Mahindra’s first All-New Thar#1 to be auctioned online for charitable cause

Auto

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- Auction registration opens today and one can click on https://auto.mahindra.com/events/all-new-thar-auction to register
- Auction goes live on September 24 and closes on September 29, 2020

Mumbai, September 19, 2020: Mahindra & Mahindra Ltd, part of the USD 19.4 billion Mahindra Group, today announced that the first All-New Thar#1 will be up for auction later this month to raise funds for select charitable organizations supporting COVID-19 relief work. The registration for the online auction opens today (click on https://auto.mahindra.com/events/all-new-thar-auction to register) and the bidding will be held between September 24th and 29th, 2020.

One lucky buyer will not only have the chance to own the coveted All-NewThar#1 but also contribute towards a noble cause related to COVID-19 relief work. This one of its kind All-New Thar will come emblazoned with the Thar#1 badge, distinguishing the owner as the very first one.

Other exclusive and distinguishing features on this All-New Thar #1 will include customized badging on the vehicle which will flaunt the owner's initials, carry serial number '1' on the decorative plate on the dashboard and leatherette seats.

Announcing the commencement of online registration for the All-New Thar#1 auction, **Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd.** said ""As we approach the start of booking for the All-New Thar on 2nd October, we expect a lot of interest and excitement to get the first one booked. The first All-New Thar#1, a coveted piece, will hence be auctioned to the highest bidder with the proceeds going to a COVID-19 related charitable cause. Mahindra will donate an amount equal to the proceeds from the auction to the same charity. There's no doubt that the best way to own the first Thar is to donate to a COVID charity by bidding online."

The online auction is being conducted by Mahindra First Choice Wheels (MFCW) and hosted on the carandbike.com auction engine. Registrations, conducted online, will be open to everyone and the prospective bidders will be required to put down a refundable caution deposit. The entire bidding will be conducted by Ernst & Young.

The winning bidder will have five variants and six colour options of the All-New Thar, to choose from. Mahindra will match the amount raised at the auction and the entire proceeds will be donated to a charitable organization

supporting COVID-19 relief. The winning bidder can also decide on his choice of the charitable organization from three options. These charitable organizations/funds are: Naandi Foundation, which is working to create sustainable livelihoods in the food and agriculture sectors in a post COVID-19 world through upskilling, Swades Foundation, which is building rural life and livelihoods as part of its COVID-19 relief & recovery programme and PM Cares Fund.

Thar has been shaping the success and leading the Mahindra brand's transformation too. The All-New Thar is firmly rooted in Mahindra's rich automotive heritage and upholds the Mahindra DNA in its purest form. Mahindra's authentic SUV legacy has been guarding the freedom of this nation by serving the armed forces since the 1950s, while simultaneously becoming the spirit of adventure and a lifestyle icon. The All-New Thar is a dynamic expression of fun, freedom and independence, like no other brand.

Registering for the auction:

1. Registration opens September 19, 2020
2. Participant comes on designated registration website - https://auto.mahindra.com/events/all-new-thar-auction
3. Participant can view information and click on the registration button
4. Participant provides details required as part of the registration process
5. Participant accepts terms and conditions, verifies mobile number and pays caution deposit
6. Upon registering successfully, the participant will receive an SMS notification

Please use the following hashtags for social media updates:

#MahindraThar

#givetoget

#ExploreTheImpossible

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 agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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Tags :

All-New Thar #1 | auction | charitable cause | Rajesh Jejurikar | Mahindra Automotive Division | Auction registration