

## Press Release

### **Mahindra KUV100 welcomes the 1000<sup>th</sup> Customer in its Family**

*Celebrates 1000 deliveries in a year of pandemic*

**Colombo, October 13th, 2021:** Mahindra & Mahindra Ltd. (M&M), together with Ideal Motors, a fully owned subsidiary of the Ideal Group, delivered its 1000<sup>th</sup> KUV100 NXT vehicle today from its showroom in Colombo.

KUV100 NXT, the bold and stylish entry level SUV, is Mahindra's first "Made in Sri Lanka" vehicle, which is assembled at the Mahindra Ideal Lanka Automotive plant (MILPL), a joint venture between M&M and Ideal Group. KUV100 was launched in July'2020 amidst the pandemic and garnered an overwhelming response from customers. With Customer centricity the key focus of the company, we have ensured island wide Service and Parts network with 24 hours workshop turnaround for faster delivery at aftersales.

With the gradual opening of the market amid COVID19 pandemic in Sri Lanka, the demand for KUV100 has seen a significant spike in the country. Mahindra Ideal Lanka (MILPL) is now boosting its production capacity to meet the increased market demand.

The KUV100 NXT with its unique proposition of style, power and hi-tech features, is a class-leading vehicle and has been able to perform and win the confidence of Sri Lankan customers. Mahindra is delighted to have reached this exciting milestone of 1000th KUV100 NXT in Sri Lanka and is grateful to its customers for the overwhelming response.

#### **About the KUV100 NXT**

Packed with safety and exciting features, KUV100 NXT has been designed to help customers "Live Beyond Boundaries". This entry level compact SUV accommodates 1.2 litre high performance 1198cc mFalcon engine with a maximum power of 82 bhp at 5500 RPM. The 5-seater spacious SUV is suited for a small family or a professional and comes with a ground clearance of 170mm. The 15" diamond cut, two tone alloy wheels and strong built gives it a sporty appearance. Its electric power steering and mounted controls lend essential driving comfort suited to all conditions. KUV 100 NXT features a state-of the art touchscreen infotainment system with blue tooth connectivity, dual air bags and ABS for enhanced safety.

KUV100 NXT shines in white, red, black and silver colors and comes with a warranty of three years or 100,000 km.

#### **About Ideal Group:**

With over three decades of disrupting the local automotive and after-market solutions industry, Ideal Holdings and Ideal Group is a truly Sri Lankan Group of Companies leading the way in Sri Lanka. The Group's strength consists of over 1,000 team members and boasts turnover of more than Rs. 20 billion annually. As a pioneer, Ideal Group specializes in assembly, import and distribution of motor vehicles and multi-brand spare parts, automotive after sales services.

Ideal Group holds the sole authorized distributor rights of Mahindra motor vehicles and motorcycles in Sri Lanka and the co-ownership of Sri Lanka's "first automotive assembly and production plant" in Welipenna, which is a bi product of the joint venture between Ideal Group and India's automotive giant, Mahindra and Mahindra.

Following a service first philosophy the Group claims a large footprint across Sri Lanka with its island wide network of Mahindra sales showrooms and authorized service dealerships.

### **About Mahindra:**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, 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>

### **To know more about Mahindra KUV100:**

- Brand website: [www.mahindra.com.lk](http://www.mahindra.com.lk)
- Facebook: @MahindraKUV100SriLanka @MahindraAutoGlobal
- Instagram: @mahindraKUV100SriLanka @MahindraAutoGlobal
- YouTube: Mahindra Sri Lanka
- Hashtags: #KUV100 #MahindraSriLanka #LiveBeyondBoundaries