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Mahindra

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REF:NS:SEC:
23rd April, 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 Sirs,

Sub: Mahindra inaugurates its extended automotive manufacturing facility at Zaheerabad in Telangana

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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Press Release

For Immediate Dissemination

Mahindra inaugurates its extended automotive manufacturing facility at Zaheerabad in Telangana

The only automotive manufacturing facility in the state of Telangana

Synopsis:

- Invests over Rs. 250 crore in this state of the art extended manufacturing facility
- Inaugurates its extended manufacturing facility, which will roll out its soon to be launched small commercial vehicle, code named P601
- Extended manufacturing facility comes with an enhanced production capacity of 92,000 vehicles per annum, while the overall plant capacity will be 1,40,000 vehicles per annum
- Eco-friendly plant based on the twin principles of water harvesting and tree plantation

April 22, 2015, Zaheerabad: The Automotive Division of Mahindra & Mahindra Ltd., a part of the US $ 16.5 billion Mahindra Group, today announced the inauguration of its extended automotive manufacturing facility in Zaheerabad, Telangana. The extended facility of the automotive plant was inaugurated by the **Honourable Chief Minister of Telangana, Shri. K Chandrashekar Rao.** This facility will be used to manufacture Mahindra's new small commercial vehicle code named P601, which is scheduled to be launched in the first half of the current fiscal.

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The other eminent dignitaries who were present on this occasion included **Shri T Harish Rao – Honourable Minister for Irrigation, Mining & Geology, Marketing & Legislative Affairs, Shri Jupally Krishna Rao – Honourable Minister for Major Industries, Handloom & Sugar Departments, Smt Padma Devender Reddy – Deputy Speaker of Telangana Legislative Assembly, Dr J Geeta Reddy, MLA, Zaheerabad Constituency. Dr Pawan Goenka, Executive Director, Mahindra & Mahindra and Pravin Shah, President & Chief Executive, Automotive, Mahindra & Mahindra** were also present along with other senior officials from the company.

The extended manufacturing facility for the automotive plant has been set-up at an investment of approximately Rs. 250 crore and an installed capacity of 92,000 new vehicles per annum, which can be scaled up further to meet additional demand. This is in addition to the production capacity of 75,000 vehicles per annum from the already existing automotive manufacturing plant in Zaheerabad. The automotive plant in Zaheerabad will manufacture sub one tone commercial vehicles which include 4 wheel load and passenger vehicles, in addition to the UVs, LCVs and 3 Wheelers, which are being currently manufactured. The expansion will provide additional direct and indirect employment, taking the total employment to 3,500 workers spread across the automotive and tractor plants.

Speaking on the occasion, Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd. said, "Our Zaheerabad plant incorporates a flexible and agile approach to manufacturing which will ensure that it is able to respond rapidly to evolving customer needs. With our investment of over Rs. 1,100 crore till date and employment generation of over 3,500 between both our tractor and auto plants, we are significantly invested in the state of Telangana. While thanking the state government for their encouragement and support, we look to accelerate development and put Telangana high on the industrial map of India".

According to Pravin Shah, President & Chief Executive, Automotive, Mahindra & Mahindra Ltd, "It is a moment of pride for us as we inaugurate the extended auto manufacturing facility, which will manufacture our soon to be launched small commercial vehicle code named P601. We will work towards manufacturing some of the best commercial vehicles from our Zaheerabad plant and help generate employment in and around the plant either directly or indirectly through our suppliers and other business partners. Infact 6 of our suppliers are currently setting up plants in the nearby supplier park, with investments of over Rs. 100 crore. This will further maximize industrial activities and operational effectiveness, leading to just in time delivery for optimizing cost".

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Mahindra had earlier inaugurated its tractor plant in Zaheerabad in 2013. This plant has already reached a production volume of 3,500 tractors per month. Other than Zaheerabad, Mahindra has five more automotive manufacturing plants in Mumbai, Chakan, Nasik, Igatpuri and Haridwar and a full-fledged research and development centre, Mahindra Research Valley, for the design and development of both Automotive & Farm Equipment products.

Green Initiatives

Along with technology features, the new automotive plant boasts of energy efficient features which demonstrate the increasing focus of the company towards a reduced carbon footprint. The plant supports sustainability with energy efficient buildings and turbo ventilators, LED lamps and other energy conserving materials which have been used during its construction.

This location of the plant is known for conservation work done on the twin principles of water harvesting and tree plantation. The automotive unit totally depends on ground water. Considerable work has been done on rain water harvesting pits, percolation / check dams. We continue to take conscious efforts to increase the green cover in the vicinity and have also undertaken tree plantation on a massive scale.

Community Development

Mahindra is also committed towards the community and has undertaken several initiatives towards it which include the following:

- Eye camps in villages and tandas
- Adoption of schools
- Providing drinking water facilities
- Organizing blood donation camps
- Facilitating free cataract operations and spectacles
- Bringing Life Line Express to Zaheerabad
- Adopting Thalassemia patients and helping them with their blood requirements

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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.

Visit us at www.mahindra.com

Our Social Media Channels:

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