Mahindra Rise.

Press Release **For Immediate Dissemination**

Mahindra unveils the new Maxximo Plus Mini-truck

Boasts of pioneering Fuel Smart technology for higher earnings

SYNOPSIS:

- "Fuel Smart" technology, seen for the 1st time in the Indian market, allows the customer to choose between higher power OR higher mileage, as and when he needs, at the press of a switch
- New Maxximo Plus offers:
  - Class-leading power of 26 HP (19.2 kW) for carrying heavy loads, faster.
  - Class-leading fuel efficiency of 21.9 Kmpl
  - Longer wheelbase & stronger rear suspension with 7 leafs for greater sturdiness under heavy load & over rough roads.
- New Maxximo Plus comes with class-leading warranty of 2 years or 60,000 kms
- Attractively priced at Rs. 3.40 Lac (BS-3, Ex-showroom Thane) & Rs. 3.49 Lac (BS-4, Ex-showroom Mumbai, excluding Octroi)

March 4, 2013, Mumbai: Mahindra & Mahindra Ltd., a part of the US $ 15.9 billion Mahindra Group, today announced the launch of its new Maxximo Plus, the country's most technologically advanced 0.85 ton payload mini-truck. Equipped with the pioneering yet simple-to-use 'Fuel Smart' technology, the new Maxximo Plus allows the customer to choose between higher power (26 HP; 19.2 kW) OR higher mileage (21.9 KMPL), as and when he needs, at the press of a switch. An upgrade over the successful Maxximo launched in 2010, the Maxximo Plus is attractively priced at Rs. 3.40 Lac (BS3, Ex-showroom Thane).

Apart from its Fuel Smart technology, the new Maxximo Plus adds to the superior value proposition of its predecessor with a longer wheelbase and a stronger 7-leaf rear suspension, which imparts more sturdiness under heavy load & over rough roads. Critical to commercial vehicle ownership is the operating cost, per ton, per kilometer; with the new Maxximo Plus the customer will potentially earn approximately 30% more, per year, over the competition. This is on account of its superior mileage which lowers fuel costs, lower maintenance costs and the ability to carry greater loads with faster turn-around time.

The new Maxximo Plus also comes with a class-leading 2 year / 60,000 Km warranty, which provides greater peace-of-mind to the customer. Apart from these significant new advantages, the new Maxximo Plus retains the delight-features which give it the lead in Comfort, Style &

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Safety. The new Maxximo Plus will continue to be available in two attractive shades of Appy Red and Diamond White.

Speaking about the launch, **Pravin Shah, Chief Executive - Automotive Division, Mahindra & Mahindra Ltd.**, said, "At Mahindra, our endeavour has always been to use alternative thinking with deep consumer insight in a bid to provide superior value to our customers. The new Maxximo Plus mini-truck delivers on this endeavour with the pioneering but simple-to-use Fuel Smart technology, superior engine performance and superior load carrying capability. We are sure that the new Maxximo Plus will go a long way in helping our customers prosper in life, which is in keeping with our philosophy of Rise".

Built at the state-of-the-art Chakan plant in Maharashtra, the Maxximo Plus has undergone rigorous and full test cycle runs and has been validated on all performance, safety and reliability parameters.

About Maxximo Plus

Performance

Maxximo Plus is the only commercial vehicle in India to be equipped with the innovative but simple-to-use Fuel Smart technology. It allows the driver to choose between more power or more mileage, as and when he deems necessary, at the press of a switch. In power mode, 26 HP (19.2 kW) of power is made available to the driver. This is useful when the driver needs to carry heavy loads, or when ascending a hill-road or when he needs to deliver goods faster at far away locations. On switching to Eco mode the driver can enjoy the benefit of better fuel economy (21.9 Kmpl). This is useful when travelling with no-or-light loads on clear or flat roads; or declines / downhill or when not in a hurry; or when stuck in traffic where power is of little use. This "power to choose" between more power or more mileage, in real time, as the situation demands, enables the customer to benefit from greater net earnings.

Toughness

The Maxximo Plus comes with strong 7-leaf rear suspension which allows the customer to carry heavy loads over rough terrain. Along with a larger wheel base of 1950mm this makes the Maxximo Plus sturdier than other mini trucks. The cargo body is redefined and reinforced to make it strong and long-lasting. Further, a large loading area of 35 Sq. ft. (3.23 Sq. Mt.) and 850 kg of rated payload allows the customer to carry a greater load in a single trip enabling him to increase his revenue.

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Assurance

The new Maxximo Plus offers peace-of-mind to the customer with a class-leading 2 year / 60,000 Km Warranty along with the "Zero Maintenance Offer" for 6 months / 25,000 Km.

Sales & Service Experience

Mahindra & Mahindra knows the importance, to the commercial vehicle buyer, of a good sales experience. With the launch of the Maxximo Plus, the company has introduced hand-held computer tablets at its commercial vehicle showrooms across the country. The tablet runs an application available in multiple languages that takes the customer through a simple but informative guide which allows him to select the best Mahindra vehicle suited for his needs.

Mahindra & Mahindra also believes in taking After Sales Service closer to the customer. In the months leading up to the launch of Maxximo Plus, the company has identified and trained over 2,400 local mechanics to service Maxximo Plus. With easier access to service, the Maxximo Plus customer saves on time & minimizes lost-earnings by getting his vehicle back on the road as quickly as possible. Going forward Mahindra will explore the option of boosting the involvement of these trained technicians, by driving business to them & by promoting their services in all promotional activities that the company does jointly with its dealers.

Comfort

A large and more spacious cabin space of 85 cu. ft (2.4 cu. mt.) allows for easier entry and exit. Bigger, extra cushioned seats with better support and head rests make the journey more pleasant for both the driver and his co-passenger, especially over long distances. A bench seat for the co-driver, with no obstruction between his seat and the driver's seat allows the latter to lie down across the seats, adding to his comfort. A cable-operated gear shift, as opposed to the regular, rod-operated gear shifts found in other vehicles in this category, provides a smoother, car-like shift-quality involving less effort.

A footstep for the cargo body, windshield wiper with intermittent function and inbuilt spray system, mobile charging facility and dual-mounted sun-visor add to the overall convenience.

The ergonomic hand brake position, dead pedal, steering wheel made of soft-touch, strong grip material, bigger rear-window and larger windshield enhance the Maxximo Plus's driving pleasure

Style

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The Maxximo Plus is the most stylish vehicle in its category with an attractive front grille and clear-lens wrap-around headlamps. The vehicle also features dual-tone interiors, similar to those found in cars. The interiors have been chiseled with a well designed instrument panel with integrated glove box and a stylish cluster with digital clock and trip meter.

Safety

The Maxximo Plus is the safest vehicle in its class. In a first for the segment, the Maxximo Plus boasts of booster-assisted brakes with Load Sensing Proportionate Valves which ensure greater control while braking.

The Maxximo Plus meets stringent applicable frontal crash impact norms with a frontal crash protector. It is also equipped with a drive-by-wire accelerator system which results in quicker response from the engine when the accelerator is pressed, allowing for safer overtaking.

About 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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