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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:
6th May, 2013

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 launches the new Bolero Maxi Truck Plus - The Perfectly Styled City Pick-up

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

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

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Mahindra Rise.

For Immediate Dissemination

Press Release

Mahindra launches the new Bolero Maxi Truck Plus - The Perfectly Styled City Pick-up

- Bolero Maxi Truck Plus, a stylish advanced pick-up to cater to urban transportation needs
- Powered by the proven 2523 cc common rail BS4 compliant engine with best in class fuel mileage of 17.7 km per litre*
- Lower turning radius of 5.5 meters for easy manoeuverability in narrow lanes
- Higher payload capacity of 1150 Kg and larger 40.6 sq. ft (3.7 sq.mt) cargo box
- Competitively priced at Rs 4.33 lacs (BS3 ex-showroom Thane) and Rs. 4.43 Lac (BS4 Version, ex-showroom Mumbai, excluding Octroi)
- Bolero Maxi Truck Plus all set to further consolidate Mahindra's dominance in the pickup segment

Mumbai May 6, 2013: Mahindra & Mahindra Ltd., the leader in the Indian pick up segment, today announced the launch of the **'Bolero Maxi Truck Plus' (BMT Plus),** the 'Perfectly Styled City Pick-up' at a price of Rs 4.33 Lac (BS3) ex-showroom Thane and Rs. 4.43 Lac (BS4), ex-showroom Mumbai excluding Octroi. The Bolero Maxi Truck Plus has been developed on Mahindra's rugged Bolero Pick-up platform and is conceptualized to cater to the needs of urban goods transportation. It is powered by Mahindra's proven 2523 cc fuel efficient common-rail engine, which delivers 17.7 km per litre* mileage.

To cater to the challenges of transportation in urban areas, the Bolero Maxi Truck Plus has been designed to easily manoeuver through heavy traffic, narrow city lanes and numerous flyovers and still gives a best in class fuel economy. This is enhanced by a higher load carrying capacity and improved safety measures for customers, which Mahindra focuses on as a customer centric organization.

The vehicle's front nose design provides safety in bumper-to-bumper traffic, while its lower turning radius coupled with power steering allows for better manoeuverability while transporting cargo through narrow city roads. The presence of a digital immobilizer also helps prevent vehicle theft. The vehicle's comfortable cabin makes it an ideal stylish urban commercial pick-up.

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Speaking on the launch, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.**, said, "The Indian pick-up market is growing more rapidly than ever before and Mahindra has been leading this category (2–3.5 Ton GVW LCV segment) with a 54% market share during FY 2012 -13. We have continuously updated and evolved our products to deliver greater value to our customers while retaining the basic tough and rugged DNA associated with Mahindra vehicles."

He further adds, "The Bolero Maxi Truck Plus is aimed to cater to the transportation needs of the discerning urban city customer and will also meet the growing needs of current customers who want to upgrade and earn more. We are sure that the stylish new advanced Bolero Maxi Truck Plus will strengthen our Pickup portfolio and help consolidate our market share in this segment."

The Bolero Maxi Truck Plus is packed with several utilities such as:

- 4 cylinder Common Rail engine (63 BHP, 195 Nm) for better performance
- Higher fuel efficiency at 17.7 km per litre*
- BS4 compliant
- Smaller Turning Circle Radius of 5.5 meters for better navigation in city-traffic
- Power Steering option
- Stylish exterior & interiors
- Superior Cabin comforts & features
- Larger 40.6 Sq ft (3.7 sq.mt.) cargo box
- Higher payload capacity: 1150 kg
- Highest warranty of 1 year / unlimited kilometers in the category
- Digital Immobilizer
- Large 15 inch (38.1 cm) tyre
- Rigid Leaf-spring front suspension

About the Bolero Maxi Truck Plus

Superior Performance

The Bolero Maxi Truck Plus offers a more power packed performance as it comes with a renowned and trusted 2523 cc 4 cylinder common rail engine. With its 63 BHP power (46.3 kW), 195 Nm torque and sturdy rigid leaf-spring suspension robust build, the vehicle provides higher fuel efficiency of 17.7 km per litre*. The larger cargo box of 2500 mm x 1620 mm x 458 mm size allows the vehicle to carry a payload of 1150 kg for tough roads and terrain. Larger 15 inch (38.1cm) tyres ensure greater stability and less wear and tear.

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Better Driveability

The Bolero Maxi Truck Plus has a much smaller turning circle radius of just 5.5 metres and hence, is ideal for city traffic conditions. The power-steering option provides added driving comfort to the drivers even when they are moving cargo in the city congested traffic or on longer trips.

Higher Earnings

The larger cargo deck of the Bolero Maxi Truck Plus offers greater load carrying capacity than the existing product offering. The pick-up can now carry a higher payload of 1150 kg with improved best-in-class fuel efficiency of 17.7 km per litre*. The vehicle has a much lesser operating and maintenance cost and requires servicing and transmission oil change only after every 10,000 kms and engine oil change after every 20,000 kms, resulting in higher earnings for customers.

Stylish Interiors and Exterior

The Bolero Maxi Truck Plus comes with an attractive and unique front nose design and stylish wrap-around headlamps that give the vehicle a stylish edge. The dual-tone interiors with matching trims and fabric seats further enhances its appeal.

Safety

The Bolero Maxi Truck Plus boasts of a front-nose design for enhanced safety at high speeds and strong body and chassis to handle rough and tough usage without any complaints. It has a large wheel base to ensure stability and safety even while carrying heavy loads. The vehicle now also comes equipped with a digital Immobilizer to prevent theft.

Peace of mind

The Bolero Maxi Truck boasts of extensive spare parts availability and Mahindra's widespread network for service support. In keeping with our customer centric initiatives and to reiterate the confidence in quality and also to enhance the value of our products, the Bolero Maxi Truck comes with a 1 year unlimited kilometres warranty. The BMT Plus also boasts of high durability, reliability and strict adherence to quality standards, which are the USPs of Mahindra vehicles.

*(*ARAI figures for BS3 Version)*

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Mahindra
Rise.

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 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 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 and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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For further enquiries

Roma Balwani
Chief Group Communications Officer
Mahindra & Mahindra Ltd.
Phone: +91 22 2490 1441
Email: **balwani.roma@mahindra.com**

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