

Press Release

For Immediate Dissemination

**Mahindra Two Wheelers volume grows 207% in Feb'14 over continuing strong demand for Centuro**

**Mumbai, March 3, 2014:** Mahindra Two Wheelers Ltd. (MTWL), part of the USD 16.7 billion Mahindra Group, reported volume growth of **207%** during February 2014 over the previous year, selling **18553** units during the month. Domestic volumes stood at **17848** units, a growth of **217%** over the previous year. The Mahindra Centuro continues to grow its volumes thanks to its advanced, innovative features and very attractive price tag.

Commenting on this performance, **Mr. Viren Popli, Executive Vice President, Mahindra Two Wheelers** said, “The excellent sales performance during February demonstrates the increasing popularity of Mahindra Centuro motorcycle despite the challenging macro-economic environment. We have also won several prestigious awards that reflect growing consumer confidence in our technological innovations, a clear validation of the Centuro’s success.

He also added that the newly introduced Centuro N1 with unique patented features such as remote flip key and anti theft, coupled with aspirational styling at an exciting value has helped boost demand.”

The company has grown its sales and service network to over 1000 touch points across the country and are adding 2 new outlets every day in order to make the motorcycle more accessible to buyers.

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.

The Centuro sports a host of internationally patented category innovations and features like **Anti-Theft Alarm with Engine Immobilizer**, an encrypted **Remote Flip Key**, **Find Me Lamps** and **Guide Lamps**, all of which have been developed in-house. The bike also offers an advanced **Digital Dashboard** with a **Distance-to-Empty (DTE)** indicator, **Service Reminder** and **Economy Mode** indicator.

Mahindra Centuro has won 7 awards including the Bloomberg TV India **Autocar India Viewers’ Choice Bike of the Year** Award, **Bike India Readers Choice Bike of the Year**, **AutoBild India, Golden Steering Award, Bike of the Year “Bike of the Year”** at **Vicky.in** People's Choice Car and Bike Awards, **Bike Maker of the Year 2013** from **DNA**”, **“Commuter Bike of the Year”** from **Zigwheels**, and **'Commuter Bike Of The Year'** from **Top Gear Malayalam** magazine.

## 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.

[www.mahindra.com](http://www.mahindra.com)



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