

Press Release

For Immediate Dissemination

Mahindra Two Wheelers presents the All New Centuro

Incorporates Mahindra's Tough and Rugged DNA

Synopsis:

- All new Centuro now available at an introductory price of Rs. 45,000/- (ex showroom- New Delhi)
- Represents Mahindra Two Wheelers' commitment to the Indian two wheeler market
- Developed entirely in-house at Mahindra Two Wheelers' state of the art R&D centre in Pune
- Centuro boasts of unique class defining features & technology based on consumer insight

Jaipur, July 1, 2013: Mahindra Two Wheelers, a part of the USD 16.2 billion Mahindra Group, today formally launched its all new Mahindra Centuro motorcycle in the premium end of the highly competitive 100-110 cc segment. The new Centuro incorporates the Mahindra brand DNA of performance, features and reliability.

The introductory price of the Centuro will be Rs. 45,000/- (ex-showroom New Delhi).

As a special one-time offer, the first 10,000 Centuro bookings will be at an amazing price of Rs. 44,000/- (ex showroom New Delhi).

Designed entirely in-house at the world-class, state-of-the-art Mahindra Two Wheelers' R&D Centre in Pune, the Centuro represents the company's commitment to emerge as a serious player in the Indian two wheeler market.

"The new Mahindra Centuro is a class-defining product that aims to address the inherent needs of the Indian consumer in the two wheeler segment. It has been completely engineered around the consumer and his needs and is, in fact, a physical manifestation of what we perceive as 'Customer Inspired Technology'. The Centuro is testimony to our determination to emerge as a serious player in the high volume commuter segment and resonates with our presence in the highly competitive Moto GP motorcycle racing championship," said **Anand Mahindra, Chairman, Mahindra Group**.

Speaking on the launch, **Anoop Mathur, President – Two Wheeler Sector and Member of the Group Executive Board, Mahindra & Mahindra Ltd.** said, "This stylish and rugged machine boasts of several highly intelligent and innovative features, several of which have never been seen in this segment before. The Centuro is backed by strong customer centric R&D and world class manufacturing and is the result of extensive, pan India consumer research, resulting in a product that is unique, yet pertinent for our customers."

All New Centuro

The new motorcycle can take on the tough Indian roads with its ground clearance of 173 mm and wheel-base of 1265 mm. In addition the broad, comfortable seat and perfectly tuned 5-step rear suspension provide greater stability during cornering and comfort on long rides. A maintenance free battery and 5 year warranty ensure peace of mind for the owner.

Additional innovative features include an Anti Theft Alarm with Engine Immobiliser and an encrypted Remote Flip Key, Find Me Lamps and Guide Lamps for greater visibility. The Centuro also offers an advanced Digital Dashboard with a Distance-to-Empty (DTE) indicator, Service Reminder and Economy Mode indicator.

Powered by the indigenously developed, intelligent, MCI-5 (Micro Chip Ignited - 5 curve) engine, the Centuro has been engineered to meet exacting consumer demands in terms of performance, features and reliability. It delivers an astonishing 8.5 BHP @ 7500 RPM, 8.5 Nm of peak torque @ 5500 rpm and an astounding mileage of 85.4 kmpl (ARAI).

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.

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