

Mahindra's iconic SUV, Scorpio, registers its highest ever annual sales in FY15

Crosses 50,000 sales mark for 4th consecutive year

- **Crosses milestone of 50,000 unit sales in FY15, for the 4th consecutive year**
- **Launch of the New Generation Scorpio contributed significantly to its success**
- **Swept 8 awards this season, thereby cementing its place as India's most popular SUV**
- **Ranked India's most trusted SUV/MUV by the Brand Trust Report India Study 2015**
- **Crossed 3 million fans on Facebook making it the largest SUV community on Facebook, in India.**

May 11 2015, Mumbai: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, announced that its iconic SUV, the Mahindra Scorpio, crossed the 50,000 milestone in unit sales in FY15, for the 4th consecutive year. The Scorpio sold 51,553 units in FY15, being the highest ever annual sales for the brand since its inception. Further, the Scorpio also recorded its highest ever monthly sales in September 2014, having sold 6,060 units.

The launch of the New Generation Scorpio in September 2014 contributed significantly to the brand's performance in terms of both volume and market share. Further, the New Generation Scorpio swept the awards season with a total of 8 wins, 6 of which were for "SUV of the Year", thereby cementing its place as India's most admired SUV. It has also been ranked as India's most trusted SUV/MUV by the Brand Trust Report India Study 2015.

The Scorpio's iconic status can also be gauged from its 3 million plus fan base on Facebook, yet another significant milestone. In fact, the Scorpio's online community on Facebook is one of the largest online auto communities on Facebook in India.

Speaking on the milestone, **Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra Ltd.**, said, "This is a very proud moment for us, as the iconic and trend-setting Scorpio has achieved yet another milestone. This achievement reaffirms the brand's popularity as well as the confidence consumers have reposed in us. Today, the Scorpio is one of the most admired and awarded brands within the Indian automobile industry. With the launch of the New Generation Scorpio we have further shifted the orbit and scripted a success story like no other".

The brand's popularity is also evident on the Scorpio YouTube channel which has garnered more than 10 million views since inception. The magic of the Scorpio is further seen in the array of impromptu fan clubs initiated by customers in the virtual and real world over the years.

Today, the Scorpio is also popular in global markets both as an SUV and a Pick Up. The brand has a strong following in South Africa and Chile and is also present in developed markets such as Italy, Spain and

Australia. Over the last decade, the Scorpio range of SUVs and Pick Ups has been creating a mark in over 40 countries across SAARC, Africa, Latin America and the ASEAN region. The brand has recently been introduced in markets such as Tunisia, New Zealand and Saudi Arabia.

About Scorpio

A proven true blue SUV, the Scorpio is the second largest selling UV in Mahindra's stable, after the Bolero. A style statement and a symbol of adventure, power and driving thrill, the Scorpio remains India's first home-grown SUV with contemporary styling, unmatched performance and reliability. It has been a dominant force in the SUV landscape since its launch in 2002. The Scorpio has also evolved with the changing lifestyle and aspirations of customers, resulting in its growing popularity.

Launched in September 2014, the New Generation Scorpio is built on an all new platform and comes with contemporary, more aggressive exterior styling, luxurious blue-grey interiors and advanced technology features and promises to take the tough and rugged Scorpio to the next level.

The New Generation Scorpio is powered by the mighty mHawk engine (120 PS power and 280 NM torque) to tackle all types of terrain and a new generation transmission for a smoother fatigue-free gear shift. In addition, the new generation platform, with a new cushion suspension technology and anti-roll technology, has taken the ride and handling of the Scorpio to significantly improved levels. The vehicle's contemporary, more aggressive exteriors and premium interiors give the New Generation Scorpio a whole new dimension.

Recently, it claimed the top spot for SUV of the Year at the Bloomberg TV Autocar India Awards 2015, NDTV Car and Bike Awards 2015, ET Zigwheels Awards 2014, Zeegniton Auto Awards 2015 and Motoring World Awards 2015. It also struck a chord with consumers who voted it the Reader's Choice Award of the Year at the Car India and Bike India Awards 2015 and the People's SUV of the Year at the Top Gear Awards. The television commercial for the New Generation Scorpio also won the Storyboard Commercial of the Year Award at the CNBCTV18 Overdrive Awards 2015. These are some of the most prestigious awards in the automotive industry and are regarded highly by both car manufacturers and car-buying consumers alike.

Going beyond the vehicle itself, the Scorpio experience is woven into the cultural fabric of the country. A visible star on the silver screen, the Scorpio has frequently dazzled cine enthusiasts through its presence in several movies.

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 16.5 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in

the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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For further enquiries please contact:

Mohan Nair
Senior General Manager (Communications)
Automotive & Farm Equipment Sectors
Office Direct Line – + 91 22 28468510
Office Email Address – nair.mohan@mahindra.com
Mobile: +91 9004012237