



## PRESS NOTE

### **Mahindra Thar ROXX opens with 176218 bookings within 60 minutes**

**Mumbai, October 3, 2024:** Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced that the newly launched Thar ROXX has registered 176218 bookings within 60 minutes of booking commencement at 11.00 am.

The unprecedented response reflects the broad appeal of Thar ROXX, captivating customers nationwide. With its head-turning design, refined driving experience, powerful performance, unmatched off-roading capability, top-tier safety features, spacious interiors, and advanced technology, Thar ROXX continues to set new benchmarks as a category disruptor in the SUV segment.

Deliveries of the Thar ROXX will commence on the auspicious occasion of Dussehra. Mahindra is grateful to its customers for the enthusiastic response and remains committed to prioritizing a seamless delivery experience. As deliveries begin, Mahindra will inform customers about their tentative delivery schedules in a phased manner over the next three weeks.

Bookings for the Thar ROXX remain open at all authorised Mahindra dealerships and Mahindra website.

#### **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 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/  
For updates subscribe to <https://www.mahindra.com/news-room>.

#### **Media contact information**

Neha Anand  
Head, Global Brand and Marketing Communication, Automotive Division



S P O R T  
U T I L I T Y  
V E H I C L E S

Email – [anand.neha@mahindra.com](mailto:anand.neha@mahindra.com)

You can also write to us on: [automediaenquiries@mahindra.com](mailto:automediaenquiries@mahindra.com)

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