

Mahindra vehicles to cost more from July 1

OUR BUREAU

Mumbai, June 19

Mahindra & Mahindra Ltd (M&M) announced on Wednesday that from July 1, the price of its personal vehicles will increase by up to ₹36,000 across models. The price hike is due to the implementation of AIS 145 safety norms across all passenger vehicles in India, it said in a release.

Mahindra SUVs that will see a substantial price increase are the Scorpio, Bolero, TUV300 and KUV100 NXT, while brands such as the XUV500 and Marazzo will see marginal price increases, it added.

"At Mahindra safety has

been at the core of our product development process and we welcome the regulatory requirements relating to safety upgrades. However, the safety regulatory requirement has led to some cost increases...We are taking a price hike across some of our passenger vehicles, effective July 1, 2019," said Rajan Wadhwa, President - Automotive Sector, M&M.

Safety features

The AIS 145 norms mandate the fitment of several features including driver airbag, seat belt reminder for driver and co-driver, rear parking sensors and an over-speed alert.