Mahindra launches Bolero Camper and Bolero Pik-Up range with updated styling, added comfort and convenience features

Auto

Author : mahindraadmin Category : Auto Published : 1/21/2026

- **Bolero Camper is now equipped with advanced iMAXX telematics solution for enhanced operational efficiency**
- **Bolero Pik-up introduces air conditioning and heating for improved comfort in all weather conditions**

Mumbai, January 21, 2026: Mahindra & Mahindra Ltd., the makers of Bolero Pik-Up – the No.1 pickup brand in India, today launched the refreshed version of **Bolero Camper and Bolero Pik-Up range**. The updates include a bolder front design along with practical features to enhance comfort and convenience, as well as iMAXX technology on select variants.

Bolero Camper

The vehicle features connected technology powered by the advanced iMAXX telematics solution which provides real-time vehicle insights, promoting enhanced operational efficiency and smarter fleet management. Additionally, the vehicle boasts a fresh look with new decals, body-colored ORVMs and

door handles. Enhanced comfort features include headrests in the rear seats, air conditioning and heater, alongside a music system with Bluetooth calling

To further enhance the overall value, Mahindra has made several features standard across all variants such as a recliner driving seat with a headrest, and a wider co-driver seat for added comfort. Other convenient additions include heater and air conditioning systems, central locking, and rear seat belts, ensuring a well-rounded and comfortable driving experience across all variants.

Bolero Pik-Up

The Bolero Pik-Up now features a new front look, reclining driver's seat with headrest, and a wider co-driver seat for added comfort. Additionally, heating and air conditioning systems have been introduced to enhance overall driving experience.

Mahindra continues its legacy as a pioneering market leader in the pickup segment, solidifying its dominance with these features upgrade. Both the Bolero Camper and Bolero Pik-Up are engineered for customers who rely on their vehicles as integral parts of their livelihood and operations. The latest enhancements to the Bolero range are designed to deliver comfort and convenience, reinforcing the company's commitment to excellence in this category.

Variant-wise Pricing in Lakh:

Bolero Camper	
Variant	**Ex-Showroom**
Non-AC 2WD	₹ 9.85 Lakh
Non-AC 4WD	₹ 10.13 Lakh
Gold ZX	₹ 10.20 Lakh
Gold RX	₹ 10.25 Lakh
Gold RX 4WD	₹ 10.49 Lakh

Bolero Pik-Up	
Variant	**Ex-Showroom**
Pik-Up MS CBC	₹ 9.19 Lakh
Pik-Up MS FB	₹ 9.70 Lakh
Pik-Up PS FB	₹ 9.75 Lakh
Pik-Up PS FB AC	₹ 9.99 Lakh
Pik-Up 4WD CBC	₹ 9.50 Lakh
Pik-Up 4WD	₹ 9.73 Lakh

Pik-Up 4WD AC	₹ 9.99 Lakh

**Variant-wise pricing and feature availability as applicable.*

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility SUVs, 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.

Media contact information

Siddharth Saha

Sr. Manager, Marketing Communications, Mahindra Automotive

Email – saha.siddharth@mahindra.com

You can also write to us on: automediaenquiries@mahindra.com

Tags :

Mahindra | Bolero Camper | Bolero Pik-up