Mahindra

Mahindra & Mahindra Ltd.
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
Fax: +91 22 24975081

REF:NS:SEC:
22nd July, 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 Sir,

Sub: Launch of the New Thar CRDe

Mahindra & Mahindra Limited (M&M Ltd.), India's leading SUV manufacturer, will launch the **New Thar CRDe,** its popular true blue off-roader, today. Targeted at the off-roading enthusiasts and people wanting to make a unique style statement, the New Thar CRDe will come with enhanced exteriors, and all new interiors with added comfort & convenience features, all of which will take the legendary off-roader to the next level. The Thar CRDe, reflects the Company's legendary tough and rugged DNA like no other model and is the most favoured recreational 4x4 vehicle among enthusiasts. Over the years, the Thar has played a significant role in shaping the lifestyle vehicle segment in India.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED**

NARAYAN SHANKAR
COMPANY SECRETARY

Z:\M & M DATA\Stock-Exchange\SE - Launch of Thar -(22.07.2015).docx