

Mahindra Two Wheelers launches Centuro N1

Offers best-in-class styling, performance and range of innovative features at a remarkable price of Rs 45,700 /- (ESR, Delhi)

Synopsis:

- Mahindra Two Wheelers celebrates over 1 lakh sale of Centuro within a short span of 6 months
- Mahindra Two Wheelers launches the Centuro N1 at an attractive price of Rs 45,700/- (ESR Delhi)
- All New Centuro N1 is a reflection of Mahindra Two Wheelers' strong customer centricity
- Centuro N1 boasts of internationally patented features & technology innovations, developed basis consumer insight
- Mahindra Centuro awarded "Viewers Choice Bike of the Year" by Bloomberg India Autocar India , "Readers Choice Bike of the Year" by Bike India, "Bike Maker of the Year" 2013 from DNA

Pune, January 24th 2014: Mahindra Two Wheelers Ltd. (MTWL), a part of the USD 16.7 billion Mahindra launched the Centuro N1 in Pune.

The Centuro N1 will be 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).

Speaking at the launch, **Mr. Anoop Mathur, President – Two Wheeler Sector & Member of the Group Executive Board, Mahindra & Mahindra Ltd.** said, "We are extremely pleased with the overwhelming response received by the Centuro. Centuro has been inspired by our customers and is packed with a host of technology innovations to address their stated and latent needs. Over 1,00,000 customers have bought the Centuro within a few months of its launch. The distinctive Centuro has also received numerous, technology patents and industry awards. The new Centuro N1 launched at an extremely attractive price, will enable new consumer segments to experience the incredible Centuro proposition."

"The newly launched Mahindra Centuro N1 offers customers Centuro's solid performance, aspirational styling and a host of amazing technology innovations at an irresistible price of Rs 45,700", said **Mr. Viren Popli Executive Vice President, Mahindra Two Wheelers.**

"Over the last 6 months we have witnessed an unprecedented demand for the Centuro which has reflected the growing consumer confidence in our technological innovations and product. We have ramped up production at our state of the art Pithampur plant by introducing additional lines to meet the growing demand for Centuro, thereby reducing the waiting period to 7-10 days. We have also focused on expanding our sales and service network and have been setting up new touch points at the rate of almost 2 per day for the past 2 months. We now have a network reach of 390 dealers and more than 1000 touch points across the country. We will continue to expand this base" **he concluded.**

2013 was a red letter year for Mahindra Two Wheelers, as not only did the company surpass a significant sales milestone of **1 lakh units of Centuro in just 6 months**, it has also received international patents for four indigenously developed technology innovations. These include the fuel gauge system, the automatic ignition cut-off, the distance-to-empty fuel system and the engine immobilizer system.

Mahindra Centuro has received the Bloomberg TV India Autocar India Viewers' Choice Bike of the Year Award, Bike India Readers Choice Bike of the Year and the coveted Bike Maker of the Year 2013 award from DNA." clear validation of the motorcycle's success.

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, 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.

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