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Press Release **For Immediate Dissemination**

Mahindra continues its commitment to flood relief in Uttarakhand

Donates Mahindra vehicles to State; 150 solar street lights and 300 solar lanterns to light up villages

Mumbai, December 30, 2013: Earlier this year, the USD 16.7 billion Mahindra Group, one of India's leading business houses, had committed to help rebuild the flood ravaged state of Uttarakhand. As part of this effort, Mahindra Group employees had also pledged one day's salary to the Mahindra Foundation for assiting in the reabilitation efforts.

The amount collected has now been utilised to donate 19 Mahindra vehicles to the State Disaster Headquarters located in Dehradun. These include 13 4WD Bolero Pick ups for each of the 13 districts in the state, one Scorpio, three 25 seater buses, one 25 ton MTBL truck and a Bolero fitted with a 20KVA Mahindra Powerol DG Set. The vehicles were donated by the Mahindra Foundation which was established to provide medical relief to the poor and underprivileged. The Foundation also contributes and mobilizes resources to help rebuild the country in the aftermath of natural calamities

In addition to this 150 solar street lamps and 300 solar lanterns will be handed over to the most severely hit villages which have been without electricity. The vehicles and solar street lights were handed over to the Chief Minister of Uttarakhand, Shri Vijay Bahuguna at the CM house on December 30, 2013 by Mr. Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.

Other senior Mahindra officials present included Mr. Vijay Kalra, Senior Vice President – Manufacturing Operations, Automotive Division, Mahindra & Mahindra Ltd., Mr. S K Dubey, Head of Mahindra's Rudrapur Plant, Mr. Satyavir Singh, Head of Mahindra's Haridwar Plant, Ms. Sheetal Mehta, Chief CSR Mahindra, and Managing Trustee, Mahindra Foundation and Mr. Sushil Singh, Vice President, CSR, Mahindra & Mahindra Ltd.

"At Mahindra, we have consciously pledged to go beyond monetary help when it comes to relief efforts and we hope our donation will contribute to the rebuilding efforts in the State and help restore its infrastructure," said **Mr. Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.**

In addition to collecting one day's salary from employees, the Mahindra Group had also donated a sum of Rs. 1 crore to the Chief Minister's Relief Fund, Uttarakhand to provide urgently needed relief to flood affected victims in the state.

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 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position

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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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