

Mahindra Delivers on Its Commitment of 14000 XUV700s in less than 90 days

Auto

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Mumbai, January 27, 2021: Mahindra & Mahindra Ltd. today announced that despite various global supply chain challenges faced by the Auto industry, it has met its commitment of billing the first 14000 XUV700s by January 2022. It also announced that the XUV700 has clocked almost 1,00,000 bookings since its commencement on 7th October 2021. Upon completion, it will be the fastest for an SUV to reach the 1 Lakh booking milestone in India. The XUV700 has also been able to attract newer segments with many first-time buyers for the brand. It has further strengthened the Mahindra Automatic and Petrol offerings with ~60% and ~35% of the bookings coming in for these variants respectively.

The company also stated that, while the dynamic supply chain issues continue to be a challenge in streamlining and ramping up production, it is doing its best and focusing on meeting its committed delivery timelines to customers. Given the unprecedented bookings and the continued strong demand for the XUV 700, the waiting period for a majority of the variants stand at 6-10 months, while the AX7 series has a waiting period of well over 12 months.

Mahindra Automotive also recently recognized the efforts by Indian athletes and lauded their trailblazing performance at the Tokyo Olympic and Tokyo

Paralympic games. In addition to the specially designed XUV700s already gifted to other medal winners, yet another custom-made XUV700 was recently delivered to Avani Lekhara for her performance in the 10m air rifle standing at the Tokyo Paralympic 2021. Mahindra was privileged to customise the XUV700 to cater to her accessibility needs, while also including subtle design elements to immortalize the historic performance by Avani.

Social Media Addresses for Mahindra XUV700:

- Brand website: <https://auto.mahindra.com/suv/xuv700/>
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- Instagram: @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:
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2021 14000 XUV700s