Mahindra

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REF: NS:SEC:
27th April, 2011

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 launches its next generation Maxximo Mini Van**

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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Mahindra
Rise.

Press Release

For Immediate Publication

Mahindra launches its next generation Maxximo Mini Van



Synopsis:

- The stylish and spacious 8-seater promises best-in-class comfort
- Maxximo Mini Van is powered by Mahindra's advanced C2 CRDe diesel engine technology
- Is set to re-define the entry-level Contract Carriage and Stage Carriage segments
- Competitively priced at Rs. 3.2 lac (BS3) for the Diesel variant

April 27 2011, Mumbai: Mahindra & Mahindra Ltd., a part of the US $11.1 billion Mahindra Group, today announced the launch of the **Maxximo Mini Van,** its next generation passenger carrier, in Mumbai. Developed on the technologically superior Maxximo platform, the Mini Van is set to redefine the entry-level contract carriage and stage carriage segments in India. Equipped with best-in-class comfort and safety features and powered by the advanced C2 CRDe fuel-efficient diesel engine, this stylish people mover is competitively priced at **Rs. 3.2 lac (Ex-Showroom BS3, Navi Mumbai).**

Leading the pack with its wide-body with proper hardtop design, the spacious Maxximo Mini Van comes with an ergonomically designed and well-cushioned seats that up the comfort factor. This, along with the Maxximo

Mahindra
Rise.

Independent Front Suspension system raises the bar of riding in comfort. With its robust monocoque chassis, constructed with bigger box-sections for greater rigidity, and booster-assisted Twin LSPV brakes, the Mini Van is also one of the safest products in its category. Performance meets economy with Mahindra's proven C2 CRDe diesel technology which pumps out 25 HP power and still gives 18 kilometres to the litre. All of this is packaged in what is clearly the most stylish offering in this segment.

Speaking at the launch of the Maxximo Mini Van, **Dr. Pawan Goenka, President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd.**, said, "A product from Mahindra's state-of-the-art Chakan plant, the Maxximo Mini Van is the perfect embodiment of Mahindra's philosophy of "Rise". It will drive positive change in the lives of our customers by helping them prosper with the power of advanced C2 CRDe technology and car-like comfort and safety, all in a stylishly designed package. At Mahindra, our endeavour has always been to offer best-in-class products and the Maxximo Mini Van, is no exception."

According to **Mr. Rajesh Jejurikar, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.**, "Last year, the market size of the minivan segment in India was over 1.4 lac vehicles which are increasingly emerging as the choice of both the entry-level contract carriage and the stage carriage segment. We expect the Maxximo Mini Van to be nothing less than a game-changer in the market. It will also change the face of the entry-level contract carriage segment, as the ideal vehicle for tour & travel operators, schools and other institutions."

About the Maxximo Mini Van

Car-like Comfort & Space
The Maxximo Mini Van comes with a wide-body design to comfortably seat eight adults. Ergonomically designed and well-cushioned seats reduce the fatigue of long journeys, while the well-thought out butterfly windows provide good ventilation. Maxximo's Independent Front Suspension system absorbs the shock and bumps of the roughest terrain and the cable operated gear-shift gives a smooth car-like feel while changing gears.In addition to a spacious passenger cell, the Mini Van offers ample luggage space as well.

Stylish Look
The Maxximo Mini Van boasts of a stylish van design and a proper hard-top body. The attractive front grille and futuristic, clear-lens wraparound headlights give the Mini Van a distinguished on-road presence. It is available in two attractive colour options –Diamond White and Appy Red.

Segment-best Safety Features
The Mini Van provides 360-degree-safety with a monocoque body, a proper roof and a fixed-glass rear door. Unlike other offerings in the segment, the Mini Van's monocoque body is made of bigger box sections. This provides greater roll-over strength and greater resistance to roof-crush. Furthermore, the doors are constructed with intrusion beams to protect occupants in the event of a side-impact. Twin LSPV (Load Sensing Proportioning Valve) brakes, not seen on competing offerings, provide effective and precise control while braking and booster-assist reduces the effort required by the driver while braking.

Advanced Technology
The Mini Van comes with the proven C2 CRDe diesel technology that powers the Maxximo today. Along with superior pulling power of 25 HP and a top speed of more than 70 Kmph, the Mini Van offers best-in-class fuel economy of 18 Kmpl, implying an ideal balance of power and economy for the customer.

Mahindra

Rise.

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, and 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 US $11.1 billion multinational group based in Mumbai, India, Mahindra employs more than 117,000 people in over 100 countries.

Dun & Bradstreet, the world's leading source of global business information, knowledge and insight, recently ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra was featured in the Forbes Asian Fab 50 list and the Credit Suisse Great Brands of Tomorrow.

Its flagship company Mahindra & Mahindra Limited has also earned the distinction of being the only Indian automobile manufacturer to feature in the top 10 list of the Carbon Disclosure Leadership Index in India - 2010, created by the Carbon Disclosure Project (CDP).

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

For more information, please visit www.mahindra.com.

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