

Mahindra XUV300 Crosses 13,000 Bookings

Auto

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Launched on February 14, 2019, XUV300 Enters the Top 3 in the Compact SUV segment in its very first month

Mumbai, March 14, 2019: Mahindra & Mahindra Ltd. (M&M), part of the USD 20.7 billion Mahindra Group, today announced that its recently launched Compact SUV, the stylish and thrilling XUV300 has received over 13,000 bookings. Launched on February 14, 2019, the XUV300 has entered the top 3 in the Compact SUV segment in its very first month.

Today Compact SUVs account for 40% of the SUV industry and is also the fastest growing segment over the last 5 years.

Commenting on the booking milestone, **Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd.** said, "We are extremely happy with the overwhelming response to the XUV300. In a highly competitive segment such as the Compact SUV, we have received over 13,000 bookings and in the very first month itself, we have entered into the top 3. This is in-line with our objective of achieving 15 to 20% share of this segment and reaffirms the fact that the XUV300 proposition has resonated well with the customers. What is also encouraging is that over 75% of our bookings are for the top end variants of the XUV300."

As one of the most anticipated launches in the industry, the XUV300 has garnered a lot of interest from buyers and auto experts alike for its head-turning, cheetah-inspired design, 'fun-to-drive' thrilling performance, best-in-class safety features, first-in-segment hi-tech features and class-defining interiors. The XUV300 has received over 2.5 lac leads till date.

Please visit: <https://mahindraxuv300.com/> for more details and images

Social Media Handles:

- **Facebook** – @mahindraXUV300
- **Twitter** – @MahindraXUV300
- **Instagram** – @mahindraXUV300
- **Hashtags** - #MahindraXUV300, #XUV300

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The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Landline – + 91 22 28468510

Email – nair.mohan@mahindra.com

Tags :

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