

## Manufacturing / Automotive Sector

# MAHINDRA SOUTH AFRICA



Mahindra SA was established in 2004, bringing global prestige and world-class expertise to the country. Since then, we've become one of the fastest-growing passenger vehicles and bakkie brands, setting the standard for innovation and reliability. By 2018, we opened our first local assembly plant, solidifying our commitment to providing top-notch vehicles to South Africa.

Our mission is simple: to make the Mahindra mark and offer South Africans a world-class selection of SUVs, bakkies, and commercial vehicles. From our expanding network of dealerships to awards from the media, Mahindra continues to experience steady and organic growth, earning the trust and admiration of those in search of their next family or business vehicle. Mahindra SA was awarded with fastest growing OEM in the country in the year 2019 and 2023.

At Mahindra, we believe that "Rise" is not just a slogan, but a philosophy that drives every aspect of our vehicles and business. We're a brand that's always pushing the limits, constantly looking for new and innovative ways to connect with our customers, and always rising to the challenge. In 2020, we were proud to receive a 5-star safety rating from the GNCAP for our XUV300, making us one of the safest car brands on South African roads.

With a major expansion phase on the horizon and localisation efforts underway, Mahindra is determined to make South Africa a second home. Our unwavering commitment to quality and customer satisfaction, combined with our spirit of innovation, makes Mahindra a force to be reckoned with.

Currently, we have more than 90 dealers across the country. In the single cab segment Mahindra has paved its way in to top 3 positions in the country and increasing its market share in the SUV segment. Mahindra ScopriOn was awarded South African Car of The Year 2024 in Adventure category and also People Choice Awards.

Rajesh Gupta, CEO of Mahindra South Africa, has propelled the company to become one of the country's fastest-growing vehicle brands. Under his leadership, Mahindra opened its first local assembly facility in Durban. With a strong marketing background, Rajesh excels in launching new divisions for multinational corporations. He is now focused on scaling Mahindra from an importer to a top 10 vehicle brand in South Africa.

### **MAHINDRA SOUTH AFRICA PTY LTD**

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### **PRODUCTS & SERVICES:**

- XUV 700
- ScopriOn
- XUV 3XO
- Pik Up Single Cab
- Pik Up Double Cab