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Mahindra

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23rd June, 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 launches all new mini-truck 'Jeeto'
Set to redefine small commercial vehicle landscape in India

This has reference to the Press Release on the captioned subject sent a while ago.

You are requested to take the attached Press Release as the final one and ignore the earlier one.

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 all new mini-truck 'Jeeto'

Set to redefine small commercial vehicle landscape in India

Jeeto is the first Indian small commercial vehicle to offer a range of 8 mini-trucks

Price starting at Rs 2.32 lac (ex-showroom Telangana for BSIII)

SYNOPSIS:

- **The power packed sub 1 tonne load carrier, Jeeto offers:**

  Power of choice through its S, L & X series, comprising a range of 8 mini-trucks and offering a choice of 3 deck lengths, 2 engine power and 2 payload options

  Best in class mileage of 37.6 km/l (VRDe certified) for S6-11 and L6-11

  Higher earning potential *with profit up to 30%* more than its nearest competitor*

  Greater peace of mind to the customer through:

  - ***Unmatched safety*** due to Jeeto's semi forward design, strong body and superior chassis with a larger wheel base
  - ***Class leading warranty*** of 2 years/40,000km (whichever is earlier)

- **Jeeto is powered by the m_Dura engine, an all-new Direct Injection (DI) diesel engine designed for refined performance and fuel efficiency.**
- **Set to change customer buying behaviour through S, L & X series, which will cater to the varied needs of mini-trucks, micro-trucks and 3 wheelers customers**
- **Jeeto is also available in BS IV variant**

June 23, 2015, Zaheerabad: Mahindra & Mahindra Ltd., a part of the US $16.9 billion Mahindra Group, today launched its all new small commercial vehicle, Jeeto from its Zaheerabad plant in the state of Telangana. Jeeto is the first ever product in its category with a modular range of 8 mini-trucks to cater to the varied needs of the sub 1 tonne load segment customers. Priced competitively, Jeeto starts at Rs. 2.32 lac (ex-showroom Telangana for BSIII) and will be available in S, L & X series, catering to mini-truck, micro-truck and 3 wheelers customers.

The extended facility of the automotive plant was inaugurated by the Honourable Chief Minister of Telangana, Shri. K Chandrashekar Rao on April 22, 2015.

Jeeto will be a game changer in last mile distribution with its modular range, as it offers multiple options to choose from - 2 powertrains of 8.2 kW (11 HP) and 11.9 Kw (16 HP), 2 payloads of 600 and 700 kgs and 3 deck lengths of 1630mm (5.5ft), 1780mm (6ft) and 1930 mm

* X7-16 variant compared in its category with similar payload and power

(6.5ft).These combinations will be available across a range of 8 mini-trucks, namely S series (S6-11, S6-16), L series (L6-11, L6-16, L7-11, L7-16) and X series (X7-11, X7-16) and will lend the Mahindra Jeeto an unmatched versatility and superior efficiency to haul goods across different segments.

Powered by m_Dura, an all-new Direct Injection (DI) diesel engine from the Mahindra stable, Jeeto is designed for refined performance and delivers fuel efficiency of upto 37.6 km/l. Further coupled with lower maintenance cost and the ability to carry varied load options effectively, Jeeto, will deliver upto 30%* higher profit than its nearest competitor.

Speaking at the launch of Jeeto, **Dr Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd.** said, "At Mahindra we have regularly created disruptions in the market with our alternative thinking and the Jeeto with its unique value proposition is a clear validation of this philosophy. A true 'Make-in-India' vehicle with a modular platform, the Jeeto is poised to redefine the landscape of the small commercial vehicle industry within India and drive positive change by providing its customers with a higher earning potential. It is also a matter of pride for us that through the launch of this product, we are able to participate in the industrialization of the newest state of India, Telangana".

Pravin Shah, President & Chief Executive, (Automotive) Mahindra & Mahindra, mentioned, "Being a listening organization, we have identified specific need gaps amongst the customers in the sub 1 tonne category, through various consumer insights and feedback. To fulfill these latent and existing customer needs we have launched the Jeeto, India's first modular small commercial vehicle with multiple options. This vehicle will play a significant role in last mile distribution and will be a compelling option for both stand operators and small and medium scale businessmen and traders, with higher earning potential and better mileage. We are sure, as with other Mahindra products, the Jeeto will go a long way in helping our customers prosper in life in line with our Mahindra Rise philosophy".

Jeeto also comes with a class-leading warranty of 2 years/40,000km (whichever is earlier). It will be available in 5 attractive colours of Diamond White, Sunrise Red, Mango Yellow, Ultramarine Blue and Premium Biege.

Key Features of Mahindra Jeeto

Modular Range

A game changer in the small commercial vehicle category with its modular range, Jeeto is designed to offer 8 models with options of payload, power and deck length to choose from. It is also an aspirational product for 3 wheeler buyers.

Variant Name	Payload	Power	Deck length	Segment	Suitable for
S6-11	600kg	8.2 Kw(11HP)	1630mm(5.5ft)	Pharma, confectionery	light weight, low volume
S6-16	600kg	11.9 Kw(16 HP)	1630mm(5.5ft)	Courier, e-commerce	low volume, faster delivery
L6-11	600kg	8.2 Kw(11HP)	1780 mm(6ft)	Bakery, poultry	light weight, high volume
L6-16	600kg	11.9 Kw(16 HP)	1780 mm(6ft)	Construction material, auto components	high volume, faster delivery

* X7-16 variant compared in its category with similar payload and power

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L7-11	700kg	8.2Kw (11HP)	1780mm (6ft)	Paper products, mobile food	high volume
L7-16	700kg	11.9Kw (16 HP)	1780mm (6ft)	Cement, soft drink	heavy weight, faster delivery
X 7-11	700kg	8.2Kw (11HP)	1930mm(6.5ft)	Plastic products, FMCG products	light weight, high volume
X7-16	700kg	11.9Kw (16 HP)	1930mm(6.5ft)	Gas cylinders, mineral water	heavy weight, high volume, faster delivery

Stylish Looks

Jeeto sports a stylish and contemporary exterior with an impressive characteristic front grille that lends it a distinguished look. Also, bringing in a touch of exclusivity are the dual tone interiors and a contemporary dashboard. The Jeeto will be available in five attractive colours, namely Diamond White, Sunrise Red, Mango Yellow, Ultramarine Blue and Premium Biege.

Car Like Comfort & Features

Jeeto has many car like features – such as a large cabin space with better headroom and legroom for greater comfort and comfortable seats to make the journey more pleasant, especially over long distances. The better ergonomics and car like gear-shift quality further enhance the Jeeto's driving pleasure.

Best in Class Performance

The Jeeto is technically designed to meet the exacting requirements of customers. It is powered by m_Dura, an all-new Direct Injection (DI) diesel engine with 2 power train options of 8.2 Kw (11 HP) and 11.9 Kw (16 HP) that offer diverse power delivery for different industry applications. It also boasts of best in class pick up. Besides its superior performance, it is extremely fuel efficient and gives a mileage of upto 37.6 km/l. Equipped with more power and torque it leads the pack of load carriers in the segment, with ease of driveability and load carrying capacity even on gradients. The Jeeto will be sold in BS IV cities from launch.

Unmatched Safety

Jeeto provides the highest level of safety in its category. The cabin has been designed to provide better safety to the driver and co-driver in the event of a crash. In addition, (ELR) seat belt systems, head restraints and bucket seat provide safety against sudden impact. The Jeeto's unmatched safety is due to its semi forward design, strong body, and superior chassis with larger wheel base of 2500 mm for better balance.

Class leading Mini-truck for Cities

The Jeeto's compact size and smooth steering give it an easier manoeuvrability in narrow city lanes and by-lanes. Further, the vehicle also boasts of best in class pick up and acceleration for better driveability on busy city roads.

Higher Earning Potential

With a profit of upto 30%* more than its nearest competitor, Jeeto's higher earning potential makes it a clear winner. It also comes with a class-leading warranty of 2 years/40,000km (whichever is earlier).

* X7-16 variant compared in its category with similar payload and power

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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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* X7-16 variant compared in its category with similar payload and power