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Mahindra

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REF:NS:SEC:
10th September, 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's iconic SUV, Scorpio, powers its way to a sales landmark of 4 lac vehicles

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.

Press Release **For Immediate Dissemination**

Mahindra's iconic SUV, Scorpio, powers its way to a sales landmark of 4 lac vehicles

- Mighty Muscular Scorpio records sales of over 50,000 per year for the past two years
- Outsells all SUVs and MUVs in some key states such as Uttar Pradesh, Uttarakhand, Rajasthan, Orissa, West Bengal, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh and the North East
- Crosses 2 million fans on Facebook, making it one of the largest online auto communities on Facebook India

September 10, 2013, Mumbai: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, has crossed yet another milestone with over 4 lac of its iconic SUV, Scorpio, ruling Indian roads. With sales of over 50,000 units for the past two years, the Mighty Muscular Scorpio has ruled the roads for 11 years, moving from strength to strength and transforming the SUV space in the country.

A style statement and a symbol of adventure, power and thrill, the Scorpio outsells all SUVs and MUVs in key states such as Uttar Pradesh, Uttarakhand, Rajasthan, Orissa, West Bengal, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh and the North East. Today, the Scorpio's iconic status can also be gauged from its 2 million plus fan base on Facebook, yet another significant milestone. In fact, the Scorpio's online community on Facebook is one of the largest online auto communities on Facebook India. The brand's popularity is also evident on the Scorpio YouTube channel which has garnered over 4 million views. The magic of the Scorpio is further seen in the array of impromptu fan clubs initiated by customers in the virtual and real world over the years. The Scorpio has updated and evolved with the changing lifestyle and aspirations of customers with a go anywhere attitude, resulting in its growing popularity.

Speaking on the milestone, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra,** said, "This is a very proud moment for us, as the iconic and trend-setting Scorpio has achieved yet another milestone. This achievement reaffirms the Scorpio's immense popularity and the confidence that consumers have reposed in it over the years. Being one of the most admired and most awarded brands within the Indian automobile industry, the Scorpio has rightfully claimed its spot as the king of Indian roads".

Powered by the mighty mHawk engine, the Scorpio can power its way through traffic, while its mighty muscular build, elevated seating position and the luxury of space ensure that it stays miles ahead of other cars. All these and its inherent ability to conquer all kinds of terrain, the thrill of driving, mighty muscular looks and fortress-like safety, rightfully make the Scorpio, the king of Indian roads.

Going beyond the vehicle itself, the Scorpio experience is woven into the cultural fabric of the country. A visible star on the silver screen, the Scorpio has frequently dazzled cine enthusiasts through its presence in a number of movies. For Scorpio enthusiasts, the chronicles of Scorpio have also been captured in a Coffee Table Book – "The Legend of Scorpio."

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Mahindra Rise.

About the Mahindra Scorpio

Launched in 2002, the Scorpio is one of the most awarded brands in the industry with nearly 40 awards, the latest being a bronze at the 2012 EMVIES. The Scorpio also has a distinguished achievement to its name in the form of a Harvard Business Case Study. It has been a recipient of some of the most prestigious awards in the motoring world, includign Car of the Year, Best SUV of the Year, Launch of the Year, etc. The Scorpio has also been enshrined in the Hall of fame when it comes to motorsports, adventure and off-roading, having excelled in some of the world's toughest rallies including the Raid de Himalaya, Desert Storm, Brazilian Rally Dos Sertoes and Dakshin Dare. It is also part of various Mahindra Adventure events such as the Monastery Escape and Vineyard Escape, amongst others. It has led multiple domestic and international cause-related expeditions like the Gondwanaland Expedition, Footsteps of Nikitin Expedition, ASEAN rally, INS Viraat rally and Assam Rifles rally. Born to break records, the Scorpio edged out most SUVs in the financial year 2011-2012 and took pole position by becoming the Official Intervention Vehicle for all motorsports for a period of 5 years on the Buddh International Circuit.

Over the past 11 years, the Scorpio has continuously updated itself and has ensured that the brand stays relevant and young. In the Indian auto industry, the Scorpio has been a trendsetter as far as technology is concerned. It has always set an example that is hard to follow. Be it for India's first talking car, Micro Hybrid technology, 6-speed Automatic Transmission in SUVs or the 1st BS4 vehicle in India, the Scorpio has ruled the roads and hearts.

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 16.2 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, after-market, 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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