Mahindra

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REF:NS:SEC:
19th October, 2015

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra Agri Business forays into branded pulses with 'NuPro' Tur Dal

- **Launches NuPro Tur Dal in Mumbai after the successful launch of NuPro Mustard oil in Kolkata**
- **To introduce a range of pure and healthy Pulses across major markets over the next 3 years**
- **NuPro Tur Dal takes up to 50% less time to cook as compared to most dals in the market**

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED**

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

for Immediate Dissemination

Mahindra Agri Business forays into branded pulses with *'NuPro' Tur Dal*

- ***Launches NuPro Tur Dal in Mumbai after the successful launch of NuPro Mustard oil in Kolkata***
- ***To introduce a range of pure and healthy Pulses across major markets over the next 3 years***
- ***NuPro Tur Dal takes up to 50% less time to cook as compared to most dals in the market***

October 19 2015, Mumbai: Mahindra & Mahindra's Agri Business today launched **NuPro Tur Dal,** its new branded pulse for the health conscious Indian consumer. The company also plans to launch other branded pulses under the **NuPro** brand in the future.

The brand NuPro is derived from a combination of the words: Nutrition and Progression. NuPro reflects Mahindra's commitment to deliver high quality pulses that are tasty and easy to cook. This is possible due to Mahindra's close association with farmers over decades which allows the company to provide them with the latest agricultural practices which helps improves the quality of the produce. Further, to deliver on the NuPro brand promise of Purity, Mahindra has put in place stringent quality processes, systems and checks from the farm gate to the end consumer.

Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd. said, "Our Agri business helps us to deliver on our long-term aspiration of 'Farm-Tech Prosperity'. Today, with NuPro Pulses, we are taking another important step in our journey toward becoming a complete value chain player. We believe that we can play a significant role through the Mahindra Quality Standards (MQS) which serve as an assurance of high quality, thereby meeting the growing demand for high quality, pure and healthy products. We are hopeful that on the basis of its unmatched quality, NuPro will establish itself as a premium brand for pulses in India".

Speaking at the launch of NuPro Pulses in Mumbai, **Ashok Sharma, President & Chief Executive – Agri and Africa and South Asia Operations, Mahindra & Mahindra Ltd.** said, "At Mahindra we constantly strive to support farmers with good agricultural practices by creating awareness about the latest scientific technology. We have already launched NuPro Mustard Oil in Eastern India and our promise of Purity has resonated strongly with customers. By launching NuPro Pulses in Mumbai we will address another category of staples that India is not self-reliant in. Our NuPro Tur Dal provides the assurance of bigger and consistent grain size. It is a 100% vegetarian unpolished dal with minimum moisture content that is prepared by splitting through natural sun drying. As a result NuPro pulses can be cooked up to 50% faster than the average dal in the market. We are confident that, with Mahindra's inherent farmer connect and robust quality systems, NuPro will soon become the brand of choice for Pulses".

In addition, Mahindra's **'Farm to Fork'** model deploys stringent quality checks at various stages in the product value chain right from production, procurement, and processing to final packaging and distribution, to ensure that there is minimal loss of natural product properties or nutrients.

NuPro products comply with the most stringent food safety guidelines laid out by the Food Safety and Standards Authority of India. Further, the company will also stamp its product with the **'Mahindra Quality Standards (MQS)'** seal to validate its consistent promise of high quality standards. With its stringent set of guidelines the MQS acts as the seal of quality from the house of Mahindra, assuring consumers that they are getting the highest quality.

Further to the launch of **'NuProTur Dal',** in Mumbai, through FMCG distribution networks, Mahindra will soon expand its footprint in other pulses and related value added products like besan, in nearby areas like Pune and Nashik.

About Mahindra Agri Business

With a vision to deliver **"FarmTech Prosperity"** Mahindra agribusiness closely interacts with farmers to improve their produce quality and productivity by providing latest advances in farm technologies and agricultural know how. It also help farmers by linking them to the market to provide better returns for their quality produce and thereby improving their lives. With its wide portfolio of inputs viz. Seeds, Agri Chemicals, Micro Irrigation Services backed by high quality advisory through Samriddhi outlets, Mahindra Agri Business has successfully helped Indian farmers increase their productivity over the years. At the same time, it has a strong outputs business consisting of Fruits and Vegetables, Pulses and Edible Oils where again close links with the farmers allow it to provide products that stand for quality and purity. Having grown 8 fold in the last 4 years, Mahindra Agribusiness has become one of India's largest grape exporter. It has also launched India's first premium fresh fruit brand **Saboro.** It also hosts the pioneering Mahindra Samriddhi India Agri Awards, which celebrated its fifth edition in 2015 and has attracted more than 100,000 agricultural innovations and success stories till date.

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 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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