

Mahindra to launch SsangYong Rexton in 7 more cities during November 2012

Bengaluru, November 8, 2012: Mahindra & Mahindra Ltd. (M&M), a part of the US \$ 15.4 billion Mahindra Group, today announced that it would launch its premium SUV, the SsangYong Rexton in 7 new cities on November 20, 2012. The Rexton by Mahindra will be available in the cities of **Hyderabad, Chennai, Bengaluru, Pune, Ludhiana, Patiala and Chandigarh**, in the second phase of the launch. Mahindra had earlier launched the SsangYong Rexton in Mumbai and Delhi during October 2012.

The SsangYong Rexton is manufactured at Mahindra's Chakan Plant near Pune by sourcing components from SsangYong, Korea and from India.

Speaking on the launch of Rexton in new cities, **Pravin Shah, Chief Executive, Automotive Division, M&M Ltd. mentioned**, "For Mahindra, the launch of the SsangYong Rexton last month marked a momentous occasion in our automotive journey. We are now extending the offering of this hi-end SUV to the discerning Indian consumer in 7 other cities. I am sure that the Rexton with its perfect combination of indulgence, refinement, style and performance will carve a niche for itself with consumers within these new cities".

Following its launch in October 2012, the SsangYong Rexton has received a very positive response from auto enthusiasts and consumers alike.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and vacation ownership. Mahindra has a presence in the [automotive industry](#), agribusiness, aerospace, components, consulting services, defence, energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheelers](#).

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the



Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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