

Mahindra Finance

**Mahindra & Mahindra
Financial Services Limited**
4th Floor, "A" Wing, Mahindra Towers,
Dr. G. M. Bhosale Marg, P. K. Kurne Chowk,
Worli, Mumbai - 400 018, India.
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15th November, 2012

The Manager - Listing Department,
National Stock Exchange of India Limited,
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051.

Tel. No. 2659 8235 / 26598236

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Name of the Scrip: Mahindra & Mahindra Financial Services Limited

Scrip Code : M&MFIN

Dear Sir,

**Sub: Press Release - Issue of 97,50,257 Equity Shares to
Qualified Institutional Buyers under the Qualified
Institutions Placement**

With reference to the issue of 97,50,257 Equity Shares to Qualified Institutional Buyers under the Qualified Institutions Placement, we enclose herewith a copy of the Press Release being issued today in this regard by the Company.

This is for your information and records.

Kindly acknowledge receipt of the same.

Thanking you,

Yours faithfully,

For Mahindra & Mahindra Financial Services Limited

Arnavaz

**Arnavaz Pardiwalla
Company Secretary & Compliance Officer**

Encl : a/a



Press Release

For Immediate Publication

Mahindra Finance QIP issue receives overwhelming response at over 5 times Issue priced at Rs. 889, at a premium over SEBI floor price



Mr. Bharat Doshi, Chairman, Mahindra & Mahindra Financial Services Limited congratulates Mr. Ramesh Iyer, Managing Director, Mahindra & Mahindra Financial Services Limited on the company's successful QIP issue

Mumbai, November 15, 2012: Mahindra & Mahindra Financial Services Limited (Mahindra Finance), one of the leading financial services companies in the rural and semi-urban markets has successfully concluded its capital-raising exercise through a QIP (Qualified Institutions Placement).

Key details are as follows:

- First QIP in India in recent months amid difficult market conditions.
- Rs. 867 crores raised through the issue of 97,50,257 Equity Shares at a price of Rs. 889 per equity share, including a premium of Rs. 879 per equity share in line with the market price of Rs. 889 on November 7, 2012, the launch date. The issue price is at a 0.94% premium to the SEBI Floor Price of Rs. 880.70 a share.
- Issue subscribed by over 5 times. The Company received bids of approximately Rs. 4,345 crores within 24 hours of launching the issue.
- Strong participation by marquee investors across the globe.

Speaking on the occasion, Mr. Bharat Doshi, Chairman, Mahindra & Mahindra Financial Services Limited said, "The high level of interest shown by leading institutional investors across the globe, in the current uncertain economic environment, reflects their confidence in the Group's track record of corporate governance and the Company's consistent record of good performance."

Mr. Ramesh Iyer, Managing Director, Mahindra & Mahindra Financial Services Limited said, "The strong demand is a testimony to both the Company's business model and the strong growth in rural and semi-urban India."

Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, JM Financial Institutional Securities Private Limited, Deutsche Equities India Private Limited and HSBC Securities and Capital Markets (India) Private Limited acted as the book-running lead managers for this QIP.

The funds raised will be effectively deployed to augment long term resources by way of enhancing the Tier I capital base, leverage available business opportunities, provide funding for loans to the Company's customers and for general corporate purposes.

About Mahindra Finance

Mahindra & Mahindra Financial Services Ltd. (MMFSL), part of the US \$15.9 billion Mahindra Group, is one of India's leading non-banking finance companies with a pan-India presence. Focused on the rural and semi-urban sector, it provides finance for vehicles and tractors and has the largest network of branches amongst NBFCs operating in these areas.

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For further information please contact:

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