Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:

17th February, 2015

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 offers proactive upgrade of airbag software in keeping with its customer-centric approach

Please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

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Press Release Dissemination

For Immediate

Mahindra offers proactive upgrade of airbag software in keeping with its customer-centric approach

- Proactive upgrading to ensure the benefits of new software to pre-existing customers
- To be carried out free of cost for customers with immediate effect

Mumbai, February 17, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced the upgradation of the side curtain airbag software on all the XUV500 vehicles manufactured on or before July 2014.

The upgrade will be carried out free of cost for customers who will be individually contacted by the company. This upgrade will be limited only to a software change and no parts will be replaced.

The proactive inspection/upgradation is in keeping with Mahindra's customer-centric approach.

As part of Mahindra's endeavour to ensure a hassle free experience for its customers, the company is proactively upgrading the airbag software. Incidentally, this is also in keeping with SIAM's voluntary code on vehicle recall.

Customers can also visit the 'Service Action' section of the website and check whether their vehicle is part of the service action.

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 16.5 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 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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Our Social Media Channels:



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