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Mahindra
Rise.

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REF:NS:SEC:
20th September, 2012

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 takes a 'Quanto' leap – unveils its first compact SUV

Please find enclosed a Press Release pertaining to the captioned subject.

Kindly take the above on record.

Thanking you,

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

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Media Release

For Immediate Publication

Mahindra takes a 'Quanto' leap - unveils its first compact SUV

Technology & Feature packed Quanto priced from Rs. 5.82 lac to Rs 7.36 lac (Ex showroom Thane)

SYNOPSIS:

- Quanto - an outcome of customer insights indicating need for compact and affordable SUV
- Quanto is a **Compact and Versatile SUV** with a host of **features & technologies.**
- Key highlights of Quanto are –
  - **India's first body on frame sub 4m compact SUV**
  - **Flexible space management -**
    - **Spacious 5+2 seater- a first in the sub 4m segment**
  - **India's first twin stage turbo- mCR100 engine**
  - **Green edge with Micro hybrid technology, excellent Fuel efficiency of 17.2 KMPL (ARAI certified value)**
  - **Meets BS4 emission level in all cities**
  - **Tough & rugged Mahindra DNA, high ground clearance of 180 mm for go anywhere capability and fun lifestyle**
- The stylish Quanto has a macho SUV look
  - **Distinct rear look with spare tyre mounted on tail gate & sporty spare wheel cover**
  - **Robust new front fascia with trendy fog lamps and contoured tail lamps**
  - **Sporty roof rails**
  - **Convenient footsteps and masculine side moulding**
  - The Quanto boasts host of safety features including:
  - **Dual Airbags**
  - **ABS with EBD**
  - **Intellipark Reverse Assist**
  - **Engine Immobilizer**
- The Quanto has youthful and elegant interiors **–Two tone granite themed dashboard, 2-DIN music system, ample utility spaces like-5 bottle holders, snack trays, under seat storage etc**
- Available in 6 attractive colour options – Diamond White, Fiery Black, Toreador Red, Java Brown, Mist Silver and Rocky Beige.

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QUANTO
LIVE THE WEEKEND LIFE

September 20, 2012, Mumbai: Mahindra & Mahindra Ltd. (M&M), a part of the US $ 15.4 billion Mahindra Group, today unveiled the eagerly awaited all new compact and versatile SUV **QUANTO** in Mumbai. Designed and developed in-house by Mahindra on the robust, proven and highly successful Ingenio platform, the Quanto is a direct outcome of customer insights pointing to the need for a compact and affordable SUV.

The Quanto will be available nationally at Mahindra dealerships, with four distinct and attractive variants – C2, C4, C6 & C8. The Quanto price range starts from Rs. 5.82 lac (ex-showroom Thane) for the base C2 model, to Rs. 7.36 lac (ex showroom Thane) for the fully loaded top end C8 model. All the Quanto variants are powered by a 1.5 litre **mCR100** diesel engine giving a category best output of 100bhp & a massive 240nm of torque. The mCR100 engine has India's first twin stage turbo technology for maximum power and excellent torque delivery.

Speaking on the occasion, **Dr Pawan Goenka, President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd.** said, "The launch of Quanto, our first compact SUV, is another defining moment in our automotive journey. For the Mahindra Group, the Quanto represents yet another example of our alternative thinking approach. It has been developed keeping in mind the evolving needs of our customers. I am confident that the Quanto will create a new category within the SUV segment while offering a unique value proposition to our customers".

Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. while speaking at the launch stated, "The Quanto offers aspirational and distinctive SUV styling, superior technology, space and convenience, along with best in class features, all of which make it attractive to the younger buyer who leads an active lifestyle. Its compact size and versatility, at an affordable price, makes this product very unique and innovative".

Rajan Wadhera, Chief Executive, Technology Product Development & Sourcing, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd. mentioned, "The Quanto is powered by a state of the art 1.5 litre mCR100 CRDe engine. This 1.5 litre engine is fitted with a twin stage turbo, the first of its kind in India. With Mahindra's revolutionary micro hybrid technology, the Quanto boasts of an impressive mileage of 17.2 KMPL (ARAI certified value)".

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LIVE THE WEEKEND LIFE

Quanto - The versatile and compact SUV

Quanto with a sub 4m length and a tight turning radius of 5.4m has the compactness and convenience of a city car, innovatively packaged with 5+2 seats. The class leading power of 100 bhp and 180mm ground clearance give it the power and ruggedness of a typical Mahindra SUV. It is a perfect blend of smart city run about and capable weekend SUV.

Class leading performance

This sporty compact SUV is powered by a state-of-the-art 1.5 litre mCR100 engine, which is the newest Common Rail Diesel engine in Mahindra's SUV portfolio. The mCR100 engine delivers a power-packed 100 bhp and torque of 240 Nm. The 1.5 litre engine is fitted with a **twin stage turbo – India's first**, which delivers maximum power & excellent torque. Mahindra Quanto's 1.5 litre mCR100 engine is in line with global trends. The Quanto also boasts Mahindra's revolutionary micro hybrid technology which has further enhanced its mileage, which is **certified by ARAI** at a class leading **17.2 kmpl**.

A perfect blend of elegance and distinctive appeal

The Quanto leaves you in no doubt about its tough and powerful SUV lineage. Starting with its imposing and robust front fascia, along with the macho and rugged design, the Quanto perfectly embodies the aggressive stance of a SUV. The chunky alloy wheels, stylish rear stepney and sporty roof rails add to this SUV's stature and character. All this makes the Quanto a real head turner on the road.

To complete the picture, the Quanto is available in 4 exciting variants and 6 elegant colours to suit a variety of tastes. These include **Fiery Black, Mist Silver, Toreador Red, Java Brown,** Diamond White and **Rocky Beige.**

It comes with a two tone granite themed dashboard giving the interiors a premium feel and a touch of elegance.

Spacious enough to swallow a hatchback

The all new Mahindra Quanto offers its customers plenty of space and flexibility, as it is the only sub 4m SUV in India with a 5+2 seating arrangement. This places the vehicle in all together different league, while the folding third row increases luggage carrying capacity when needed. Other thoughtful features include foldable snack trays and individual arm rests for the driver and co-passenger. The Quanto also has plenty of utility spaces, including 5 bottle holders, magazine pockets and under-seat storage.

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Technology par excellence

Quanto comes packed with state of the art technology and features. These include the **Digital Drive Assist System (DDAS), Intellipark Reverse Assist, 2 DIN music system** with CD, MP3, USB & Aux in, `state of art 5MT320 transmission` and **Micro Hybrid technology**.

Rock solid safety

Few vehicles are as safe as the Quanto, which offer **dual air bags, ABS with EBD, an engine immobilizer, fog lamps and a high speed warning system.**

The high seating position and better overall visibility (due to the large glass area) gives the driver confidence ensuring safer driving. The robust and sturdy design also makes the Quanto a much safer vehicle for all its occupants.

Mahindra with you *Hamesha*

Quanto offers reassuring service support backed by Mahindra's extensive service set up, warranty of 2 years/ 50,000km and free 24x7 road side assistance for one year. Coupled with competitively priced parts this ensures a hassle free ownership experience.

Quanto Variants & the price points

Variant	C2 BS4	C4 BS4	C6 BS4	C8 BS4
Ex-Showroom Price Thane	Rs 5.82 lac	Rs 6.35 lac	Rs 6.86 lac	Rs 7.36 lac

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies.

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Mahindra Rise

In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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