GREAVES
SINCE 1859

28th January, 2019

Stock Code: BSE-501455
NSE- GREAVESCOT

The Secretary
BSE Limited
Corporate Relationship Department
2nd Floor, New Trading Wing
Rotunda Building, Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C /1, G Block
Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051

Dear Sirs,

Sub: Press Release - Mahindra partners with Greaves Cotton to source BS VI ready Powertrain Solutions

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

Please take the same on your record.

Thanking you,

Yours faithfully,
For Greaves Cotton Limited

Atindra Basu
Head- Legal, Internal Audit
& Company Secretary

Encl. : a/a

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Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra partners with Greaves Cotton to source BS VI ready Powertrain Solutions

Mumbai, January 28, 2019: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 20.7 billion Mahindra Group partners with **Greaves Cotton Limited,** one of the leading engineering companies in India, to source BS-VI emission norms compliant powertrain solutions.

As a part of this partnership, Greaves Cotton Limited will provide affordable last mile mobility solutions through BS-VI powertrain solutions to Mahindra. These powertrains will be used in Mahindra 3 wheelers, which in turn will serve millions of customers and help them save "more with every kilometer" they travel, thereby helping them improve everyday earnings.

Announcing this partnership, **Debashis Mitra, President Engines Business, Greaves Cotton Limited remarked,** "In line with our commitment towards making a cleaner and greener tomorrow & provide BSVI ready solutions, Greaves has tied up with Mahindra. This reinforces the commitment of both organizations to support the community of auto drivers and their families. Greaves has been focused on improving the productivity and efficiency of their Powertrains by investing in new technology based solutions. We have made significant progress in developing production ready fuel agnostic powertrain solutions for the last mile mobility solutions and services. The confidence of India's leading OEMs in Greaves Cotton Limited continues to grow."

Speaking on the association, **Hemant Sikka, President – CPO, Powerol & Spares Business said** "We at Mahindra are always keen to partner with Suppliers who have complete alignment with our strategy. We are very happy to have Greaves Cotton as a strategic partner for BS-VI compliant powertrain solutions. The demand for last mile mobility has become very strong & is poised to grow further. Working closely with Greaves Cotton, Mahindra aims to meet this demand and provide excellent products & services to its customers"

With a rich heritage of almost 160 years, Greaves Cotton Limited has not only been servicing India's vehicles, but also dominating the three-wheeler and micro four-wheeler engine space. Mahindra with its class leading products in the 3 wheeler segment and the trust of the brand has always been at the forefront of last mile connectivity. Hence the significance of this partnership.

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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About Greaves Cotton Ltd:

Greaves Cotton Limited is a diversified engineering company and a leading manufacturer of Cleantech Powertrain Solutions (CNG, Petrol and Diesel Engines), Generator sets, Farm equipment, E-Mobility, Aftermarket spares and services. Greaves Cotton is a multi-product and multi-location company with rich legacy and brand trust of over 160 years and has established itself as a key player impacting billion lives every day. The company has seven manufacturing units and continues to support progress of the nation under Make-In-India program. The company today manufactures world class products and solutions under various business units - Greaves Engines, Greaves Power, Greaves Agri, Greaves Aftermarket, Greaves Care, Greaves Global and is backed by comprehensive support from widespread 5000+ retail outlets across the country. In the mobility segment, the company manufactures 4 lakh plus engines annually, almost 1 engine per minute and provides the most affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. In all, the company has crossed 5 million engines, 3 million pumpsets and 1 million gensets. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles.

More information about Greaves Cotton - www.greavescotton.com

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