

Kareena Kapoor appointed Brand ambassador for Mahindra Power Scooters

Kareena Kapoor has been appointed as the Brand ambassador for Mahindra Two Wheelers' Power Scooters Range

Oct. 7, 2010 - [PRLog](#) -- October 6, 2010, Mumbai: The reigning diva of the silver screen, Kareena Kapoor, has been appointed brand ambassador of Mahindra Two Wheelers' PowerScooter range. Kareena will soon feature in a 360 degree multimedia campaign, encompassing print, electronic and online media. The first campaign will be for the Mahindra Rodeo which is slated to appear later this month.

"We are delighted to have Kareena on board as brand ambassador for our entire range of PowerScooters. Kareena has a strong connect with the youth, who are inspired by her hard work, discipline and natural acting talent," said Mr. Anoop Mathur, President Two Wheeler Sector and Member of the Group Executive Board, Mahindra & Mahindra Ltd.

"My experience with Mahindra Scooters dates back to two years ago, when I rode a Mahindra PowerScooter in 3 Idiots as Pia. Mahindra is a strong, well reputed brand and is known for its customer centric approach. I am delighted to be working with Mahindra Two Wheelers.

The Rodeo is a youthful, fun and fresh brand. It has the right mix of Style and Power. I look forward to being a part of the Mahindra family. Watch out for me in the exciting new commercial for Mahindra PowerScooters," said Kareena Kapoor on her association.

The Two Wheeler Sector of Mahindra aims to design and market a full range of scooters and motorcycles for the Indian and global markets, thus establishing a robust and end-to-end two-wheeler business.

The company's PowerScooters portfolio caters to a range of consumer segments. The Mahindra Rodeo with its very innovative, stylish, contemporary features is popular amongst the Indian youth, while the Mahindra Duro is positioned as a rugged family scooter. The Flyte is the Indian woman's two-wheeler of choice.

Mahindra Two Wheelers created a record of sorts by selling 1.5 lakh units in the last 12 months, a clear validation of the success of its niche PowerScooter strategy.

Mahindra Two Wheelers recently made its debut in the motorcycle segment with the launch of the Mahindra Stallio and Mahindra Mojo. The 110cc Stallio offers a host of features unheard of in its segment and is ideal for the young executive or businessman who desires a rugged and reliable yet stylish bike. Aamir Khan has been signed up as the brand ambassador for the Mahindra Stallio.

The 300cc Mojo is an exclusive lifestyle bike and is the ultimate machine for motorcycle enthusiasts and passionate bikers.

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to CVs,

UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008- 09.

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Source Roma Balwani
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