



Central Office, Investment Dept., 'Yogakshema' 6th Floor, Jeevan Bima Marg, Mumbai: 400021
Ph: 022 -66598851/ 26/38/ 47/ Fax: 22825411

Ref: Inv/Back Office

Date: 18/10/2012

Mahindra & Mahindra Ltd
Gateway Building, Apollo Bunder
Mumbai – 400 001, Maharashtra.

Dear Sir,

Re: Regulation 29(2) & 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed company as per the requirement of the Regulation 29(2) of the SEBI (Substantial Acquisition of shares and takeovers), 2011 and Regulations 13(3) & (6) of SEBI (Prohibition of Insider Trading), we are informing the shareholding in the enclosed formats. We also inform our DP ID and Client ID as below:

DP ID		:	IN300812		Client ID	:
10497877	10497801		10497705	10497973	10497756	10497924
10497885	10497810		10497713	10497981	10497764	10497932
10497893	10497828		10497721	10497990	10497772	10497949
10497908	10497836		10497730	10498007	10497789	10497957
10497916	10497844		10497748	10498015	10497797	10497965

DP ID		:	IN300126		Client ID	:
11242030	11241800		11241818	11242056	11241826	11241955
11242101	11241867		11241779	11242021	11241834	11242013
11241914	11241787		11241842	11242064	11241795	11241980
11242072	11241939		11241971	11242110	11241875	11241922
11241906	11242048		11242005	11241963	11241998	11242089

DP ID		:	IN300484		Client ID	:
14307629	14307645		14307637			

DP ID		:	IN301348		Client ID	:
20020373	20020349		20020357	20020365	20020381	

Our PAN No. is AAACL0582H.

Yours faithfully,

Secretary (Investment- M&A)

Copy to

BSE Ltd
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001, Maharashtra

&

NSE Ltd
Exchange Plaza
Plot no. C/1, G Block
Bandra – Kurla Complex
Bandra (E), Mumbai – 400 051

Encl: as above

Annexure A

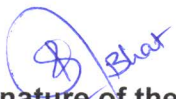
Securities and Exchange Board of India (Substantial Acquisition of Share and Takeover) Regulations, 2011 [Regulations 29 (2)]

Regulation 29 (2) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed Company -

Name of the Target Company (TC)	Mahindra & Mahindra Ltd		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the Acquirer	Life Insurance Corporation of India Central Office, Yogakshema 6 th Floor, Mumbai- 400021. 022-66598626/ 8851		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE/BSE		
Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition/disposal under consideration, holding of :			NA
a) Shares carrying voting rights	86,768,651	14.132%	
b) Voting rights (VR) otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
Total (a+b+c)	86,768,651	14.132%	
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	12,489,534	2.034%	
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	12,489,534	2.034%	

After the acquisition/sale, holding of: a) Shares carrying voting rights b) VRs otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after Acquisition.	74,279,117	12.098%	
Total (a+b+c)	74,279,117	12.098%	
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / Inter-se transfer etc).	Through Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	11.07.2011 – 17.10.2012		
Equity share capital / total voting capital of the TC before the said acquisition / sale	306.99 Crore.		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	306.99 Crore.		
Total diluted share/voting capital of The TC after the said acquisition/sale.	NA		

(*) Diluted share/voting capital means the total number of shares in the TC assuming full Conversion of the outstanding convertible securities/warrants into equity shares of the TC.


Signature of the acquirer / seller / Authorised Signatory

Place: MUMBAI

Date: 18.10.2012

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading)
Regulations, 1992 (Regulation 13 (3) and (6))

Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed Company – **Mahindra & Mahindra Ltd**

Name & Address of the Shareholder	LIFE INSURANCE CORPORATION OF INDIA, Central Office, Yogakshema, Mumbai- 400021.
Shareholding prior to acquisition/ sale	86,768,651 & 14.132%
No. & % of Shares/voting rights acquired/ sold	12,489,534 & 2.034%
Receipt of allotment advice/acquisition of shares/sale of shares specify	11.07.2011 – 17.10.2012
Date of intimation to company	19.10.2012
Mode of acquisition on market purchase/public/rights/preferential offer etc.	Market Sale
No.& % of shares/voting rights post- acquisition/sale	74,279,117 & 12.098%
Trading member through whom the trade was executed with SEBI Registration No. of the TM	VARIOUS BROKERS
Exchange on which the trade was Executed	NSE/BSE
Buy Quantity	
Buy Value	
Sell Quantity	12,489,534
Sell Value	Rs. 18,817,866,677.81


(Authorised Signatory)