

Mahindra Two Wheelers joins hands with 'Rajasthan Royals' in sixth edition of Pepsi Indian Premier League

With this association, Mahindra Two Wheelers gets rights to use Rajasthan Royals Logo, Brand Name and Player Images across various marketing and activation platforms

Mumbai, May 13, 2013: Mahindra Two Wheelers Ltd (MTWL), a part of the USD 15.9 billion Mahindra Group, is an associate sponsor of the Rajasthan Royals cricket team for the 2013 edition of the Pepsi Indian Premier League.

The association will see Rajasthan Royals players sporting Mahindra Pantero motorcycle branding on the trouser of the leading leg. The Panther inspired Mahindra Pantero motorcycle resembles the qualities of Rajasthan Royals team which is young, agile, innovative, and capable of adjusting to any adverse situation easily. Moreover, like the Pantero motorcycle, the team generates enough power to accelerate ahead in any given situation and drive home safely.

The Pantero is available nationally in 4 variants, with the recently launched entry level version being priced at a very competitive Rs. 39,650 (ex-showroom Delhi). The fully loaded version of the Pantero featuring self start, cast alloy wheels and a digital console is priced at Rs. 43,150.

The Indian Premier League provides an ideal platform for Mahindra Two Wheelers to connect and engage with its target audience, as it is the most followed sport in the country with a fan base of approximately 1 billion across India. Mahindra Two Wheelers entered into this association to leverage the team image of the Rajasthan Royals, which has consistently outperformed more established teams, through inspired leadership, innovative thinking and sheer professionalism. They have also consistently overcome any potentially adverse situation and the new Mahindra Pantero motorcycle embodies similar values.

Commenting on this association, Sarosh Shetty, Vice President – Marketing, Mahindra Two Wheelers said, “Cricket in India is truly a national game, rising above geography, age and gender. When two brands that share similar values come together, it gives '**Rise**' to a winning combination. Rajasthan Royals in previous IPL editions have stood for inspired leadership, innovation and professionalism. Mahindra Two Wheelers displays similar qualities and looks forward to a continuing partnership with the Rajasthan Royals.”

All versions are powered by the intelligent MCi-5 (Micro Chip ignited-5 Curve) engine that reads the road ahead and gives the rider either superior power or great mileage, depending on the driving conditions. The motorcycle's sleek styling makes it the most maneuverable bike in its class, helping to overcome bad roads and traffic with ease. Its advanced design includes a stylish fully digital dashboard, the longest seat in its segment, LED lamps and much more. So like the Rajasthan Royals, the Mahindra Pantero offers a lot more than expected, at an extremely attractive price.

The association will enable customers to experience the new Mahindra Pantero motorcycle at the Rajasthan Royals home stadium – Sawai Mansingh Stadium in Jaipur. Further, customers can also win tickets for Rajasthan Royals games as well as an opportunity to meet the team players and staff at a gala function in Jaipur and lots more.

Mahindra has been actively associated with various sporting events and sports have always been an integral part of the Mahindra culture. Mahindra Racing is the first Indian team to participate in the FIM MotoGP™ World Motorcycle Racing Championship, in 2011, and the Italian National Motorcycle Racing Championship (CIV), in 2012. The Group also has an association with the Celtic Football Club and Canadian NASCAR.

Mahindra Two Wheelers partnership with the Rajasthan Royals underscores its continued commitment to promote sports, not only at the grassroots level but also across a global platform and help enthuse young talent in sports.

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 15.9 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 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.

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