

Mahindra Two Wheelers December 2013 volume grows 252%, YoY

Ends year on high note with several Awards and Accolades

Mumbai, January 2, 2014: Mahindra Two Wheelers Ltd. (MTWL), a part of the USD 16.7 billion Mahindra Group, continued to grow its presence in the Indian two wheeler segment during December 2013. The company reported sales of **19,715** units during the previous month, a growth of **252 %**, while domestic volume stood at **19,054** units, a growth of **267 %**, over the previous year.

Volume growth is being driven by the innovative Mahindra Centuro motorcycle, which continues to receive an overwhelming response. Mahindra Two Wheelers has been steadily expanding production of the Centuro to meet rising consumer demand, while also growing its sales and service touch points to over 1000 across the country in order to make the motorcycle more accessible to buyers.

Viren Popli, Executive Vice President, Mahindra Two Wheelers said, "Mahindra Two Wheelers is closing 2013 on a high note as increasing demand for the Centuro helped to propel it into the ranks of the top 10 motorcycles in the country within just 6 months of its launch. We have also won several prestigious awards that reflect growing consumer confidence in our technological innovations, including the Bloomberg TV- Autocar 2013 - 14 Viewers' Choice **Bike of the Year** award for the Centuro and the coveted **Bike Maker of the Year** 2013 award from DNA."

Designed entirely in-house at the company's world-class, state-of-the-art R&D Centre in Pune, the Mahindra Centuro sports a host of internationally patented category innovations and features which address practical consumer needs that have never been seen before in motorcycles.

The Centuro is powered by Mahindra's indigenously developed intelligent **MCI-5** (Micro Chip ignited-5 curve) engine that responds smartly to the need for power and fuel economy, delivering a power output of 8.5 BHP @ 7500 rpm, 8.5 Nm of peak torque @ 5500 rpm and an astounding mileage of **85.4 kmpl** (ARAI). A maintenance free battery and **5 year warranty** ensure peace of mind for the owner.

Additional category first innovative features include an **Anti Theft Alarm** with **Engine Immobiliser**, an encrypted **Remote Flip Key**, **Find Me Lamps** and **Guide Lamps**. The Mahindra Centuro also offers an advanced **Digital Dashboard** with a **Distance-to-Empty (DTE)** indicator, **Service Reminder** and **Economy Mode** indicator.

The fully loaded Mahindra Centuro is available at an attractive price of Rs. 46,500 (ex showroom- New Delhi).

With the New Centuro, Mahindra Two Wheelers takes another step forward in its journey towards becoming a full range player in the Indian two wheeler market. The company's ultimate goal is to offer a range of mobility solutions that meet the diverse needs of all types of Indian two wheeler buyers.

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 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 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.

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For further enquiries

Roma Balwani

Chief Group Communications Officer

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com