

Mahindra Two Wheelers volume grows 201% in Jan'14 over strong demand for Centuro**Kick starts the year with several awards & crossing 1 lakh milestone; new Centuro N1 launched**

Mumbai, February 3, 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 in January 2014. The company reported sales of **24990** units during the month, a growth of **201 %**, while domestic volume stood at **24703** units, a growth of **221 %**, over the previous year.

Viren Popli, Executive Vice President, Mahindra Two Wheelers said, "The Mahindra Centuro continues to grow its volumes and has over 100,000 happy customers across the country in the short period since launch. The newly introduced Centuro N1 will help accelerate growth further. Unique patented features such as flip key and anti theft, coupled with aspirational styling make it the motorcycle choice. We have expanded production capacity significantly to cut waiting periods to less than a week. Our sales and service network has grown to over 1000 touch points and we are adding 2 new outlets every day to ensure our customers find us easily"

He added that we have also won several prestigious awards that reflect growing consumer confidence in our technological innovations, including the Bloomberg TV India **Autocar India Viewers' Choice Bike of the Year** Award, **Bike India Readers Choice Bike of the Year**, "**Bike of the Year**" at the **2013 Vicky.in** People's Choice Car and Bike Awards and the coveted **Bike Maker of the Year 2013** award from **DNA**" a clear validation of the Centuro's success.

Designed entirely in-house at the company's world-class, state-of-the-art R&D Centre in Pune, the Mahindra Centuro N1 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 N1 is powered by Mahindra's indigenously developed intelligent **MCi-5** (Micro Chip ignited-5 curve) **engine** delivering a power output of **8.5 BHP @ 7500 RPM** and an astounding mileage of **85.4 kmpl** (ARAI). Mahindra Centuro N1 comes with **internationally patented Anti Theft Alarm** with **Engine Immobiliser**. It also has a range of truly innovative features like an encrypted **Remote Flip Key**, **Find Me Lamps** and **Guide Lamps**. All this comes with a **5 year Warranty** and at an attractive price of Rs. 45,700/- (ESR Delhi).

With the New Centuro N1, 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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