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Mahindra

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REF:NS:SEC:
16th October, 2015

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.

Dear Sirs,

Sub: Mahindra rolls out two new vehicles simultaneously on its all new platform, Supro

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Mahindra Rise.

Press Release

for Immediate Dissemination

Mahindra rolls out two new vehicles simultaneously on its all new platform, Supro

- ***Supro Van**, a stylish & spacious 8 seater diesel passenger vehicle competitively priced at **Rs. 4.38 Lac** (BS3 Ex-showroom Thane, Maharashtra)*
- ***Supro Maxitruck**, a vehicle for small goods movement with higher power and priced competitively at **Rs. 4.25 Lac** (BS3 Ex-showroom Thane, Maharashtra)*

SYNOPSIS:

Supro Van

- **Supro Van**, a spacious 8 seater diesel vehicle ideal for large families and tour & travel segment
- **Supro Van** offers unmatched value proposition through
  - Stylish looks and modern interiors
  - Class leading superior space & comfort for 8 passengers
  - Best in class features such as Power Steering & AC
- **Supro Van** is competitively priced at Rs. 4.38 lac (BS3 Ex-showroom Thane, Maharashtra)

Supro Maxitruck

- **Supro Maxitruck** with a payload capacity of 1 ton is best suited for intra and inter - city travel and will be targeted at both market load operators and captive customers
- **Supro Maxitruck** offers unmatched value proposition through
  - Superior power
  - Superior load carrying capacity
  - Best in class fuel economy
  - Best in class features such as AC and Power Steering
- **Supro Maxitruck** is competitively priced at Rs.4.25 lac (BS3 Ex-showroom Thane, Maharashtra)
- **Supro Van** & **Supro Maxitruck** will offer a class-leading warranty of 2 years/60,000km (whichever is earlier).
- Supro Van and Supro Maxitruck will be available in 3 variants and 3 attractive colours each

Mahindra
Rise.

October 16, 2015, Mumbai: Mahindra & Mahindra Ltd., a part of the US $16.9 billion Mahindra Group, today launched two new vehicles simultaneously from its all new product platform, **Supro**. The company launched **Supro Van**, a stylish and spacious 8 seater diesel vehicle suitable for large families and tour & travel segment and the **Supro Maxitruck**, a modern load carrier with a payload capacity of 1 ton suitable for intra and inter city transportation of goods.

Priced competitively, the **Supro Van** starts at Rs. 4.38 lac (BS3 Ex-showroom Thane, Maharashtra) while the **Supro Maxitruck** starts at Rs.4.25 lac (BS3 Ex-showroom Thane, Maharashtra).

As an industry first, Mahindra has simultaneously rolled out two new products in two distinct segments of passenger and commercial vehicles. Conceptualized to address the needs of two different customer segments effectively while delivering a superior value proposition, the Supro platform is expected to lead the pack with Superior Fuel Efficiency, power, comfort and style.

Speaking at the launch, Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra said, "At Mahindra, we have regularly created disruptions in the market and the simultaneous launch of two all new Supro products is a clear validation of our approach. A true 'Make-in-India' vehicle platform, both the vehicles are all set to redefine their respective categories. Being a listening organization, we have taken a significant leap by comprehensively addressing the needs of the customers in both people as well as cargo movement with the launch of Supro platform. I am confident that as with other Mahindra products, the Supro will go a long way in helping our customers prosper in life in line with our Mahindra Rise philosophy".

Targeted at two different customer segments, the **Supro Van** and **Supro Maxitruck** are set to redefine norms with their distinct offerings. A versatile vehicle, the **Supro Van** will source business from various segments. It can be used as a personal vehicle for large families in semi urban, tier II & III towns; as personal cum business application vehicle for traders; and as an affordable tour & travel vehicle and an additional source of income for farmers. The other new product from Supro platform, the **Supro Maxitruck** will source business from captive as well as market load operators. In fact it will provide the perfect upgrade opportunity for mini-truck segment and a superior value proposition option for the maxi-truck segment.

Built at Mahindra's state-of-the-art plant in Chakan, Maharashtra, the Supro platform has undergone rigorous and full test cycle runs and has been validated on all performance, safety and reliability parameters. It also comes with a class-leading warranty of 2 years/60,000km (whichever is earlier) and will be available in attractive colour options of Metallic Brown & Red, Deep Blue and Diamond White. The **Supro Van** will be available in 3 variants namely VX (Base Variant), LX (With Power Steering), ZX (With Power Steering & AC) and the **Supro Maxitruck** also will be available in 3 variants T2 (Base Variant), T4 (With Power Steering), T6 (With Power Steering & AC) respectively.

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About Supro Van

Stylish Looks & modern interiors

The **Supro Van** is a stylish people mover which sports a strong and sturdy design and boasts of spacious and ergonomically designed cabin. Its modern and stylish frontal design lends the vehicle an imposing presence on road, clearly setting it apart from other vehicles. Further the elegant & powerful headlamps, Mahindra's signature front grille with chrome accents, the wave inspired body decals and body coloured bumpers add to the style of the vehicle. Also, bringing in a touch of exclusivity and car like plushness are the dual tone interiors and the moulded roof liner. The **Supro Van** will be available in 3 attractive colours of Metallic Lake Side Brown, Deep Warm Blue and Diamond White.

Superior Comfort & Convenience

The **Supro Van** has many car like features such as best in class seating comfort with the wide seats, class leading headroom and legroom for greater comfort and a more pleasurable long distance travel and a large boot space. **Supro Van** also offers 1st in segment electric power steering as well as AC, leading to fatigue free and comfortable journey. Other exciting features such as mobile charging point, and multi utility box for passengers add to the convenience of the passengers.

Unmatched Performance

The **Supro Van** is powered by Mahindra's powerful Direct Injection (DI) turbo diesel engine that delivers superior pick up and acceleration. Performance meets economy with Mahindra's Direct Injection (DI) turbo diesel engine that pumps out 45 HP (34 Kw @ 3750 rpm) power and still gives a class leading mileage of 23.5 kilometres to a litre with fuel smart technology. The **Supro Van** also boasts of best in class 5 Speed Gear Transmission and electronic power steering for a more pleasurable driving experience. Additionally, for peace of mind the **Supro Van** comes with an exceptional warranty of 2 years/60,000 kms.

Class leading safety

Supro Van offers high level of safety with its robust frontal nose design for added safety in case of frontal collision, tough and rugged body to enable it to traverse any terrain with utmost ease, high ground clearance and strong suspension for superior comfort and a longer wheelbase of 2050mm for better stability and superior handling. Further the Dual LSPV brakes provide superior braking performance and the (ELR) seat belt systems provide safety against sudden impact. **Supro Van's** unmatched safety is also due to its child lock which is available on both the sliding doors.

About Supro Maxitruck

Powerful Performance

The **Supro Maxitruck** is powered by Mahindra's powerful Direct Injection (DI) turbo diesel engine. Further with its superior power of 45 HP (34 Kw @ 3750 rpm), best in class mileage of 22.4 km/l and a top speed of approximately 95 Kmph, the Supro Maxitruck will deliver great value to the customer. Further, the **Supro Maxitruck** offers 1000 kg payload and 8.2ft cargo box. Equipped with a bigger R13(33.02 cm) tyres and a 4.7m turning radius the Supro Maxitruck offers ease of driveability and load carrying capacity even on narrow city lanes. All these will help in aspects such as carrying higher load effortlessly, lowering the fuel cost and

Mahindra Rise.

enabling a faster turn-around time for the customer thereby improving his earnings. Additionally, for peace of mind the **Supro Maxitruck** comes with an exceptional warranty of 2 years/60,000 kms.

Class Leading Comfort & Convenience

The **Supro Maxitruck** comes equipped with many exciting and industry 1st features such as air conditioning and power steering which make it stand apart from the competition. Its spacious and comfortable seats ensure a fatigue free experience to our customers. Features such as mobile charging point and bottle holder further add to the convenience of the customers.

Stylish Design & car like interiors

Supro Maxitruck comes with an aggressive looking frontal design with signature Mahindra grille giving the vehicle a distinctive presence on the road. Stylish wrap around headlamps, body coloured bumpers and door handles and attractive decals further accentuate the overall styling of **Supro Maxitruck**. The vehicle comes with dual tone fabric seats and door trims and will be available in 3 colours – Metallic Red, Deep Warm Blue and Diamond White

Robust Safety

Supro Maxitruck comes with strong front nose design and ELR seat belts that keeps the occupants safe in case of a frontal collision. The vehicle is fitted with Dual LSPV braking system which provides the vehicle with better stability. **Supro Maxitruck's** tough and robust body design gives an added layer of protection and ensure the vehicle can traverse any terrain with ease.

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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