Bookings cross 20,000 for Mahindra’s All New Thar, Waiting period crosses 6 months

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Company ramping up production from 2000 per month to 3000 per month

Mumbai, November 4, 2020: Mahindra & Mahindra Ltd. (M&M), part of the USD 19.4 billion Mahindra Group, today announced that its recently launched All-New Thar has crossed 20,000 bookings, within a month of its launch.

Given the overwhelming response to the All-New Thar, the waiting period ranges between 5 to 7 months, on select variants. The variants that have particularly surpassed all expectations are Hard Top Automatic & Manual (both in diesel and gasoline options).

Keeping the unprecedented demand in mind, the company is fast tracking the process of increasing the production capacity both at its Nasik facility and the supplier end to meet this demand and reduce the waiting period for the customers. Infact the delivery process commenced on 1st November with Thar #1 delivery to Aakash Minda, the online auction winner. The

company has also planned mega deliveries of over 500 All-New Thars during the weekend, across the country.

Commenting on the booking milestone, **Veejay Nakra, Chief Executive Officer, Automotive Division, Mahindra & Mahindra Ltd.** said, "We are overwhelmed with this unprecedented response that the All-New Thar has garnered. I must admit the response has surpassed all our expectations and production capacities. Hence the wait for the All-New Thar will be longer than expected. We sincerely appreciate our customers' patience and unwavering confidence in us."

Mr. Nakra further added, "We had planned for a capacity of about 2,000 vehicles per month and are now getting ready to ramp it up to 3,000 by January. This would help us bring down the waiting period to a reasonable timeline."

The company has put in place a robust customer connect process to reach out to every customer individually and communicate their likely/exact delivery dates, thereby assuring them of their delivery schedule at every step of the waiting period.

About Mahindra

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering

communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Tags :

All-New Thar	20	000 bookings	milestone bookings	Veejay Nakra