



## PRESS NOTE

### Mahindra's First 'THE' SUV: Thar ROXX to be Auctioned Online for Charitable Cause

- Auction registrations opens on 12<sup>th</sup> September on <https://www.carandbike.com/auction/thar-roxx>
- The auction will open on 15<sup>th</sup> September at 17.00 hrs and culminates on 16<sup>th</sup> September 2024 at 19.00 hrs

**Mumbai, September 12, 2024:** Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the auction of the first-ever Thar ROXX. The proceeds from the highest bid will be donated to a social cause, with Mahindra matching the winning bid to further amplify the impact, ensuring all contributions are directed towards charitable initiatives. Registration for the online auction opens on 12<sup>th</sup> September (<https://www.carandbike.com/auction/thar-roxx>), with the bidding taking place between 15<sup>th</sup> and 16<sup>th</sup> September, 2024.

The First of 'THE' SUVs from Mahindra, the Thar ROXX, with the distinguished VIN 0001, will also feature a badge bearing Mr. Anand Mahindra's personal signature, offering collectors and enthusiasts a rare piece of Mahindra's legacy. The winner of the auction will take home the AX7L Diesel Automatic 4x4 Thar ROXX in the color of their choice from seven striking options: Deep Forest, Everest White, Tango Red, Battleship Grey, Nebula Blue, Burnt Sienna, or Stealth Black.

The online auction is being conducted by Mahindra First Choice Wheels (MFCW) and hosted on the carandbike.com auction platform. Registrations, which will be conducted online, are open to everyone, and prospective bidders will be required to submit a refundable caution deposit. The entire bidding process will be overseen by Ernst & Young.

The proceeds from the auction may be donated to any recognized not-for-profit organization of winner's choice. Alternatively, the winner may choose one of the following not-for-profit organizations: **Naandi Foundation** (Empowering Girls and Women), **BAIF Development Research Foundation** (Watershed and Rural Livelihood Development), **Watershed Organization Trust** (Integrated Water Resource Management and Agriculture), or **UNITED WAY MUMBAI** (Promoting Road Safety).

#### Social Media Addresses for Thar ROXX:

- Brand website: <https://auto.mahindra.com/thar-ROXX.html>
- Instagram: @mahindrathar
- Facebook: @mahindrathar
- Twitter: @Mahindra\_Thar
- YouTube: @TharMahindra
- Hashtags: #TharROXX #THESUV #ExploreTheImpossible

#### 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



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position in farm equipment, utility SUVs, information technology and financial services in India 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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/  
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