



Mahindra Announces Special Support Initiative for SUV Owners Affected by Cyclone Michaung

Chennai, 5 December, 2023: Mahindra & Mahindra, India's leading SUV manufacturer, today announced a heartfelt initiative to aid owners of Mahindra SUVs in response to the recent Cyclone Michaung. Understanding the distress caused by the cyclone, Mahindra is committed to providing the best service assistance to Mahindra SUV owners.

Key Aspects of the Support Initiative:

- **Complimentary roadside assistance:** Recognizing the immediate needs of customers, Mahindra will be providing Roadside Assistance (RSA) within 50kms to tow affected vehicles to the nearest Mahindra authorised workshop. This service is extended to all, including those without an active RSA
- **No-cost inspection and damage assessment:** Mahindra's expert service teams are on standby to conduct comprehensive inspections and assess the extent of damage, free of charge, ensuring the vehicle is evaluated with the utmost care and expertise
- **Financial relief through special discounts:** To help reduce the financial impact on customers, Mahindra is offering special discounts on the customer liability component of the repair invoice.
- **Validity for the Initiative:** Recognizing that recovery takes time, this initiative will be available until 31st December 2023, providing ample opportunity for all affected customers to avail these services
- **Safety advice:** For those whose SUVs were submerged, Mahindra strongly advises against starting their SUVs to prevent further damage. Customers are advised to contact the service team at toll-free number 1800 209 6006, via Twitter @MahindraCustomerCare - @18002096006, or through WhatsApp at 7208071495

Mahindra is committed to customers in times of need. This initiative reflects the company's commitment to not only being a provider of authentic SUVs but also a dedicated supporter of the community in times of adversity.

**All the above offers will be extended through Mahindra's authorized Dealer Network and approved partners*

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 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 / 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

Email – anand.neha@mahindra.com

You can also write to us on: automedienquiries@mahindra.com