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Mahindra
Rise.

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
14th January, 2013

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

Dear Sir,

Sub: Mahindra hikes capacities of three brands to reduce waiting period for customers.

Please find enclosed a Press Release pertaining to the captioned subject issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

C:\DLOBACKUP\Backup\Stock-Exchange\Press Release Hiking capacity of brands (14.01.2013).doc

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Mahindra
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Press Release **For Immediate Publication**

Mahindra hikes capacities of three brands to reduce waiting period for customers

- Raises capacities of Quanto, XUV_{500} and Rexton with immediate effect
- Capacity expansion to bring down waiting period for customers
- Bookings for the three brands opens across more centres

Mumbai January 14, 2013: Mahindra & Mahindra today announced that it had hiked the capacities of some its best selling brands with immediate effect. This has been necessitated due to the overwhelming demand for the Quanto, XUV_{500} and Rexton across the country.

With the increase in capacity for these three products, Mahindra hopes to bring down the waiting period for these popular products and thereby facilitate its customers in getting early deliveries of their products. In addition, the bookings for these brands have been opened across more centres in India. Mahindra's Quanto has garnered bookings of more than 12000 units within the first two months of its launch while deliveries for the XUV_{500} are as per schedule. The company's premium SUV, the SsangYong Rexton which has over 1500 bookings across 9 cities is now poised to be launched in additional cities starting this month.

The capacity for the Quanto has been raised to 3500 units, XUV_{500} to 4500 units and the Rexton to 500 units per month, respectively so as to effectively deliver the vehicles in the shortest possible time to customers.

Speaking on the capacity expansion, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "While we have been overwhelmed at the response from our customers to all the three products which are at different price points, we thought it best to expand capacities so that prospective customers are not inconvenienced with long waiting periods. Being a customer centric company, we have always wanted our products to be conveniently available to our customers with a minimum waiting period. In addition, with their launch across more centres in India, we are sure that that our products will continue to offer a unique value proposition for buyers".

About The Mahindra Group

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 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 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 and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world.

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For further enquiries

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