that there have been more than three million visitors to the XUV₅₀₀ website during the past year.

Speaking at the function to celebrate the good sales of the XUV500 in its first year the chief executive of the automotive division of Mahindra & Mahindra, Pravin Shah, said the enthusiastic response from customers had not only led to a high sales rate, but had also set up the XUV₅₀₀ as a benchmark in the high-end SUV segment of the Indian market.

"Here in South Africa Mahindra is growing its passenger car market by 265% for the year. Key to this success has been the exceptional performance of XUV₅₀₀ in the SUV market, which is very encouraging," said the chief executive of Mahindra SA, Ashok Thakur. "This segment of the market is highly competitive in South Africa and we are delighted at the good response to what we believe is a very good value-for-money offering."

The Mahindra XUV₅₀₀ has received a tremendous response from both customers and motoring journalists alike. In fact it has become India's most awarded car in its first year, with 22 awards from automotive experts as well as recognition of its brand value from business publications and organisations.

A study by Bluebytes has shown the Mahindra XUV₅₀₀ is the most reputed brand in India, with a 74% lead over the second placed brand.

In addition this rugged, reliable and durable SUV has notched up wins in the extreme category in several Indian rallies – the Desert Storm, Desert Dash and Dakshin Dare. In the latter event it became the first diesel-engined vehicle to win the extreme category. In South Africa, XUV₅₀₀ came second in its class in the TOTAL economy run in South Africa.

About Mahindra SA

Mahindra SA is a fully-owned subsidiary of Mahindra & Mahindra of India, which was established in 1945. The company is a full-fledged organisation operating in South Africa, leveraging on the strength of its Indian roots and 64 year history.

The company has dealers in all nine provinces of South Africa, which are full-fledged facilities that handle sales, service and spare parts. With over 50 dealerships, in cities and in towns across South Africa, Mahindra has a growing national footprint that is moving ever deeper into communities as they continue in their drive to offer value-for-money products and services to their customers.

The company has also expanded into other sub-Saharan countries, currently exporting vehicles to Zimbabwe, Zambia, Botswana, Swaziland and Namibia. Mahindra SA is also well represented on the agricultural front with a range of tractors currently available in the country.

Mahindra South Africa also has a powerful network in place to ensure the effective and efficient distribution of all parts in all areas of South Africa.

Mahindra South Africa has achieved significant growth in the country since its establishment in October 2004, and since then, the company has sold a total of approximately 18 000 vehicles.

Mahindra SA has also taken over responsibility for the sales, service and parts supply for SsangYong products since April 1, 2012 in South Africa, Namibia, Botswana, Swaziland, Zimbabwe and Zambia. There is currently a network of 19 SsangYong dealers in SA.

For more information visit www.mahindra.co.za

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

www.mahindra.com



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