Mahindra celebrates 25 years of Bolero Pik-Ups: A legacy of reliability and performance

Auto

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Celebrating 25 years of the Bolero Pik-Up's excellence with the limited-time 'Maxx ka Vaada' offer with unmatched benefits for Maxx Pik-Up owners

- 5 years of warranty*
- 5 years of free maintenance*
- 5 years of roadside assistance*
- Assured resale value of ₹5 Lakh after 5 years*

Mumbai, June 3, 2024: Mahindra & Mahindra Ltd. (M&M), the leader in Small Commercial Vehicles (SCVs) in India, proudly celebrates a significant milestone: 25 years of the iconic Bolero Pik-Up range. Over the past quarter-century, the Bolero Pik-Up has become synonymous with reliability, durability, and rugged performance, cementing its place as a trusted partner for businesses, entrepreneurs, and fleet operators across India.

To mark this remarkable journey, Mahindra has introduced the 'Maxx ka Vaada'** offer. Available for a limited time, this special offer is designed to enhance the ownership experience for Maxx Pik-Up customers. It includes

comprehensive benefits such as complimentary roadside assistance, all scheduled services, and an extended warranty for 5 years or up to 1 Lakh kilometres, ensuring long-term uptime and peace of mind.

Nalinikanth Gollagunta, CEO - Automotive Division, Mahindra & Mahindra Ltd. said, "At Mahindra, we take pride in contributing to India's economic growth by developing customer-centric products that embody our commitment to the 'Make in India' initiative. The Bolero Pik-Up range has epitomised reliability and durability for 25 years, earning the trust of customers nationwide. The 'Maxx ka Vaada' offer reaffirms our commitment to delivering exceptional value and support, showcasing Mahindra's dedication to setting new standards of excellence within the pick-up segment. This celebration is not just about past achievements but also about our commitment to exceeding customer expectations in the future."

Additionally, Mahindra guarantees a minimum resale value of ₹5 Lakh after 5 years, providing customers with confidence in the future value of their vehicle.

Customers opting for 'Maxx ka Vaada' offer will enjoy overall benefits worth up to ₹1.3 Lakh over the vehicle's lifetime, ensuring unparalleled value and support.

* Terms and Condition Apply

** The offer does not include the Bolero Pik-Up 4x4 and Bolero Camper variants.

YouTube: https://youtu.be/oXo4YEyIZBM

About the Bolero Pik-Up Range

For 25 years, the Bolero Pik-Up range has been a cornerstone of Mahindra's success, known for its durability, reliability, and rugged performance. These vehicles are essential for business owners, entrepreneurs, and fleet operators. The Maxx Pik-Up range builds on this legacy with enhanced features and capabilities, offering superior performance, comfort, and advanced technology, making it the ideal choice for modern businesses.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom.

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