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Mahindra Bolero Faces Capacity Constraint



Mahindra is considering increasing the manufacturing capacity of the Bolero as it sees high demand of the vehicle. The Bolero currently commands a 4-6 week wait period even in urban areas. Mahindra sells 70,000 units of the Bolero every year, out of which about 75-80% of the sales come from smaller towns and the remaining 20-25% are from metros. Sources close to the company suggest the launch of a new model of the Bolero (current model is 10 years old) along with capacity expansion at the Nashik facility.

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