



Press Release

For Immediate Publication

**Mahindra Bolero is India's no. 1 SUV for third year in a row with record sales of 55,924 units**



**April 09, 2009, Mumbai:** Mahindra & Mahindra Ltd. (M&M), the leader in the utility vehicle segment in India, has announced that the Bolero has emerged as India's No.1 SUV for the third time in a row, selling a record 55,924 units in 2008-09.

This achievement also makes the Bolero the first brand in the SUV/UV/MPV category to cross 50,000 units for two consecutive years.

"The Mahindra Bolero continues to create new records and scale greater heights as India's No. 1 SUV. In fact, Bolero is among the top selling brands in the passenger vehicle segment, excluding small cars. This clearly points to the immense popularity enjoyed by this evergreen brand. The Bolero's superior value proposition of style and rugged appeal coupled with our customer-centric approach to business have been major contributors to its success over the years", said **Mr. Vivek Nayer, Senior Vice President – Marketing, Auto Sector, Mahindra and Mahindra Ltd.**

The Bolero has evolved significantly since its launch in 2001, yet has retained its core DNA of 'tough and rugged.' Over the years, it has incorporated 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 September 2008, Mahindra introduced the most powerful Bolero yet - the Bolero VLX powered by CRDe technology. October 2008 saw the launch of the Bolero SLX with Micro-Hybrid technology which ensures better fuel efficiency by reducing wastage. This launch was a part of Mahindra's environment friendly, sustainable mobility solutions initiative.

**About The Mahindra Group**

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.



The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

Mahindra's Farm Equipment Sector is the proud recipient of 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. The US based Reputation

Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

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