

REF:NS:SEC:
15th May, 2024

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Sub: Mahindra XUV 3XO Registers over 50,000 Bookings within 60 minutes

Further to the Stock Exchange intimations dated 29th April, 2024 with respect to the Launch of XUV 3XO Compact SUV, please find attached a Press Release being issued by the Company on the captioned subject.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED**

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a



PRESS RELEASE

Mahindra XUV 3XO Registers over 50,000 Bookings within 60 minutes

- Over 50000 bookings were clocked within 60 minutes of bookings commencement, at 10 a.m., May 15, 2024
- Over 10000 vehicles already produced and manufacturing capacity of 9000 per month has been set up
- Deliveries slated to start from May 26, 2024

Mumbai, May 15, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced an unprecedented achievement for its recently launched compact SUV, the XUV 3XO. Within the first 60 minutes of opening bookings today at 10 a.m., the XUV 3XO received over 50000 bookings.

The XUV 3XO has captured the imagination of customers nationwide, with over 27000 bookings recorded within the first 10 minutes alone, demonstrating incredible enthusiasm for Mahindra's new SUV. This milestone underscores the XUV 3XO's standout design, premium interiors, comfortable ride, cutting-edge technology, thrilling performance, and unmatched safety.

Veejay Nakra, President - Automotive Division, M&M Ltd. said, "We are immensely proud to announce that the XUV 3XO has received 50000 bookings shortly after opening, which is a testament to the trust our customers place in us. Such overwhelming market response reaffirms our commitment to innovation and delivering value beyond expectations. The XUV 3XO is a significant leap towards the future of mobility, designed to deliver 'Everything You Want and More.' We are ready to meet this incredible demand and start delivering the XUV 3XO to our customers."

The deliveries of the XUV 3XO will commence on May 26, 2024. Anticipating the excitement, we have already produced over 10000 units. Mahindra will take all steps needed to ensure timely deliveries, with utmost focus on customer experience. Bookings for the XUV 3XO continue to be open both online and at all authorised Mahindra dealerships.

Social Media Addresses for Mahindra XUV 3XO:

- Brand website: <https://auto.mahindra.com/suv/XUV3XO>
- Twitter: @MahindraXUV3XO
- YouTube: @Mahindra_XUV3XO
- Instagram: @mahindraxuv3xo
- Facebook: @XUV3XO
- Hashtags: #MahindraXUV3XO #XUV3XO

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 SUVs, information technology and financial services in India



mahindra *Rise*

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/news-room>.

Media contact information

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