

Mahindra & Mahindra Ltd.
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India
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REF:NS:SEC:
10th August, 2022

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.

Dear Sirs,

Sub: Mahindra introduces the future of pickups: the All-New Bolero MaXX Pik-Up

Please find enclosed a Press Release (PR) issued by the Company on the captioned subject.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are given below:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the product;	All-New Bolero MaXX Pik-Up
b)	Date of launch;	10 th August, 2022
c)	Category of the product;	Pik up (LCV 2 to 3.5 Ton)
d)	Whether caters to domestic/ international market;	Currently for Domestic market
e)	Name of the countries in which the product is launched (in case of international)	NA

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

Mahindra introduces the future of pickups: the All-New Bolero MaXX Pik-Up

~ All-new brand to reset benchmarks in the pickup segment ~

- **Bolero MaXX Pik-Up** is designed to address the dynamic needs of modern-day businesses
- **MaXX Technology:** Introduces **iMaXX telematics solution** for enhancing business efficiency and peace of mind
- Offers category-first features for **MaXX Comfort & Safety:** height adjustable driver seats, certified D+2 seating with higher leg room, Turn safe lights
- Carry forward the Mahindra Pik-Up legacy of performance, reliability, low maintenance, and higher payload capacity
 - **MaXX Performance:** Trusted **m2Di engine** with an exceptional mileage of **17.2 km/l***, **best-in-class torque** of 195Nm, and 48.5kW (65 hp) power
 - Higher **payload capacity of 1300 Kg**, **Widest cargo in the category - 1700mm**, best in category **R15 tyres** for improved loading
 - Warranty of **3 years/1 lakh km** and with a **longer service interval of 20,000 km**
- Launches the **Bolero MaXX Pik-Up City 3000** at an introductory price of **₹7,68,000** onwards (ex-showroom); available with a **down payment of &) ₹ 30,000** with attractive finance schemes

Mumbai, August 10, 2022: Mahindra & Mahindra Ltd. (M&M), the leader in the Light Commercial Vehicle (LCV) - 2 to 3.5 ton category, announced the launch of the **Bolero MaXX Pik-Up, a new brand of futuristic pickups catering to the transport and logistics needs of modern India.** The company unveiled the brand with the launch of the **Bolero MaXX Pik-Up City 3000** at an introductory price of **7,68,000** onwards (ex-showroom), available with a **down payment of &) ₹ 30,000** with attractive finance schemes.

With the evolving transportation needs, Mahindra is introducing a new brand in the pickup segment to address the dynamic needs of modern-day businesses. **Bolero MaXX Pik-Up is a pioneering new brand from Mahindra**, engineered and designed to set new benchmarks in the pickup segment. This latest pickup brand boasts of the advanced connected technology – **iMaXX telematics solution**, enabling effective vehicle management and maximizing business productivity. **Segment-leading comfort and safety features** provide driver convenience on longer routes. Premium design features such as a new front grille, new headlamps, and a premium new dashboard with a digital cluster will accentuate pride of ownership for the business owners.

