Mahindra & Mahindra Ltd.
Mahindra Towers,
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Ref no: M&M/SEC/2026-27/096

10th August 2026

National Stock Exchange of India Limited
Scrip Symbol: M&M

BSE Limited
Scrip Code: 500520

Sub: Intimation under Regulation 30 (read with Schedule III) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations")

Dear Sir/Madam,

The Company's Real estate business, Mahindra Lifespaces and Hospitality business, Mahindra Holidays, have witnessed considerable growth and increased strategic relevance over the years. In this context, we are pleased to announce a dedicated strategic focus on Holidays and Lifespaces businesses, aimed at accelerating growth and realising strategic and operational synergies across these identified sectors. A press release issued in this regard is enclosed herewith as **Annexure A.**

We also wish to inform you that **Mr. Amit Kumar Sinha,** presently serving as the Managing Director and Chief Executive Officer of Mahindra Lifespace Developers Limited ("MLDL"), a subsidiary of the Company, will be appointed **as the Chief Executive Officer - Holidays and Lifespaces Sector** of Mahindra Group. He will move into this role once a new CEO is appointed at MLDL.

This announcement is being made as required under regulation 30 of the SEBI Listing Regulations**.**

This intimation is also being uploaded on the Company's website at https://www.mahindra.com.

Yours sincerely,
For Mahindra & Mahindra Limited

Sailesh Kumar Daga
Digitally signed by Sailesh Kumar Daga
Date: 2026.08.10 11:22:50 +05'30'

Sailesh Kumar Daga
Company Secretary
FCS: 4164

Encl. as above

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Annexure A

Press Release

Mahindra Group Announces Dedicated Strategic Focus on Holidays and Lifespaces Sector to Accelerate Growth

Mumbai, August 10, 2026: Over the last 5 years, our Group has seen significant momentum across all its businesses. An important pillar of this growth has been our "Growth Gems". Several of these businesses have surpassed the 5X growth expectation over this period and are well positioned to achieve further growth.

Our Real estate business, Mahindra Lifespaces, has been one of our standout Growth Gems. Since FY20, the residential pre-sales in this business have grown 5X from ~700 Cr to ~3500 Cr. In the last 3 years alone, the business has grown its gross development value (GDV) from 8K Cr to 50K Cr, which sets it up to achieve 14X pre-sales growth in this decade. The Industrial segment of the business has also delivered strong performance during this period. Overall, the business has progressed from losses to profits of ~300 Cr in the previous financial year.

During the same period, our Hospitality business, Mahindra Holidays, has also made significant progress. With over 3 lakh vacation ownership members, the business is a leader in this space and has added over 1700 rooms. The business is expanding from vacation ownership into leisure hospitality, with the aspiration of becoming India's leading hospitality player. We recently launched Mahindra Signature Resorts, which is our entry into luxury hospitality.

Dr. Anish Shah, Group CEO & MD, Mahindra Group, said*, "Both Holidays and Lifespaces businesses have tremendous potential. As we move into the next phase of growth, we have been evaluating how to harness the synergies between them to further strengthen the growth trajectory. In this context, we are pleased to announce a dedicated strategic focus on Holidays and Lifespaces sectors aimed at accelerating growth and realising operational synergies across these identified Growth Gems."*

Amit Sinha, the current MD & CEO of MLDL will be appointed as CEO-Holidays and Lifespaces Sector, from a future date to be determined. He will move into this role once a new CEO is appointed at Mahindra Lifespaces. The leadership and reporting arrangements for the relevant businesses will be aligned as part of the implementation of the new sector structure.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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