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REF:NS:SEC:

21st March, 2016

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Sub: Mahindra Powerol launches all new range of 125kVA Diesel Generators

With reference to the captioned subject, please find enclosed a Press Release issued by the Company.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 is given below:

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Launch of a new range of 125kVA Diesel Generators
b)	date of launch;	The product is being launched today on 21st March, 2016
c)	category of the product;	The category of the product is Diesel Generator
d)	whether caters to domestic/ international market;	Currently it is launched only for the domestic market
e)	name of the countries in which the product is launched (in case of international)	N.A.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY
Encl.: a/a

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Mahindra Powerol Launches All New Range of 125kVA Diesel Generators

SYNOPSIS:

- Aesthetically appealing and futuristically designed DG Sets to be 20% more compact now
- Designed at Mahindra's R&D hub - Mahindra Research Valley, Chennai
- Introduces 5 Year Super Shield Plan, a first of its kind cashless service for DG sets, thereby ensuring complete peace of mind to customers
- High block loading capacity enhances DG performance for sudden loads without compromising on fuel efficiency

Pune, March 21 2016: Mahindra Powerol, a business of the newly formed Mahindra Powertrain Division and part of the $16.9 billion Mahindra Group, today announced the launch of its **all new range of 125kVA Diesel Generators (DG).** Designed at its R&D hub - Mahindra Research Valley in Chennai, this new range of diesel generators are aesthetic in its appeal and futuristic in its design and is 20% more compact. Mahindra Powertrain has also introduced the **5 Years Super Shield Plan which is an all-inclusive, cashless service** for DG set owners to ensure complete peace of mind to customers.

Rajan Wadhera, President & Chief Executive - Truck & Powertrain and Head – Mahindra Research Valley, Mahindra & Mahindra Ltd, said, "Accessible Technology is the epicenter of all Mahindra initiatives and today's DG launch bears testimony to this philosophy. Together with our unique first time service offering of a **Super Shield Plan**, we hope to raise the bar of being a **Customer Centric organization**. Going ahead, we will continue to put Mahindra Powerol on the fast track within the power generation industry with our future product and service offerings."

With its unique engineering canopy design and compact size, the 125kVA range of diesel generators will benefit the customers by using lesser space for installation. This compact DG set will help in reducing carbon footprint by saving on fuel while transportation. Further, the fluted silencer (a patented technology) developed by Powerol will **reduce exhaust noise**. There is also a reduction of 30% in overall weight of the canopy without compromising on its toughness & rigidity.

Primarily a service driven industry, the purchase decision of DG sets depend on service network and after sales service commitment. The introduction of the ***Super Shield Plan,*** a service initiative will go a long way in ensuring complete peace of mind to its customers. **This all-inclusive coverage, promises its customers zero maintenance cost, zero repair charges, zero service charges and zero spares replacement costs,** for five years. This offer is applicable on DG sets for the range of 82.5kVA to 200kVA.

About Mahindra Powerol:

Mahindra Powerol is part of the newly formed Mahindra Powertrain Division, under US$ 16.9 billion Mahindra Group's Automotive & Farm Equipment Sectors (AFS). The company entered the field of Power Generation in 2001-02. Starting FY 2002, the business has grown exponentially to become a *Rs. 1,000 crore* business in FY 2009-10. Today, engines from Mahindra Powerol are powering Diesel Generating sets from 5kVA to 200 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors across India & globally.

Mahindra Powerol has recently been awarded with the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by Union of Japanese Scientists & Engineers (JUSE) that recognizes businesses that have successfully implemented Total Quality Management (TQM).

Mahindra Powerol won various awards like Frost & Sullivan "Voice of Customer" award, Master Brand, Power Brand & the latest being the Superbrand.

Besides Telecom, Mahindra Powerol DG sets are powering customers from a diverse cross-section of industries and segments like Banks, Building & Construction, Public Sector Units, Hospitals, Hotels, Homes and Manufacturing units in India & in Global markets.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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Our Social Media Channels:
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Mahindra
Rise.

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