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Mahindra

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REF:NS:SEC:
6th March, 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 bolsters farm tech prosperity by opening world class tractor plant in Andhra Pradesh

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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Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra bolsters farm tech prosperity by opening world class tractor plant in Andhra Pradesh

Facility is the largest tractor manufacturing plant in India

Synopsis:

- Invests over Rs. 300 crore in this state of the art facility
- Spread over 80 acres of land and built up area of 60,000 sq.mt.
- Production capacity of 1,00,000 tractors per annum
- Zero discharge plant, 100% utilization of effluent treated plant water
- Rain water harvesting

March 6, 2013, Hyderabad: The Farm Equipment Sector of Mahindra & Mahindra Ltd., a part of the US $ 15.9 billion Mahindra Group, today announced the launch of its first tractor manufacturing plant in Zaheerabad, Andhra Pradesh. The new plant was inaugurated by the **Honourable Chief Minister of Andhra Pradesh, Shri Kiran Kumar Reddy,** in the presence of **Honourable Dr. J. Geeta Reddy, Minister of Major Industries, Sugar, Commerce & Export Promotion, Government of Andhra Pradesh.**

The other eminent dignitaries who were present on this occasion included **Hon'ble Shri C Damodar Raja Narasimha, Dy Chief Minister,** Minister for Higher Education and Technical Education, **Hon'ble Smt, D K Karuna,** Minister for Information and Public Relations, Cinematography, AP film, TV & Theatre Development Corporation and Medak in charge minister,, **Hon'ble Smt V Sunitha Laxma Reddy**, Minister for IKP, Pensions, SHGs and Women Development, Child Welfare, Juvenile Welfare, **Hon'ble Shri T Jayaprakash Reddy,** Govt Whip & MLA Sangareddy, **Hon'ble Shri Suresh Kumar Shetkar**, MP Zaheerabad constituency, and **Hon'ble Shri M Jaipal Reddy**, DCCB Chairman, Medak dist.

Mr Anand Mahindra, Chairman, Mahindra Group and Dr Pawan Goenka, President, Automotive and Farm Equipment Sectors, Mahindra & Mahindra Ltd. were present along with other senior officials from Mahindra.

The plant has been set-up at a substantial investment of over Rs. 300 crore will have an installed capacity of 1,00,000 tractors per annum, which can be scaled up to meet additional demand. The world class facility which is equipped to meet international manufacturing standards is spread across 80 acres of land and is built over 60,000 sq.mt., making it the largest tractor plant in India.

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"It gives me immense joy and pride to see that Andhra Pradesh has been chosen as the destination for the first tractor plant for Mahindra in south India. The new facility rejuvenates the manufacturing sector of Andhra Pradesh by means of superior technological processes, large-scale manufacturing set up and eco-friendly focus undertaken at the plant. It will not only provide an impetus to industrial growth in the region but will also present significant employment opportunities to local residents. The plant illustrates Mahindra Group's far reaching vision and is sure to inspire corporate India to reach greater heights", **said Hon'ble Chief Minister, Shri Kiran Kumar Reddy**

"The Group has always believed in investing for the future and this new tractor plant at Zaheerabad is yet another example of our philosophy in action. Our endeavour is to be present in the entire eco system of Agri Business and this new facility will help brand Mahindra to deliver on its promise of Farm Tech Prosperity. This push towards rural prosperity will help India, which is currently poised at a tipping point, to emerge as one of the fastest growing economies in the world. The government of Andhra Pradesh and its administration have been proactive in their support to Mahindra which has helped us to set up this facility in record time." **said Mr. Anand Mahindra, Chairman, Mahindra Group**

Speaking on the occasion Dr Pawan Goenka, President, Automotive and Farm Equipment Sectors, Mahindra & Mahindra said, "Our Zaheerabad tractor plant is the largest tractor plant in Asia and a major investment for Mahindra in the state of Andhra Pradesh. With this plant we are also setting up a supplier park which will help to bring more investment and employment in the region. This plant brings us closer to our customers and hence will help us to serve them better."

Mahindra & Mahindra sells tractors under 2 leading brands, i.e. 'Mahindra' & 'Swaraj'. Mahindra Tractors has had the highest market share in the domestic market for the last 29 years. Last year, the company sold 2,21,730 tractors in the domestic market.

Mahindra has tractor manufacturing plants in Mumbai, Nagpur, Rudrapur, Jaipur, Mohali and Rajkot. It also has plants overseas - in the USA (2 plants), China (2 plants) and one in Australia.

Mahindra Zaheerabad tractor plant – Excelling in Innovation

Innovation and **sustainability** have all along been the strength of the Mahindra Group and the new tractor plant at Zaheerabad is all set to take this success story even further. Mahindra Zaheerabad has been designed as a fully integrated facility for multiple platforms from press to body shop to paint shop to transmission assembly with the aggregates all coming up simultaneously.

Unique features of Engine

The advanced technology boasts of a **touch-less transfer of engines** from assembly line to testing and a clear **interlock for restricting non tested and rejected engines from entering the Finished engine storing conveyor.** The cycle of engine testing is completely controlled and monitored using **computerized**

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Mahindra Rise

techniques. The coolant water circulated for engine testing along with purging system is capped in a closed loop thereby ensuring **no loss of coolant after testing.**

Unique features in Chassis Paint shop

The plant provides direct control of each and every load in the system making them ideally suited to industrial applications that demand maximum versatility and efficiency through the Power and Free conveyor. Using mobile robots the chassis painting considerably improves quality on the paint application which will be applied evenly every time, thereby saving 20% of the paint quantity.

Green Initiatives

Along with technology features, the new tractor plant boasts of energy efficient features which demonstrate the increasing focus of the company towards a reduced carbon footprint.

The plant supports sustainability with energy efficient buildings and conforms to the **Zero Discharge Norms** thereby **fully utilizing the effluent treated plant water**. It has also used **Magnetic induction lamps** resulting in 30% power conservation and longevity of the lamps. The **roof is designed to maximize natural day light & insulation**. The plant management has also taken a conscious effort to increase the green cover in the vicinity and practices horticulture throughout the facility.

About 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.

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For further enquiries

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