Mahindra

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REF:NS:SEC:
26th August, 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.

Sub: Mahindra Truck and Bus Division rolls out 15,000th HCV truck from Chakan plant
Records a sales milestone of 125,000 LCVs on Indian roads

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: as above.

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Mahindra Rise.

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Press Release **For Immediate Dissemination**

Mahindra Truck and Bus Division rolls out 15,000th HCV truck from Chakan plant

Records a sales milestone of 125,000 LCVs on Indian roads

- Investing Rs. 700 Cr. in Commercial Vehicle Business to develop new ICVs and LCVs
- To become a complete CV range player within a span of two years
- Undertaking rapid expansion of its after sales network with **66 3S** dealerships, **90** Authorized Service Centres, **2516** Roadside Assistance service points and a Retail Spares network of **1322** outlets already in place and expanding
- All set to cash-in on the green shoots of Indian CV industry

Pune, August 26, 2015 – Mahindra Truck and Bus Division (MTBD), a part of the USD 16.9 billion Mahindra Group, today announced the roll out of its **15,000th heavy commercial vehicle (HCV)** from the state-of-the-art plant in Chakan, Maharashtra. In addition, the company also reached a sales milestone of 125,000 light commercial vehicles (LCVs) on Indian roads.

As part of its plan to put the commercial vehicle business on a growth trajectory, the company is investing Rs. 700 crore to develop new ICVs and LCVs. With a portfolio ranging from 3.5 T to 49 T, Mahindra Truck and Bus Division is set to become a full range CV player within the next 2 years.

Speaking on the occasion, **Rajan Wadhera, President & Chief Executive - Truck & Power Train, & Head – Mahindra Research Valley, Mahindra & Mahindra Ltd.** said, "The CV industry has seen an upturn over the last few quarters which is a good sign. At Mahindra we have been steadily growing and are fully committed to our commercial vehicles business and taking aggressive steps to become a complete CV range player. With planned investments and enhancement of our product portfolio, we look forward to ride the growth trajectory".

Nalin Mehta, Chief Executive Officer & Managing Director, Mahindra Truck and Bus Division, Mahindra & Mahindra Ltd. said, "The roll out of our 15,000th truck marks another important milestone for us, as we now have over 6,000 customers using our trucks in various applications across the country, with nearly 30% of them opting for repeat purchase. Additionally, MTBD also boasts of over 1.25 lac LCVs on Indian roads. This is a clear vindication of our engineering excellence and the brand Mahindra prowess. At MTBD, customer centricity is at the epicenter of our business and our rapidly expanding after-sales network to reach out to the last mile of our customers bears testimony to this."



Mahindra
Rise.

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About Mahindra Truck and Bus Division

Mahindra Truck and Bus Division is a wholly owned subsidiary and part of the US $ 16.9 billion Mahindra Group that provides an entire line of integrated trucking solutions.

The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of; Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division already has reached **more than 15,000 trucks** on road. The company is in process of addressing every segment of the commercial vehicle market; form 3.5 tonne GVW to 49 tonne GVW, with variants that meet the varying needs of passenger transport, cargo and specialised load applications. The new range of medium and heavy commercial vehicle is being manufactured at the new green field plant at **Chakan**. The plant, which spans over 700 acres, has been set up with an investment of over **Rs. 4,000 Crore** and is producing other Mahindra products as well. This helps the Mahindra group to leverage the benefits of synergies of an integrated manufacturing facility. The company offers **5 Years or 5 Lac Km** transferable Warranty, which is an industry first and a cost effective AMC.

In the LCV segment, Mahindra Truck and Bus Division has a market share of 8.9%. It is all set to further strengthen its position all across India with over **125,000** vehicles already on the roads. The entire range of LCV Load vehicles and & Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes **66 nos. 3S** dealerships, **90** Authorized Service centres and **2514** roadside assistance points; and spares network of **1322** retail outlets to further improve the reach of support for customers on important trucking routes. The company also has India's first multi-lingual helpline, NOW, which is manned by technical experts to provide instant support to customers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahidralcv.com

Mahindra Rise.

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.

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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