Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:

9th September, 2014

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 Group donates Rs.2 crores for J&K Flood Disaster Relief

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.

D:\M & M DATA\Stock-Exchange\Press Release Mahindra's J&K Flood Donation(09.09.2014).doc

Mahindra Rise.

Press Release

For Immediate Dissemination

Mahindra Group donates Rs. 2 crores for J&K Flood Disaster Relief

Mumbai, September 8, 2014: The Mahindra Group today announced a donation of Rs. 2 crores to the Prime Minister's National Relief Fund to aid in ongoing disaster relief operations in the state of Jammu & Kashmir.

"The Mahindra Group shares the distress and concern of the Prime Minister and the people of India, over the tragedy that has befallen the people of Jammu & Kashmir. This donation is our contribution to the state, to help it overcome this terrible catastrophe," said **Anand Mahindra, Chairman, Mahindra Group.**

In addition to this donation, Mahindra Consulting Engineers, the engineering consulting services arm of the Mahindra Group could, in consultation with the state government, undertake the development of an eco friendly village cluster with multi-disaster resistant dwelling units, community centre and associated site services comprising of roads, water supply, sewerage, solid waste management, power supply and other site infrastructure facilities. The plan could also incorporate income restoration during the rehabilitation period, for the victims of the proposed village, through employment creation in the construction activities, and other programs.

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 employs more than 180,000 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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Mahindra Rise.

LinkedIn

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Member of the Group Executive Board

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