Mahindra

Mahindra & Mahindra Ltd.
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
Fax: +91 22 24975081

REF:NS:SEC:
10th May, 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 H-Series Xylo with the advanced technology mHawk engine

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 Dissemination

Mahindra launches H-Series Xylo with the advanced technology mHawk engine

New engine and exciting features now available at the same price

Synopsis:

- New H-Series Xylo now powered by world class mHawk engine
- Higher fuel economy of 14.02* KMPL
- H-Series starts at attractive price of Rs. 8.23 lakh (ex showroom Mumbai, BSIV variant)

May 10, 2013, Mumbai: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced the launch of the new H-Series Xylo, powered by the refined and world class mHawk engine.

The power packed H-Series offers a range of variants starting with the H4 (with ABS option), H8 (with ABS & Airbag option) and fully loaded feature packed H9 version which includes several unique features like Voice Command Technology (VCT), Cruise Control, Digital Drive Assist System, etc. The new H-Series starts at an attractive price of Rs 8.23 lakh (ex showroom Mumbai, BSIV variant).

At the heart of the new H-Series is the powerful & advanced mHawk engine which is set to offer an class leading 120 PS power and 280 NM torque for better drivability on both city roads and highways and an excellent fuel efficiency of 14.02 kmpl*. It is equipped with all new transmission which facilitates effortless gear shifting. All these additional customer benefits are offered without any increase in the price (as compared to outgoing E series), thereby offering even greater value proposition to customers.

The new H-Series is also equipped with key safety features like ABS with EBD, Dual Airbags, Extra Stability Technology Suspension (EST), Reverse Parking Assist and several other features.

Speaking at the introduction of the new H-Series Xylo, **Pravin Shah, Chief Executive, Automotive Division, M&M Ltd. said,** "The Xylo has since its introduction in 2009 carved a unique identity for itself in the area of class leading space & comfort. The addition of the world class mHawk engine will further boost its performance and take it a notch higher in its

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segment. Equipped with higher power and better efficiency, we are sure that the new Xylo H-Series will be a popular choice amongst the discerning personal buyers".

The all new transmission (5MT 320) providing effortless gear shifting in the H-Series Xylo, will further improve driving comfort. The mHawk engine was previously introduced in the top-end E9 variant of the Xylo. The rationale behind the nomenclature of the Xylo H-Series derives from its engine, where 'H' connotes the world class mHawk engine with high power, high performance and high mileage. The Xylo H-Series will be available in one new colour -- **Dolphin Grey,** (H8 & H9) apart from being available in 5 other attractive colours.

**ARAI certified for BS4 variant*

About the Xylo

One of the most complete MPV models in India, the Xylo offers luxurious space and comfort to customers. It has been a runaway success since its launch in January 2009 and today, there are over 1.25 lakh Xylos on Indian roads. In the journey towards 1 lakh vehicles on Indian roads, the Xylo has won several awards and accolades along the way. It has won the 'MPV of the Year' award from ET Zigwheels and the 'UV of the Year' award from CNBC Overdrive and NDTV Profit.

It was also awarded the 'Family Car of the Year' by BBC Top Gear. The Xylo was rated highest in Customer Satisfaction and Best Suited for Urban Women' in the HT Mars survey for two consecutive years - 2010 and 2011. The Xylo has also entered the Limca Book of Records for fastest West East rally by a 4 wheeled vehicle.

Most recently, the Xylo was awarded the prestigious 'Master Brand' award for 2012 – 13 by CMO Asia and the World Brand Congress, while the Xylo E9 variant was awarded the 'Variant of the Year' award at the Auto Bild Golden Steering Wheel Awards 2013 – the only category where the winner was exclusively chosen by the editorial team, with the Xylo E9 garnering the maximum points. The list of accolades continued with the stylish New Xylo receiving the India Design Mark Award 2013.

The stylish new Xylo sports 50 new changes and features including five variants powered by two distinct engine options. The Mahindra Xylo boasts a wide array of unique features, including best-in-class third row space, flat bed seats, Digital Drive Assist System (DDAS), foldable flight trays, Intellipark Reverse Assist, Airbags, ABS with EBD and surround cool dual ACs, dual mobile charging points, amongst other features. Most importantly, the Xylo offers 2 engine options - the industry leading and powerful 120 PS mHawk engine and the fuel efficient mDI CRDe engine - which lends more power to the vehicle, unmatched by others in the category. These best in class features, coupled with excellent ground clearance makes it an ideal vehicle for city driving as well as long drives. Further, the Xylo H9 also boasts of a pioneering Voice

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Command Technology for vehicle commands, enabling customers to control over thirty features - in their new Xylo by merely talking to it, all of which makes for a convenient and fun customer experience.

The Mahindra Xylo brand is all about fun, style and having a good time with friends and family, and the brand's philosophy is to enable people to have the 'Time of their Life'. The Xylo is also strongly represented by its customers in the virtual world, having crossed the significant milestone of 1.4 million fans on Facebook. Today, the brand's popularity is also evident on the Xylo You Tube channel which has garnered over 2 million views and the website which has received over 5 lakh visitors in just the last 8 months.

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 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, 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 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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For further enquiries

Roma Balwani

Chief Group Communications Officer

Mahindra & Mahindra Ltd

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com