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Mahindra

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REF:NS:SEC:
18th March, 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 e_2o set to redefine the Future of Mobility

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.

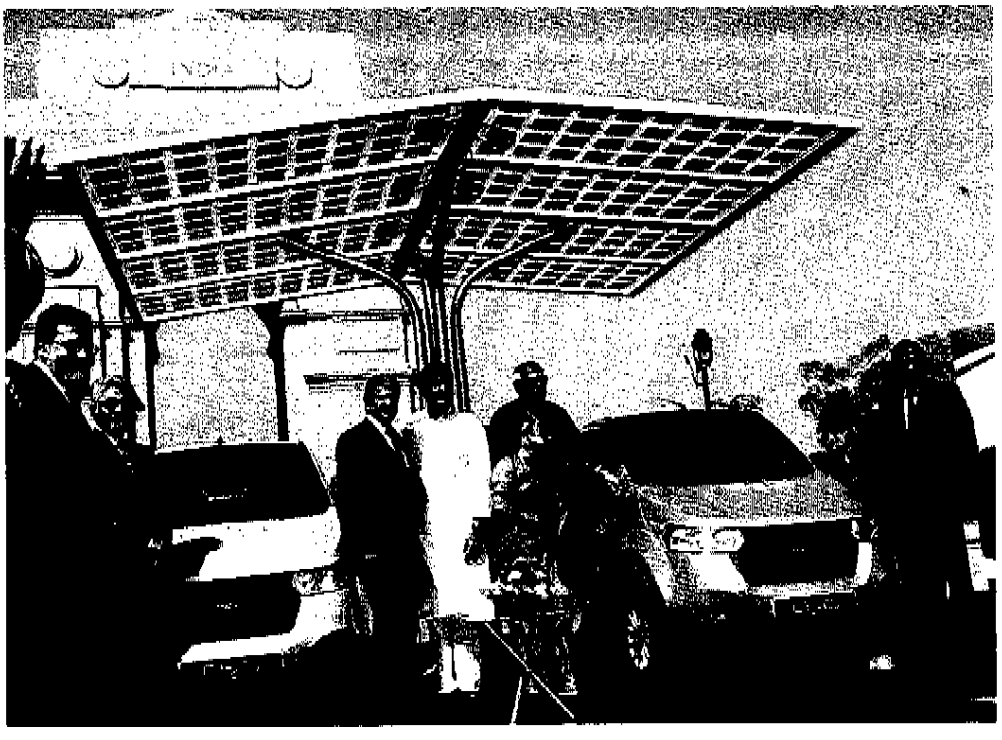
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Mahindra REVA

Press Release **For Immediate Dissemination**

Mahindra e_2o set to redefine the *Future of Mobility*



Mahindra Reva unveiled its Mahindra e2o vehicle at a ceremony at India Gate in New Delhi. Present on the occasion were Dr. Farooq Abdullah. Hon. Minister for New and Renewable Energy, Mr. Praful Patel, Hon. Minster, Heavy Industries and Public Enterprises and Mrs. Sheila Dixit, Chief Minister of Delhi, together with Mr. Anand Mahindra, Chairman, Mahindra Group and Dr. Pawan Goenka, Chairman, Mahindra Reva Electric Vehicles Pvt. Ltd.

Synopsis:

- Mahindra unveils its future-ready, next generation all-electric, zero emission Mahindra e_2o (powered by Reva) at India Gate, New Delhi
- Mahindra e_2o is a manifestation of Mahindra's vision of the Future of Mobility, expressed by the 5C's framework - *Clean, Convenient, Connected, Clever and Cost Effective.*
- Fully automatic with Boost Mode for a quick acceleration and a range of 100 km, making it ideal for city driving
- Easy to charge from any 15A power socket available at all homes
- Unique connected car technologies that allows customers to remotely access their car from a smart phone app (switching on the AC remotely, locking/unlocking the car from anywhere etc.,)
- **REVive®** – the first of its kind remote emergency charge activated through the smart phone app or a call to RIA (Remote Interactive Assist)
- Attractively priced at Rs.5.96 lacs, (on-road Delhi, post state subsidy)

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Mahindra REVA

New Delhi, March 18th 2013 – Mahindra Reva, India's electric vehicle pioneer, part of the USD 15.9 billion Mahindra Group, unveiled its all-electric, zero-emission **'Mahindra e_2o'** at a ceremony at India Gate in New Delhi. Present on the occasion were **Dr. Farooq Abdullah. Hon. Minister for New and Renewable Energy, Mr. Praful Patel, Hon. Minster Heavy Industries** and **Public Enterprises** and **Mrs. Sheila Dixit, Chief Minister of Delhi**, together with **Mr. Anand Mahindra, Chairman, Mahindra Group** and **Dr. Pawan Goenka, Chairman, Mahindra Reva Electric Vehicles Pvt. Ltd.**

The Mahindra e_2o is a manifestation of Mahindra's vision of the **'Future of Mobility'** which encompasses the '5Cs' framework of Clean, Convenient, Connected, Clever and Cost Effective vehicle technology. This could well shape the way people commute in the 21st century. The Mahindra e_2o will go on sale immediately at select Mahindra dealerships nationwide in a phased manner. The vehicle is priced at Rs.5.96 lacs (on road Delhi, post state subsidy).

Speaking on this momentous occasion, **Mr. Anand Mahindra, Chairman, Mahindra Group** said "The launch of the Mahindra e_2o marks an important milestone for the Mahindra Group which brings to mind the historic words of Pandit Jawaharlal Nehru - 'A moment comes, which comes but rarely in history, when we step out from the old to the new.' The Mahindra e_2o is the embodiment of that shift from old to new within the Indian automotive industry. It also advances the Mahindra Group's efforts at redefining sustainable urbanization with the creation of an eco system that includes mobility solutions along with other environment friendly innovations."

Speaking on the occasion of the national launch of the Mahindra e_2o, **Dr. Pawan Goenka, Chairman, Mahindra Reva Electric Vehicles Pvt. Ltd.** said, "The Mahindra e_2o is our humble effort to usher in positive change in the lives of our customers. EVs have always had the potential to emerge as a serious alternative to fossil fuel driven vehicles. With the Mahindra e_2o we have taken the lead in not only creating a comprehensive ecosystem to nurture sustainable mobility solutions, but have also firmly placed a choice in the hands of our consumers. They now have the opportunity of shaping the future of mobility as we know it today".

"The Mahindra e_2o is a near perfect amalgam of the dramatic advancements in automotive technology, electronics and Information Technology - a unique synthesis that we believe will help us shape and co-create, with our customers, the future of personal mobility solutions, as we know them. The Mahindra e_2o is designed "outside-in", as conceived of the car as the third space. It is, thus, a very real solution to power personal mobility for a sustainable future. We are certain that the cutting-edge technological innovation that has gone into the Mahindra e_2o will help our customers remain connected in a convenient, cool and cost-effective manner", said **Chetan Maini, Founder and Chief of Strategy & Technology, Mahindra Reva Electric Vehicles Pvt. Ltd.**

Mahindra e_2o

The Mahindra e_2o is an Electric Vehicle (EV) designed as an urban mobility solution for a sustainable zero-emission society and gains relevance in the face of issues like environmental degradation, pollution related health concerns, climate change, energy security and rising oil prices, all of which plague communities globally. The vehicle is the Mahindra Group's endeavour to offer its **customers a clean, smart and economical personal mobility solution.**

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Mahindra REVA

Convenient for the congested city traffic

Powered by next generation lithium–ion batteries and a 3 phase induction electric motor; the Mahindra e_2o is fully automatic and designed for city driving. This means no changing of gears in bumper-to-bumper traffic. With a small turning radius, it makes every sharp turn a delight. Its unique hill-hold feature frees you of any anxiety when driving up inclines. Special ABS body panels, make it dent and scratch resistant.

All of this is coupled with enough interior space to accommodate four adults and a driving range of 100 kms per charge which is enough to satisfy the needs of the most discerning customer.

Power in the Palm of Your Hand

The Connected car technology of Mahindra e_2o is a unique synthesis of energy, mobility and connectivity and it has multiple industry leading firsts to its credit. The entire genesis of this is the control interface for the vehicle, which can be made available on any smartphone device by merely downloading an application. The application then gives the customer the power to remotely manage several functions of the Mahindra e_2o.

For example the smartphone application can help lock the car by simply sending it a lock command and activate the car's air-conditioning remotely. The trip planner in the application integrates the distance to empty information from the Mahindra e_2o into the maps and help plan each journey with the current charge.

Have a conversation with your Mahindra e_2o.....

With 10 on board computers, the Mahindra e_2o provides real time feedback of all the vehicle's functions does a daily heart beat check of the vital systems and sends alerts if anything has to be fixed,

Apart from telling you that your Mahindra e_2o is locked or that the cabin is at a pre-set temperature with the air conditioning turned on, the Mahindra e_2o is also capable of telling you that you have forgotten to switch on the mains to charge the car, in spite of plugging it in. Furthermore, this intelligent EV is capable of monitoring how efficiently you drive and can even provide details of your drive efficiency over the past six days in graphical form. The Mahindra e_2o congratulates you when you achieve 100% driving efficiency and also give tips on improving the efficiency.

Charging made easy and no more anxieties

Customers can now literally plug in their Mahindra e_2o's to charge, like they would their cell phones, laptops or tablets. It is as easy as that – since the Mahindra e_2o can **charge from any 15A power socket** available in any home. With just 5 hours required for fully charging your Mahindra e_2o – your trusted car will be ready to be driven over 100 kms, more than enough for the average daily commute.

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Mahindra REVA

With the patented REVive® technology there are no more range anxieties. In the rare event of running low on charge, you can use the app on the smart phone to remotely activate the reserve energy that can get you going again.

Feature rich yet energy efficient

The Mahindra e_2o comes with a 15.5 cms (6.2 in.) touch screen, with factory fitted GPS navigation system, radio, DVD, Blue tooth and I-pod connectivity. Locating a place or directions to the nearest charging point is now at your finger tips.

The full digital cluster, electrically operated wing mirrors, keyless entry & start/stop button, projector head lamps, LED tail lamps, reverse camera, 4JBL speakers & 2 tweeters makes the features of the Mahindra e2o comparable to most high end cars.

The **regenerative braking feature** in the Mahindra e_2o also pumps energy back into the car's batteries and charges them every time you slow down or apply the brakes.

No petrol or diesel means freedom from often increasing oil prices and with Mahindra Reva's remote & self diagnostics, the Mahindra e_2o needs to be serviced only once a year that too at your door step.

The stylish Mahindra e_2o will be available in six attractive colours - Arctic Silver, Coral Blue, Eco Green, Oceanic White, Spanish Red and Sunfire Yellow.

Clean and green

Mahindra Reva has also worked hard to create a sustainable technology ecosystem for EV's, proof of which is the host of technologies created by the company, inspired directly by its vision of the future of mobility. The **'Sun2Car'** technology, which has been developed through the creation of personal solar charging units, provides the user with sufficient energy to power an EV for life, making it a very cost-effective mobility solution. – imagine free energy for life!

Other Key Safety Technologies:

- High strength steel space frame construction that cocoons the occupants
- Colour impregnated, dent resistant polymer body panels
- ISOFIX child seat mount with ALR seat belts
- Adjustable head rests for all 4 seats
- Large front crumple zone
- Dual side impact beams
- Hood designed for pedestrian impact safety
- Batteries under seat, ensuring a low center of gravity

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Mahindra REVA

About Mahindra Reva

Mahindra Reva is a pioneer of electric vehicle (EV) technologies and one of the world's most experienced EV manufacturers. Founded in 1994 as the Reva Electric Car Company, the company was a joint venture between the Maini Group of Bangalore and AEV LLC of USA. Reva focused on creating affordable electric cars through advanced technology and launched its first model in India in 2001 and in London in 2004.

In May 2010, the USD $15.9 billion, Mahindra Group acquired a majority stake in the company, which was renamed Mahindra Reva Electric Vehicles Pvt Ltd. Mahindra Reva is headquartered in Bengaluru, India.

Mahindra Reva exemplifies the Mahindra Group's vision of the Future of Mobility. The Future of Mobility envisions an automotive ecosystem that brings *Clean, Convenient, Connected, Clever and Cost-effective (the 5 C's)* mobility solutions to customers across the world. Today, Mahindra Reva has one of the world's largest deployed fleets of electric cars – customers in 24 countries have driven their Revas petrol-free for over 200 million kilometers. The company manufactures cars, licenses out its electric vehicle technologies, electrifies existing platforms, and helps to deliver integrated zero-emissions mobility solutions. The company's new factory in Bengaluru, the first automobile plant to get platinum rating from Indian Green Building Council, capable of producing 30,000 cars per year, was inaugurated in August 2012..

Recently, Mahindra Reva was ranked 22nd in the prestigious 'Fast Company' magazine listing of the Top 50 Most Innovative Global Companies of 2013. The company also won the 'Innovation' award from respected Italian magazine, Focus, during March 2013. It is one of only three global companies to have received this award for the development of the new 'Mahindra e2o' and the new environment friendly plant at Bengaluru.

About 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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