

Mahindra XYLO – The Brand name for Project Ingenio



Mr. Rajesh Jejurikar, Chief of Operations, Mahindra & Mahindra Ltd. and Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd. at the unveiling of the brand name for Project Ingenio, Mahindra XYLO.

Synopsis:

- Mahindra set to launch **XYLO** (*Zy-lo*) by year-end
- Mahindra **XYLO** has been Co-created with Customers to surpass their latent desires
- Developed by an in-house team of 160 young experts.
- '**XYLO**' creates a strong connect with Mahindra's existing iconic brands – Bolero & Scorpio

Mumbai | October 31, 2008: Mahindra & Mahindra Ltd. (M&M), India's leader in utility vehicles, today announced that it would unveil the all new Mahindra **XYLO** (*Zy-lo*) in the current quarter. The Mahindra **XYLO** is the brand name for Project Ingenio developed in-house by Mahindra post the success of the Scorpio.

The much awaited Mahindra **XYLO** has been co-created with customers for developing a vehicle around the lifestyle and luxury aspirations of its end customer. This is further



testimony to Mahindra's customer centric vision of co-creating products and services based on the feedback and latent needs of its consumers.

Mr. Anand Mahindra, Vice-Chairman and Managing Director, Mahindra Group, said "We are all set to create a new milestone with the launch of the Mahindra **XYLO** which will continue Mahindra's legacy of customer-centric innovation. I am confident that the **XYLO** will follow in the Scorpio's footsteps and evolve into an iconic brand."

Dr. Pawan Goenka – President Automotive Sector M&M said, "XYLO has been developed by a Project team consisting of 160 experts who have created new benchmarks in terms of styling, technology and performance. The team deployed the ReFinE methodology aimed at creating emotional surplus. Mahindra **XYLO**, extensively tested and validated for Real World usage in India and many other countries, is sure to delight the Customer's 'Senses'.

Mr. Rajesh Jejurikar, Chief of Operations, Mahindra and Mahindra Ltd., added, "The brand name **XYLO** is trendy and contemporary, implies luxury, high fashion, technology and creates a futuristic connect."

About The Mahindra Group

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has recently made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of only four Indian companies to receive an A+ rating from the Global Reporting Initiative (GRI) for its first Sustainability Report.

For further enquiries, please contact:

Ms. Roma Balwani
VP & Head - Corporate Communication
Mahindra & Mahindra Ltd
Phone: (+91-22) 24975176
Fax: (+91-22) 2490 0830
Email: balwani.roma@mahindra.com

Sushant Balsekar
Adfactors PR Pvt. Ltd
Phone: (022) 2204 9804
Fax: (022) 2204 9814
Mobile: (+91) 9819162987
Email: sushant.balsekar@adfactorspr.com