

Mahindra Pick up range crosses 1 lakh mark in domestic sales in FY-2013

- ***Mahindra Pick up range records its highest ever annual sales***
- ***Grows by 41% and going strong with 54% market share***
- ***Mahindra offers the widest portfolio in Pick ups to cater to various needs of cargo transportation***

April 17, 2013, Mumbai: Mahindra & Mahindra Ltd., a part of the US \$ 15.9 billion Mahindra Group, today announced that its Pick up vehicle range touched a new milestone, crossing the 1 lakh mark in domestic sales during FY-2013. The Mahindra Pick up range has sold 102,885 vehicles in FY-2013, compared to 73,134 vehicles in FY-2012, registering a 41% growth. These are by far the highest ever annual sales of Mahindra's Pick up range since its inception.

Speaking on this milestone, **Pravin Shah, Chief Executive - Automotive Sector, Mahindra & Mahindra Ltd.** said, "Crossing the 1 lakh milestone of Pick ups in a financial year is a proud moment for us and we are thankful to the customers for patronizing the Mahindra Pick up brand. Today Mahindra has the widest range in this segment to cater to the varied needs of cargo transportation. Having set new benchmarks in style, comfort, convenience and technology, our brands in the Pick up segment are popular since they offer enormous value to the customers."

Mahindra Pick ups have been market leaders for over a decade, the key reason being the customer centric approach, in addition to the product offering itself. The company has introduced new products and technologies at regular intervals to delight customers, by constantly updating its products, based on customer insights and needs. For example, it introduced the first AC Pick up, first CNG Pick up and the first Micro Hybrid Pick up over a period of time, to maintain its market leadership.

Today, the Pick up segment in India has sales of over 15,000 vehicles per month and is growing rapidly. With 54% market share in FY-2013, the Mahindra Pick up has pioneered this segment and enjoys a leadership position in the segment.

Customers get a variety of models to choose from within the Mahindra portfolio. There are 4 brands namely, Bolero Maxi Truck, Bolero Pick Up, Bolero Camper & Genio. Each brand offers a unique value proposition and is targeted at different customer segments to match their specific needs. Our Pick up portfolio consists of a wide spectrum of products and it helps us to address the needs of varied segments, without any overlap. We also have specialized variants in the range such as the 4WD Pick ups, CBC Pick ups, and Pick ups with Micro Hybrid technology, to offer the desired value to our customers.

About the Mahindra Pick up range

The Mahindra Pick up range consists of brands such as Bolero Maxi Truck, Bolero Pick up, Bolero Camper and Genio

Bolero Maxi Truck

The New Bolero Maxi Truck is an entry level Pick up aimed at the transportation needs of taxi stand operators and traders across India to ensure last-mile connectivity. It comes equipped with the tried and tested, 2,523cc Mahindra DI engine that delivers 62 BHP (46.3 kW) of power and 182.5 Nm of torque. The Bolero's style meets Pick up functionality and makes the Bolero Maxi Truck an ideal city Pick up.

Bolero Pick up

This is the flagship model of Mahindra Pick up range which exceeds customer expectations on load capacity, power, torque and maintenance costs. Rugged exteriors and plush interiors make this pick-up the ideal earning machine. With variants of 2WD, 4WD, CBC, CNG & Double Cab versions – it covers the entire spectrum of needs that customers have from this Pick up Brand.

Bolero Camper

The Bolero Camper is a double cabin Pick up which is powered by the Mahindra DI engine and is available in 2WD, 4WD and Gold versions. These double cabin Pick up models are ideal for customers who look for dual

applications- namely, load carrying and people carrying. Bolero Campers are popular among infrastructure companies, contractors & builders across the country.

Genio

It is India's most advanced Pick up which offers CRDe technology, various comfort and convenience features and is designed to cater to the needs of emerging small & medium class businessmen. It is the top of the line product in the Mahindra Pick up portfolio with single cabin and double cabin versions. The double cabin top end version comes equipped with features like AC, power windows, 2 DIN music system, engine immobilizer and tiltable power steering.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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