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Mahindra
Rise.

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REF:NS:SEC:
18th January, 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 unveils New Visual Identity from 2013

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

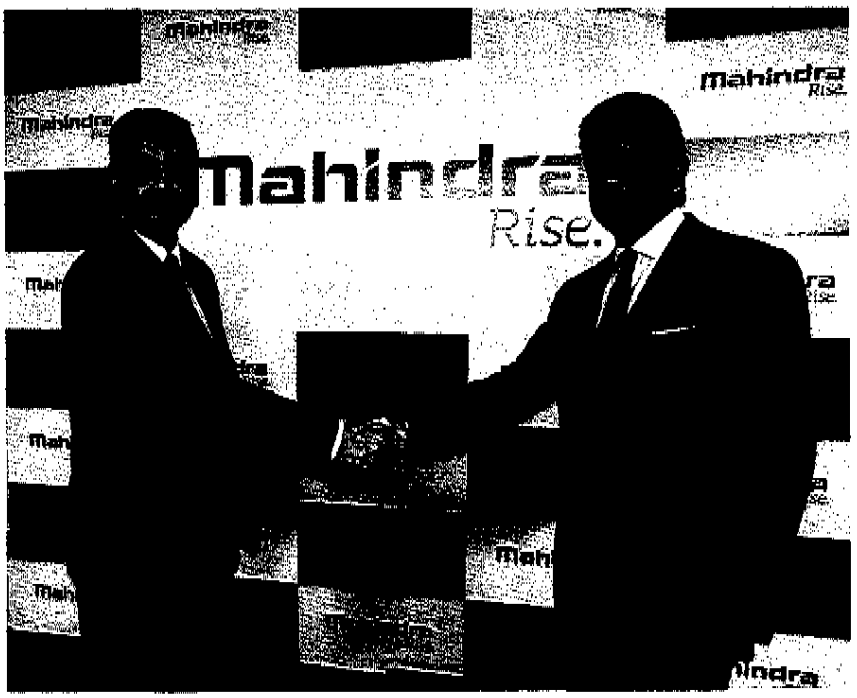
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Press Release **For Immediate Dissemination**

Mahindra unveils New Visual Identity from 2013



Mr. Anand Mahindra, Chairman, Mahindra Group and Mr. S.P. Shukla, President – Group Strategy and Chief Brand Officer, Mahindra Group and Member of the Group Executive Board unveiling the new visual identity of the Mahindra Group which will be reflected across all its businesses globally from January 2013

January 18, 2013, Mumbai: India's USD 15.9 billion Mahindra Group, one of the country's leading business houses with a global presence in over 100 countries, today welcomed the arrival of the New Year with a fresh new visual identity which will be reflected across all its businesses globally.

"The Mahindra Group has grown exponentially over the past decade, with businesses covering a wide range of industries. Hence, we felt the need to refresh our visual identity to better reflect a Mahindra that has evolved over the years and is ready to take on future challenges. Continuity and change have both been integral parts of Mahindra's growth story. Continuity has given us strength, stability and roots, while our desire for change has driven our growth and enabled us to thrive. Our new word mark clearly reflects both these attributes and is in sync with our Group aspiration which is to become one of the top 50 most admired global brands within a decade." said **Anand Mahindra, Chairman, Mahindra Group**, while commenting on the new brand identity.

"The new word mark and other elements of our refreshed visual identity have been adopted after extensive research and feedback. We wanted a word mark which would reflect the evolving nature of our organisation, our global outlook and progressive management style. In short, it should reflect the 'core' of Mahindra. We also had to ensure that it would have universal appeal across consumer and business segments in urban and rural areas, as well as overseas. We have tried to create a modern futuristic feel, while retaining the dependability, reliability and warmth associated with the Mahindra brand," said **S.P. Shukla, President – Group Strategy and Chief Brand Officer, Mahindra Group and Member of the Group Executive Board.**

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Mahindra
Rise.

About the Mahindra Group's new visual identity

The Mahindra logo now sports a **new, hand drawn word mark** which builds on the Group's heritage while infusing modernity and dynamism into the brand. It is a lot more contemporary, edgy and sleek and visually represents the changes the business is making to embrace and shape the future. It will also be depicted in the **new 'energetic red'** colour, a deeper shade of the signature Mahindra red which is the primary colour connected with the brand.

Mahindra	Mahindra
Current Wordmark	New Wordmark

A unique graphic element or **'Ridge'** completes the new visual identity and will provide a uniform look to all communication and print collateral across the Group. Inspired by Mount Everest's ridges which lead to its summit, the Ridge is an integral element of the visual identity and symbolises the pathway to achieving one's potential and aspirations. As a graphic device, it ensures that our communication is united and easily identifiable. Moreover, it signals Rise and Mahindra's role as an enabler.

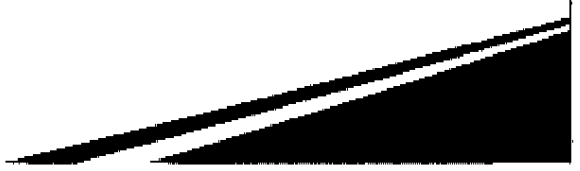
In addition to this, **various colour combinations will be used to distinguish between the various businesses of the Group** in order to create a sense of family identity for all Group companies, while ensuring that each business has an identity of its own. Corporate and mobility businesses will be all red, B2B businesses will be red-grey and B2C businesses will have different colour combinations.

Elements of the Mahindra Group's new visual identity

Mahindra

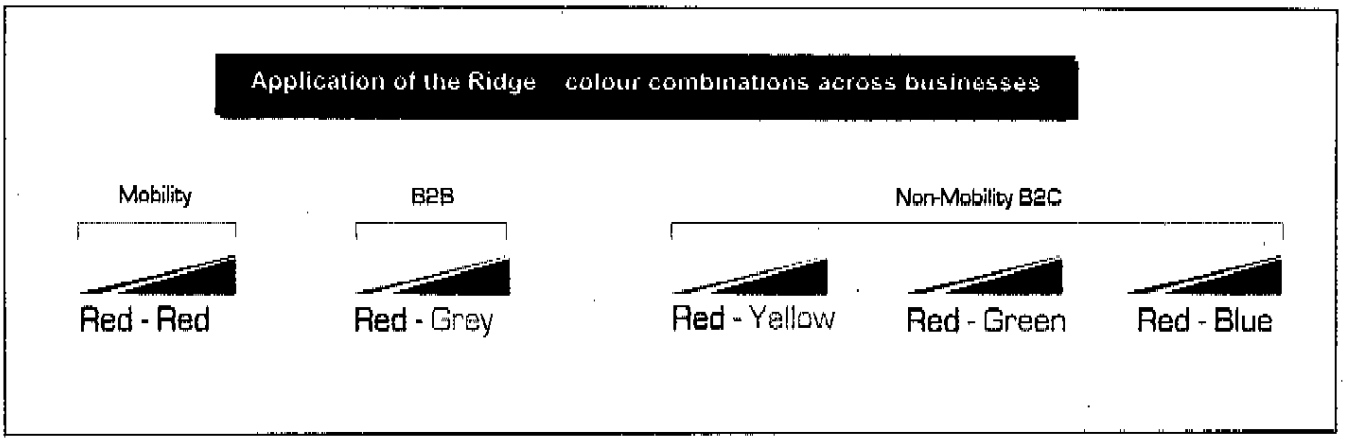
New word mark – futuristic, edgy & sleek

The Ridge – inspired by Mount Everest and symbolising aspiration. A unique identifier for brand Mahindra



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Mahindra
Rise.



About The Mahindra Group

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, 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.

www.mahindra.com

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For further enquiries

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