Mahindra

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REF:NS:SEC:
27th June, 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 XUV_{500} receives 'Total Customer Satisfaction Award' from TNS Automotive

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 Publication

Mahindra XUV_{500} receives 'Total Customer Satisfaction Award' from TNS Automotive

- **Ranked highest in the SUV segment of the TNS Automotive Customer Satisfaction Study 2012**
- **More than 62,000 XUV_{500s} on Indian roads**

June 27, 2013, Mumbai: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, has received the **'Total Customer Satisfaction Award'** from TNS Automotive for its popular SUV – the XUV_{500}. The XUV_{500} received the award for being ranked No. 1 in the SUV segment in the largest syndicated automotive study in India conducted by TNS Automotive.

The study covered dimensions such as sales satisfaction, product quality, vehicle performance and design, brand image, after-sales service and cost of ownership.

Speaking on the recognition, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "The XUV_{500} has resonated very well with our customers since its launch and has become a trendsetter within the automotive industry. This award will only spur us on to offer our consumer the best products and services. Going forward, we will strive to enhance and delight our customers who have always been at the epicenter of all our activities".

Speaking on this accolade, **Pradeep Saxena, Executive Director, TNS Automotive,** mentioned, "The Total Customer Satisfaction Survey conducted by TNS is one of the most comprehensive studies on the car industry in India, which collects customer feedback on multiple dimensions such as sales satisfaction, product quality, vehicle performance and design, brand image, after-sales service and cost of ownership. The XUV_{500} top ranking in the study reflects the total satisfaction and loyalty that the brand enjoys with its customers."

The Four Wheeler Total Customer Satisfaction (TCS) Study is an annual syndicated study conducted by TNS India. The study covered a sample size of around 8800 car owners at 1 to 36 months of ownership in 28 cities across India.

The exceptional interest in the XUV_{500} is substantiated by more than 62,000 vehicles on Indian roads, 1.5 million+ visitors to its website during the last year and a large fan following of more than 1.2 million on Facebook.

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About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviour and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

Please visit www.tnsglobal.com for more information.

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 16.2 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, after-market, 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, commercial vehicles 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. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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