Mahindra

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REF:NS:SEC:
3rd October, 2012

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 to debut Ssangyong Rexton in India on 17th October, 2012

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

Kindly take the above on record.

Thanking you,

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

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Mahindra
Rise

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Press Release

For Immediate Publication

Mahindra to debut SsangYong Rexton in India on October 17

Indian SUV market leader bringing in its Korean brand

- Rexton to be the first high-end SUV under SsangYong banner manufactured at Mahindra's Chakan facility in India
- National launch in Mumbai on 17th October to be followed by launches in New Delhi and Bangalore & phase wise roll out in other markets

Mumbai, October 3, 2012: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced that it would be launching its highly anticipated high–end SUV **SsangYong Rexton in India on October 17th in Mumbai.** This would be followed by launches in the cities of New Delhi and Bangalore and a phase wise roll out in other markets.

The Rexton is the first product from Ssangyong's product portfolio to be launched in India since Mahindra acquired the Korean company back in March 2011. The Rexton has carved out its own niche in 66 countries around the world, including markets like Korea, Europe and Russia.

This third generation Rexton, will create a strong connect with premium SUV buyers in India thanks to its sophisticated styling, luxurious interiors, superior handling and on and off-road performance. Indian buyers can also look forward to a high-performance diesel engine powering the Rexton. It will combine sophistication and refinement, luxurious passenger comfort, high quality performance and the ride and handling of a high-end SUV.

Commenting on the upcoming launch, **Dr Pawan Goenka, President, Automotive and Farm Equipment Sectors, Mahindra & Mahindra Ltd. & Chairman, SsangYong Motor** said, "The launch of the much acclaimed XUV500 last year helped Mahindra stamp its presence on the segment of premium SUVs. The Rexton will be the first SUV from the SsangYong portfolio brought to the Indian market by Mahindra. With the launch of the SsangYong Rexton, we hope to further expand the Mahindra presence in the high-end SUV segment".

The Ssangyong Motor Company which was founded in 1954 is based in Pyeongtaek, South Korea and is a major player in the Korean utility vehicle market. It sells its vehicles in more than 90 countries around the world. In addition to its focus on green technology and expanding its global presence, Ssangyong is also working towards leveraging technical synergies with Mahindra.

Mahindra
Rise

SSANGYONG

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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