Mahindra

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REF:NS:SEC:
17th July, 2015

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sir,

Sub: Mahindra forays into branded edible oils segment with 'NuPro'

- **Launches NuPro Virgin Kachchi Ghani Mustard Oil in Kolkata**
- **To introduce a range of pure and healthy edible oils across the country over the next 3 years**

Please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the above on record.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED**

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

For Immediate Dissemination

Mahindra forays into branded edible oils segment with *'NuPro'*

- ***Launches NuPro Virgin Kachchi Ghani Mustard Oil in Kolkata***
- ***To introduce a range of pure and healthy edible oils across the country over the next 3 years***

July 17 2015, Kolkata: The Agri Business vertical of Mahindra & Mahindra, part of the USD 16.9 billion Mahindra Group, today announced the launch of its branded edible oil - ***NuPro*** for the health conscious Indian consumer. The company, under the ***NuPro*** brand, will offer a bouquet of edible oils, the first of which is the ***NuPro*** **Virgin Kachchi Ghani Mustard Oil**.

The brand ***NuPro*** is derived from a combination of the words: Nutrition and Progression. ***NuPro*** reflects Mahindra's commitment towards developing progressive farming practices and its close association with the farmers which ensures that only the best quality output reaches the end consumer. To deliver on this brand promise, Mahindra has put in place stringent processes, systems and checks right from the farm to the end consumer.

Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd. said, "Our Agri business cherishes the long-term aspiration of delivering 'Farm-Tech Prosperity'. Today, with *NuPro,* we are taking an important step in our Quality journey through the **Mahindra Quality Seal (MQS)** which serves as an assurance of high quality throughout the value chain from the house of Mahindra. With our mantra of **Growing** the Right Quality, **Selecting** the Right Quality, **Preserving** the Right Quality, **Distributing** the Right Quality and **Assuring** the Right Quality, we are sure of meeting the growing demand for high quality, pure and healthy food products. Our stringent systems and processes have resulted in a product that stands out in the market in terms of its quality. We are excited about the launch of *NuPro* branded mustard oil in Kolkata today and we hope that on the basis of unmatched quality, *NuPro* will establish itself as a premium brand for edible oils and pulses in India".

Speaking on the launch of the *NuPro* brand in India, **Ashok Sharma, President & Chief Executive – Agri and Africa and South Asia Operations, Mahindra & Mahindra Ltd. said,** "At Mahindra with our pioneering vision of 'Delivering Farm Tech Prosperity' we constantly strive to support farmers with good agricultural practices by creating awareness about the latest scientific technology and mechanization applications. As a result the farmers we work with have seen drastic improvements in productivity. With ***NuPro***, through our unique ***Farm to Fork*** model, we have entered the branded edible oil segment with an aim to connect the farmers with the discerning Indian customers who look for pure products. Our **NuPro Virgin Kachchi Ghani Mustard oil** is **100% chemical free**, has the **ideal ratio of Omega 3 to Omega 6** fatty acids that is necessary for a healthy diet and is **highly pungent** to suit the taste buds of our customers in Eastern India. We are confident that, with Mahindra's inherent farmer connect and robust quality systems, ***NuPro*** will soon become a brand of choice for Edible Oils."

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Mahindra
Rise.

***NuPro* Virgin Kachchi Ghani Mustard Oil is highly pungent and free from any chemical ingredient, providing consumers with the purest form of edible oil available in the market. It contains an excellent ratio of Omega-3 and Omega-6 essential fatty acids which are crucial for optimal health and metabolism. *NuPro* is priced at Rs. 144/- for a one litre pouch (MRP) and Rs. 2125/- for a 15 kg tin (MRP).**

In addition, Mahindra's **'Farm to Fork'** model deploys stringent quality checks at various stages in the product value chain right from production, procurement and processing to final packaging and distribution to ensure that there is minimal loss of natural product properties or nutrients. ***NuPro*** products comply with the most stringent food safety guidelines laid out by the Food Safety and Standards Authority of India. Further, the company will also stamp its product with the **'Mahindra Quality Standard (MQS)'** seal to validate its consistent promise of high quality standards. With its stringent set of guidelines the MQS acts as the veritable seal of quality from the house of Mahindra, assuring consumers of the best.

Further to the launch of **'NuPro Virgin Kachchi Ghani Mustard Oil',** in the two cities of Kolkata and Siliguri, through the traditional FMCG distribution networks, Mahindra will soon explore to expand its footprint in other major mustard oil consuming states such as Bihar, Jharkhand, Orissa and Assam.

About Mahindra Agri Business

With a vision to deliver ***"FarmTech Prosperity"*** Mahindra agribusiness closely interacts with farmers to improve their produce quality and productivity by providing latest advances in farm technologies and agricultural know how. It also help farmers by linking them to the market to provide better returns for their quality produce and thereby improving their lives. With its wide portfolio of inputs viz. Seeds, Agri Chemicals, Micro Irrigation Services backed by high quality advisory through **Samriddhi** outlets, Mahindra Agri Business has successfully helped Indian farmers increase their productivity over the years. At the same time, it has a strong outputs business consisting of Fruits and Vegetables, Pulses and Edible Oils where again close links with the farmers allow it to provide products that stand for quality and purity. Having grown 8 fold in the last 4 years, Mahindra Agribusiness has become one of India's largest grape exporter with a strong customer base in Europe and South East Asia, launched India's first premium fresh fruit brand **Saboro,** and established a **'Farm to Fork'** presence across the agri value chain. It also hosts the pioneering Mahindra Samriddhi India Agri Awards, which celebrated its fifth edition in 2014 and has attracted more than 100,000 agricultural innovations and success stories till date.

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 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

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Mahindra Rise.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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