

Mahindra announces its brand campaign “Cholo Re” in Bangladesh.

- Leads the campaign with the launch of its all new stylish “**Maxximo HD Series**”
- Appoints **Mashrafe Bin Mortaza** as a Brand Ambassador.

Dhaka, 27 June 2018- Mahindra & Mahindra Ltd., a part of the USD 20.7 billion Mahindra Group, today announced its brand campaign ‘**Cholo Re**’ in Bangladesh, along with Mashrafe Bin Mortaza, the captain of the Bangladesh National Cricket team in One Day Internationals, as its brand ambassador. The event marked the launch of its flagship product, the all new stylish Mahindra Maxximo Heavy Duty (HD) Series, as a “Solid Partner” for its customers.

Rise is the global brand proposition of Mahindra. With its operation in Bangladesh for over 25 years, Mahindra takes pride in the celebration of the Rise of Bangladesh, with the rallying cry, “Cholo Re” that personifies the localized message of the spirit of “Rising Above”. It celebrates the optimism of the people of Bangladesh, who want to change their future and break out of traditional ways of working, thus Rising above the ordinary and helping the nation to progress.

Mahindra Maxximo HD Series, is an offering with a promise to be a “**Solid Partner in Progress**” for its customer to go forth and Rise Above. The new stylish Maxximo HD Series has a strong 8-leaf front suspension, high load carrying capacity of 850 Kgs, best in class engine power of 26 HP, and class leading mileage that enables customers to earn more than vehicles in its category, thus setting new standards in the market

Mashrafe Bin Mortaza, the brand ambassador, is driving this campaign in Bangladesh, across various automotive products of Mahindra. **Speaking on the occasion, Mashrafe said,** “As a brand Mahindra believes in rising above obstacles, empowering its customers to tap new opportunities and going beyond limits to drive positive change. This is also a core philosophy in my personal life. Mahindra is a global company and I am proud to associate with it and partner the transformation of Bangladesh.”

Speaking at the launch, Mr. Sanjay Jadhav, Vice President, Head of International Operations (South Asia), Mahindra & Mahindra Ltd said, “Over the last two decades, Mahindra has established a strong presence in Bangladesh with the trusted partnership of Rangs Motors Ltd., Rancon Autos., Karnaphuli Ltd, and Aftab Automobiles Ltd. Today is a proud moment for us to celebrate the journey with our brand campaign, “Cholo Re” that celebrates the never give up attitude of our customers and optimism of the nation. Mashrafe being the pride of the transformation story of Bangladesh cricket, we are proud of his association with Mahindra.”

Mr. Jadhav further added, “As the leader in the Pickup segment, our endeavor has always been to address the evolving needs of our customers. The launch of the Maxximo Heavy Duty Series aims to enhance the earning potential of our customers. I am sure the new Maxximo will go a long way in partnering our customers as they strive to prosper in life and fulfill their aspirations.”

The Mahindra Maxximo HD Series, made at the company’s state-of-the-art plant in Chakan, Maharashtra, India comes with a class-leading warranty of 2 years/ 60,000 kms. This series is available in attractive color options of Verve Blue and Diamond White in the market.

About Mahindra:

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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