PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9691 – Mahindra & Mahindra/Ford Motor Company/Ardour)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 23/11)

1. On 14 January 2020, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Mahindra and Mahindra Limited (India),

— Ford Motor Company (United States),

— Ardour Automotive Private Limited (India).

The concentration is accomplished by way of purchase of shares in a newly created company constituting a joint venture.

2. The business activities of the undertakings concerned are:

— for Mahindra and Mahindra Limited: M&M is the parent company of the Mahindra Group which is active in various sectors including, amongst others, automotive and automotive aftermarket,

— for Ford Motor Company: FMC is the parent company of the Ford Group which designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is also active in electrification, autonomous vehicles and mobility solutions,

— for Ardour Automotive Private Limited: The JV will design, engineer, test, manufacture, market, sell, distribute and export passenger vehicles as well as replacement and service parts and components and assemblies for such vehicles.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.9691 – Mahindra & Mahindra/Ford Motor Company/Ardour

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:
European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË