



Article published on July 12th 2012 | [Auto](#)

Rumours about the chopped Mahindra Verito were doing the rounds for quite some time, putting an end to the speculations here is what we hear. New Mahindra Verito India launched is scheduled to take place on July 25th, 2012. Not much time is left for the launch; the trimmed boot of the sedan will help it make the most of the low excise duty levied on cars under four meter of length. Just a few months ago the company also launched an improved version of its hot selling MPV, Mahindra Xylo with a competitive price tag. And now it is turn of the only sedan available in the company's portfolio to go under the knife and be offered in a shorter version. There is a lot more to come from the company in the second half of the year 2012.

Reports earlier suggested that Mahindra will spawn the new Verito in India by the end of 2012, however fresh reports imply that the Diwali launch has been advanced to July 25th, 2012. The CS segment currently has Tata Indigo eCS, Maruti Swift Dzire and now trimmed Mahindra Verito will soon join the bandwagon. The probable reason behind advancing the launch of the sedan could be to boost the dim sales, it is seen that a new product helps enhancing the sales volume of the brand and hence this could be the well thought reason behind the early launch of Verito in India. Good example of this could be seen in the form of Maruti Ertiga compact MPV and Renault Duster compact SUV which has seen the light of the day just a week back.

Mahindra Verito is likely to receive some changes in the front end of the sedan that include the fresh grille that could have a modish design as compared to the present grille. New Verito is also anticipated to come with new headlights and ample chrome work on the exteriors. The engines powering the current version will continue to power the shorter version also. Addition of some better feature on the outside of the sedan and a little uplift in terms of looks will help the sedan compete with its strong competitor, Maruti Swift Dzire. Mahindra expects bump up in the sales of Mahindra Verito sedan with the introduction of the trimmed new version of Mahindra Verito sedan. New Mahindra Verito Price is expected to be a tad lower than the current version.

This would be the sedan's their innings in the Indian car market. The facelift and trimmed boot will enable the sedan to reach to wider customer base to those who prefer a low cost sedan. At present, around 1,500 to 1,700 units of the Mahindra Verito is sold in the country every month. The sedan was also seen undergoing test rounds in the suburbs of Chennai as it was being tested for battery. The front fascia has received a typical Mahindra design; the sedan dons a Chrysler like jeep grille along with a new lower grille. The company has taken the feedback seriously given by the auto aficionados and have altered the wipers to function at the right hand side.

The new Verito will also come with roof rails apart from this the new design wheel covers can also be anticipated. Few changes have also been made at the rear which includes the reworked boot lid to give more space for the number plate, which will not be seen on the bumper. Other than these, redesigned clear lens tail lamps, reflectors on a reworked bumper and a boot lip spoiler can also be seen in the rear end. Despite Mahindra's divorce from Renault the company is still using the same set of engines in the Verito petrol and diesel variants. However, Mahindra could make some amendments to enhance the fuel economy of the sedan.

Mahindra is eyeing to increase the monthly sales of the Mahindra Verito sedan as at present the sedan is not able to garner as good response as expected. The company however pays a good amount of royalty for the platform and engine. Therefore the company is in dire need to improve the sales of the sedan. This new addition in the compact sedan segment will give more choice to the customers to choose from in the CS segment.

Article Source:

<http://www.articleside.com/auto-articles/new-mahindra-verito-launch-scheduled-for-july-25th.htm> - [Article Side](#)

[Siddharth Bharadwaj](#) - About Author:

Keep yourself updated with the latest information about a [Mahindra Verito Price](#) and a [Mahindra Verito Photos](#).

Article Keywords:

Mahindra Verito, Mahindra Verito Price, Mahindra Verito India, Verito Price, New Mahindra Verito, Mahindra Verito Price in India

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!