Mahindra

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REF:NS:SEC:
7th May, 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 Group commits Rs. 2 crores to Drought Relief in Maharashtra

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.

For Immediate Dissemination

Press Release

Mahindra Group commits Rs. 2 crore to Drought Relief in Maharashtra



Left to Right: Mr. Prithviraj Chavan, Chief Minister of Maharashtra, Mr. Bharat Doshi, Executive Director & Group CFO, Mahindra & Mahindra Ltd. & Mr. Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.

May 7, 2013, Mumbai: The Mahindra Group recently committed Rs. 2 crore to the Maharashtra government to provide relief to those affected by the current drought situation in the state. While Rs. 1 crore has been contributed to the Chief Minister's Drought Relief Fund, the balance amount of Rs. 1 crore will be spent by the company to conduct integrated drought resistance programs within Maharashtra, involving water storage and agricultural practices.

Mr. Prithviraj Chavan, Chief Minister of Maharashtra, appreciated the group's endeavour to assist the government in its drought relief programme during a meeting with Mr. Bharat Doshi, Executive Director & Group CFO, Mahindra & Mahindra Ltd. and Mr. Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.

During the current year, Maharashtra has been facing a severe drought with 15 districts and over 11,000 towns being adversely affected by the lack of water and fodder for cattle.

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Mahindra
Rise.

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 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, 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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