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Mahindra
Rise.

Mahindra & Mahindra Ltd.
Mahindra Towers, Worli,
Mumbai 400 018. India.
Tel : + 91 (022) 2493 1441, 2496 1441
Fax : +91 (022) 2497 5081

REF:NS:SEC:
22nd January, 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 Verito Executive edition

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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Press Release **For Immediate Publication**

Mahindra launches the Verito Executive edition

Verito Executive edition sports premium interior & exterior features to convey exclusivity

Priced at Rs. 7.75 lacs (Ex Showroom – Delhi)

January 22, 2013, Mumbai: Mahindra & Mahindra Ltd. (M&M), today announced the launch of the Verito Executive edition, a premium offering targeted primarily at corporate executives, professionals and businessmen. The Verito Executive edition has been competitively priced at Rs 7.75 lacs ex-showroom Delhi.

This special edition of the Verito has been launched in the exclusive Pearl White colour to add to the style quotient of this sedan. The Verito Executive edition sports premium interior & exterior features to convey its exclusivity. The interior is enhanced with premium Italian leather seating, adding to the rich and luxurious feel. This plush feel is further extended to the leather-wrapped steering wheel and matching door inserts. The Verito Executive edition also comes equipped with a state of the art touch screen navigation unit, which is always standing by to assist the driver so that he will never have to stop for directions again. The entertainment system with integrated Bluetooth is another of the classy additions to this special edition. It is further equipped with alloy wheels, body decals and Executive edition badging, that add to the car's exterior. To lend that stylish edge, blue vision headlamps have been added in the Verito Executive edition.

Speaking on the launch of the Verito Executive edition, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.**, said, "The Verito Executive edition will add a premium and aspiration quotient to the sedan. Together with the proposition of space and mileage which the Verito is already known for, this new edition will provide premium interior and exterior features to our customers. The features of the Verito Executive edition have been carefully chosen to meet the increasing customer demand and aspiration for a stylish sedan. This will clearly take the Verito to the next level in terms of style, premiumness, convenience and comfort. The Verito Executive edition thus further elevates the status of the Verito Man."

Mr. Shah further added, "The New Look Verito already offers class-leading space and comfort, excellent mileage, a high performance engine, and a solid build quality which handles Indian roads effortlessly. With the launch of the Executive edition in the New Year, customers can now opt for an even more premium offering at a very sensible price"

The exclusive features of Verito Executive edition include –

- Striking Pearl White exterior colour
- Luxurious Italian leather upholstery
- Leather-wrapped Steering Wheel
- State of the art Touch Screen Navigation System

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- Smart Bluetooth Audio
- Stylish body graphics (decals)
- 'Executive' badge
- Blue Vision Headlamps

In addition to these exclusive features, the Verito Executive edition retains all the features of the New Look Verito, which was launched in July 2012. Widely acknowledged as a sensible man's sedan with a whole host of features such as class-leading space, mileage, build quality and safety, this New Year all these benefits come gift wrapped in a premium package. The Verito, which has always been a sensible buy, has now moved a notch above to cater to customers with unique taste for a stylish sedan. The Verito's 'Executive edition' retains its core strength of the efficient Renault 1.5 L DCi diesel engine and Renault 1.6 L MPFi petrol engine, best in category body width and 510 litres of boot space. Verito also boasts of an ARAI certified fuel efficiency of 21.03 KMPL for Diesel engine. Further, the Executive edition is equipped with key safety features like Driver Airbag, ABS with EBD, Anti Theft Engine Immobiliser, Crumple Zones etc and is available in BS4 emission only.

About The Mahindra Group

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 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.

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For further enquiries

Roma Balwani

Senior Vice President – Group Communications

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com