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Mahindra

Rise.

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REF:NS:SEC:
17th 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 unleashes the premium, stylish and powerful SsangYong REXTON on Indian roads

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

C:\DLOBACKUP\Backup\Stock-Exchange\se-Press Release-Ssangyong Rexton - (17.10.2012).doc

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Media Release **For Immediate Publication**

Mahindra unleashes the premium, stylish and powerful SsangYong REXTON on Indian roads

A perfect combination of indulgence, refinement, style and performance, the global SUV will be priced from Rs. 17.67 lac (RX5 version) to Rs 19.67 lac (RX7 version), ex showroom Mumbai*

SYNOPSIS:

- The much anticipated SsangYong **Rexton by Mahindra** makes its Indian debut in Mumbai, **starting at an attractive price of Rs. 17.67 Lac for the RX5 version with manual transmission and Rs 19.67 Lac for the RX7 version with automatic transmission (ex showroom Mumbai*)**
- Rexton is a **Powerful, Plush and Premium SUV** with a host of class-leading **technology, comfort and safety features:**
  - **Luxury & Comfort:** Premium leather upholstery, 8-way electrically adjustable driver's seat including lumbar support, flat-folding 2nd and 3rd row seats, automatic easy access function for driver, auto day and night Internal Rear View Mirror, dual tone beige and black interiors with metal grain accents
  - **Technology:** 5-speed manual and 5-speed E-tronic automatic transmission, Touch screen 6-inch Infotainment System with GPS navigation, DVD, CD, MP3, FM, USB; Fully Automatic Climate Control system; Memory function with 3 driver presets for driver's seat and ORVM, Electric sunroof with tilt/open function, Cruise control & Audio Controls on steering wheel; Rain sensors and Auto headlamps; Power-foldable and adjustable ORVMs with LED.
  - **Performance: Internationally proven engine 2.7L, 2696 cc engine** which delivers 184 bhp power and 402Nm torque in the Automatic transmission. The Manual transmission variant delivers 162 bhp and 340 Nm Torque. Both variants offer superior offroading capabilities – All wheel Drive or Torque on Demand (intelligent 4x4).
  - **Safety:** Electronic Stability Program (ESP), 4 Airbags (front and side), Anti-lock Brake System, Hill Descent Control, Anti Slip regulation and Active Rollover Protection, Engine immobilizer
- Available in 4 premium colours – Satin White, Moondust Silver, Volcano Black and Opulent Purple

*Local levies, Octroi, Entry Tax etc will be extra as applicable

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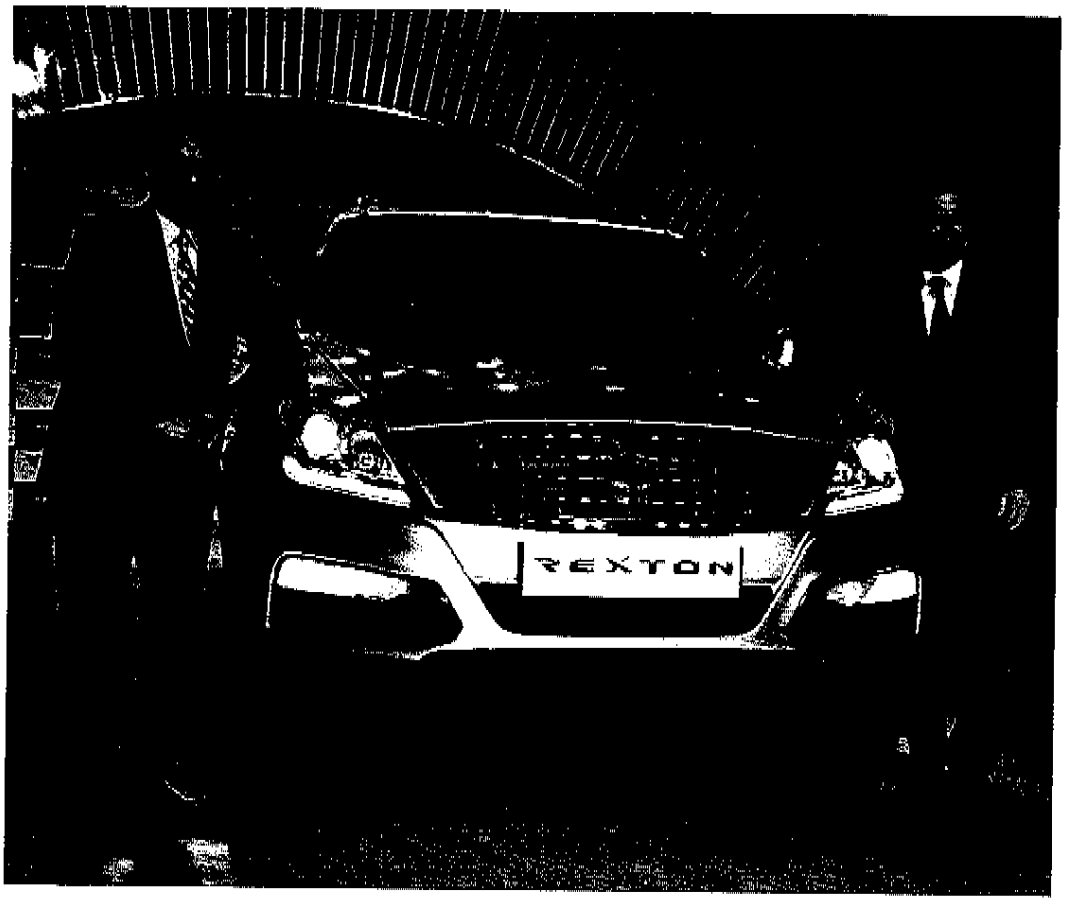


Photo Caption: (L) **Dr. Pawan Goenka**, President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd. & Chairman, SsangYong Motor Company and (R) **Mr. Yoo-Il Lee**, CEO, Ssangyong Motor Company at the launch of the premium, stylish and powerful SsangYong REXTON in Mumbai

October 17th, 2012, Mumbai: Mahindra & Mahindra Ltd. (M&M), a part of the US $ 15.4 billion Mahindra Group, today unveiled the much anticipated SsangYong Rexton, a luxurious, powerful and premium global SUV by Mahindra, at Mumbai. Designed and developed by SsangYong in Korea, this is the third generation Rexton, most suitable for the discerning Indian customer. Available at Mahindra dealerships in Delhi NCR and Mumbai from October 18th 2012, the SsangYong Rexton by Mahindra will retail at a price of Rs. 17.67 Lac, ex-showroom Mumbai* for the RX5 version with manual transmission and Rs. 19.67 Lac, ex-showroom Mumbai* for the RX7 version with automatic transmission.

The SsangYong Rexton is manufactured and assembled at Mahindra's Chakan Plant near Pune by sourcing components from SsangYong Korea and from India.

Speaking on the launch, **Dr. Pawan Goenka, President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd. & Chairman, SsangYong Motor Company,** said, "The launch of the SsangYong Rexton by Mahindra – the first premium product from our Ssangyong portfolio to be offered in India - is a proud moment in our automotive journey. For the Mahindra Group, the SsangYong Rexton represents our philosophy of 'Rise' in action as well as in thought, as it is an

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embodiment of a high end SUV offering for the discerning Indian consumer. It bears testimony, not only to the world class technologies that are now available across the group, but to the completion of a dream at Mahindra to straddle the entire product spectrum in the SUV segment with a diverse portfolio of offerings at distinctive price points and value."

Mr. Yoo-Il Lee, CEO, Ssangyong Motor Company said, "Few global car makers can match the 4x4 heritage of SsangYong and Mahindra combined. Having produced rugged, robust, high quality off road models for decades, SsangYong knows what it takes to create global benchmarks. Our partnership with the Mahindra Group has now allowed us to explore joint product and technology development opportunities and synergise global operations and purchase. It is due to this reason that we have been able to offer products like the SsangYong Rexton by Mahindra with features that are not only aspirational, but best-in-class, encompassing the very latest in technological advances, safety features, luxury and comfort - all in one fabulous package".

Pravin Shah, Chief Executive - Automotive Division, Mahindra & Mahindra Ltd. while speaking at the launch mentioned, "Post the launch of our first global SUV, the XUV500, SsangYong Rexton now comes in with the best in class features for the discerning Indian consumer. The Rexton has benefits such as aspirational styling, a product packed with technological advances, advanced safety features, comfort and conveniences, etc. Thus, the Rexton enhances our SUV product portfolio as we go up the price value ladder".

The SsangYong Rexton by Mahindra boasts of superior on and off-road driving performance, modern technologies and contemporary styling, and indulgent conveniences and comfort.

The face of modern refinement and sophistication...classy exteriors

It's a powerful statement that you make when you step out of the Rexton. Right from the classy chrome grille to the projection headlamps configured to resemble the eyes of an eagle, the SsangYong Rexton is unmatched. Coupled with this, is its stainless steel beltline and chrome moulding which creates a well-balanced flow overall. The classy exteriors are showcased in the following elements:

- **Projector headlamps with L-shaped parking lights**
- **Chrome radiator grills**
- **LED tail lamps**
- **Stylish ORVMs with LED turn indicators**
- **10-spoke alloy wheels**

World Class Interiors...A Plush Cabin

Sit inside the SsangYong Rexton and you are transported into a different world altogether. Starting with the **premium, dual tone, beige and black interiors** complemented by metal grain accents and **plush leather seats.** This is coupled with **Automatic Climate Control** ensuring your

drive is a breeze. In addition the elegant centre console, convenient center armrest and the AC vents and rear cup holders give the SsangYong Rexton's interiors a world-class feel.

Technology that works like a charm

When you ride in the Rexton you have technology at your service all along the way. The driver's seat not only adjusts itself electrically but also stores your preference in the memory. Just as it retains your setting of the outside rear view mirror. The navigation system comes preloaded with maps and the auto headlamps and rain sensing wipers function without having to be told. But what immediately catches your eye is the infotainment touch screen that supports all widely used audio and video formats. So sit back and enjoy the show. To summarize, the best of technology in the SsangYong Rexton includes:

- **Electrically adjustable driver's seat**
- **3 memory presets for driver's seat and ORVM**
- **Class-leading Infotainment System**
- **Rain sensing wipers**
- **Auto headlamps**

Unmatched Class leading performance

The Rexton gets its spirited personality from its refined engines. The model you choose will decide what sits under your Rexton's hood. The RX5 Manual Transmission comes with a Torque on Demand system while the RX7 Automatic Transmission comes with an All Wheel Drive system. Needless to say, both models are internationally proven and boast of remarkable 4x4 capabilities.

RX5

The Ssangyong Rexton by Mahindra RX5 variant is powered by a state-of-the-art **2.7 litre RX270 XDi**, diesel engine which delivers a power-packed **162 bhp with 340Nm torque.** It boasts of a **12.4 kms per litre mileage (ARAI certified)** together with a 5-speed manual transmission as well as a Torque on Demand, an efficient and intelligent 4X4 system.

RX7

This variant is powered by the **2.7 litre RX270 XVT** engine which delivers **184 bhp with 402 NM torque.** The engine is meshed with 5 speed E-tronic automatictransmission, built with Mercedes Benz Technology™. The RX7 delivers a top speed of **194 KMPH**. Despite all this unadulterated power, the Rexton gives you mileage of **11.18 kms per litre (ARAI-certified).**

All Wheel Drive (AWD) – The AWD in the RX7 model distributes 60% of torque to the rear wheels and 40% to the front wheels at all times which provides quick starts and great overall responsiveness for improved driving safety under all road and weather conditions.

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Suspension

The SsangYong Rexton by Mahindra boasts a double wishbone front suspension with anti-roll bar up front and an independent five-link suspension in the rear with anti-roll bars for precise handing and the smoothest of rides.

Little features....make a big difference

The SsangYong Rexton treats you to a sumptuous spread of comforts that would make any hi-end saloon envious. It offers, amongst others, **Cruise Control** at the press of a lever located conveniently on the steering wheel. An **Electric Sunroof** to bask in the glory of the sun. The not-so-little things that tell you a lot about the Rexton. It's crafted with the greatest care for people who truly appreciate excellence and simply love an indulgent drive!

Stay in control in all circumstances...Safety.

The Ssangyong Rexton by Mahindra comes equipped with multiple advanced active and passive safety systems. At the heart of the SsangYong Rexton is the **Electronic Stability Program (ESP),** which constantly monitors the movement and direction of the car and initiates remedial action as soon as it detects loss of control.

Hill Descent Control identifies steep inclines and engages itself to assist the vehicle down a steep slope with caution. That aside the SUV also has **Anti Rollover Protection,** which closely monitors a range of parameters and identifies potentially dangerous driving conditions that could lead to the vehicle rolling over. Well before the situation becomes threatening, it causes the ESP system to intervene and control the vehicle speed, thereby restoring stability.

Passengers will feel safe ensconced in the cocoon that is the cabin of the Ssangyong Rexton with multiple airbags (dual front and side airbags). As if that wasn't enough, it also comes with side impact beams and thoughtfully located front and rear crumple zones. Additionally, the Rexton has an engine immobiliser and door ajar warning system as well.

Last but not least, the Ssangyong Rexton by Mahindra offers reassuring service support backed by Mahindra's extensive service network, with a warranty of 2 years/100,000km and 24x7 road side assistance for one year. This ensures a hassle free ownership experience.

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.

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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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