

Mahindra Centuro receives 30,000 plus bookings since launch

Mahindra Two Wheelers in ramp up mode to meet growing demand

Mumbai, August 26, 2013: Mahindra Two Wheelers, a part of the USD 16.2 billion Mahindra Group, today announced that it has received an overwhelming 30,000 plus bookings for its Mahindra Centuro motorcycle within just 6 weeks of the bike's launch. The company is ramping up production capacity at its Pithampur plant to meet this growing demand.

"The fantastic response we have received for the Centuro, especially in today's challenging market environment, is testimony to its strong value proposition and appeal amongst consumers. We would like to take this opportunity to thank all our customers for the faith they have shown in the brand and assure them that we will meet this demand in the shortest time frame possible," said **Mr. Anoop Mathur President – Two Wheeler Sector and Member of the Group Executive Board, Mahindra & Mahindra Ltd.**

Designed entirely in-house at the company's world-class, state-of-the-art R&D Centre in Pune, the Mahindra Centuro was launched on July 1, 2013 in Jaipur. The bike sports a host of patented category innovations and features which address practical consumer needs that have never been seen before in motorcycles. It 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).

Additional innovative features include an **Anti Theft Alarm** with **Engine Immobiliser**, an encrypted **Remote Flip Key**, **Find Me Lamps** and **Guide Lamps** for greater visibility. The Mahindra Centuro also offers an advanced **Digital Dashboard** with a **Distance-to-Empty** (DTE) indicator, Service Reminder and Economy Mode indicator. It also offers a **Maintenance Free Battery** and is backed by a **5-year warranty** that would ensure peace of mind for the owner.

The fully loaded Mahindra Centuro is available across India at an Introductory Price of Rs. 45,000 (ex showroom- New Delhi).

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 16.2 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, commercial vehicles 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.

Visit us at www.mahindra.com

Our Social Media Channels - 





For further enquiries

Roma Balwani

Chief Group Communications Officer

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com