



Mahindra Bolero is India's no. 1 SUV with record sales of more than 50,000 units

Stylish, feature-packed Bolero is the only SUV to cross 50,000 mark

April 08, 2008, Mumbai: Mahindra & Mahindra Ltd. (M&M), one of India's leading auto brands, has announced that its popular Bolero SUV has sold a record 50,000 units in 2007-08. The Bolero is the first brand in the SUV/UV/MPV category to cross 50,000 units in one year and India's leading SUV brand for two years in a row.

"With its stylish appeal and rugged nature, the Mahindra Bolero has emerged as the clear favourite amongst SUV enthusiasts across the country since its launch eight years ago. The fact that it is the first brand in the SUV/UV/MPV category to notch up sales of more than 50,000 units in a single year is also a clear validation of our customer centric approach to business. Today, the Bolero is perceived as a stylish but affordable SUV which caters to different customer needs and takes on all kinds of terrain with ease," said **Mr. Vivek Nayer, Vice President – Marketing, Auto Sector, Mahindra and Mahindra Ltd.**

Since its launch in June 2000, the Bolero has evolved over the years, incorporating a host of features and aesthetics which match the evolving lifestyle aspirations of Indian consumers. In 2007, M&M launched the New Bolero which offered a bold new style, greater comfort and conveniences. In January 2008, Mahindra also introduced the Bolero Special Edition, a limited edition of India's most popular SUV with exciting new features for the young urban customer.

About the Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.



Mahindra

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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