Mahindra FINANCE

Mahindra & Mahindra Financial Services Ltd.
Mahindra Towers, 4th Floor,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 66526000
Fax: +91 22 24984170
+91 22 24984171

14th July, 2017

The General Manager-Department of Corporate Services,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

Scrip Code : 532720

The Manager-Listing Department,
National Stock Exchange of India Limited,
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051.

Scrip Code : M&MFIN

Dear Sir,

Sub : Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ["Listing Regulations"]

Ref : Newspaper Advertisements – Public Issue of Non-Convertible Debentures

In compliance with Regulation 47 and other applicable Regulations of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed please find the newspaper advertisements in relation to the early closure of the Public Issue of Unsecured Subordinated Redeemable Non-Convertible Debentures ("NCDs") of the face value of Rs. 1,000 each for an amount of Rs. 25,000 lakhs with an option to retain Oversubscription up to Rs. 1,75,000 lakhs aggregating up to Rs. 2,00,000 lakhs ("Tranche 1 Issue"), published in all the editions of 'Financial Express' (in English), all the editions of 'Jansatta' (in Hindi) and Mumbai edition of 'Tarun Bharat' (in Marathi) on 14th July, 2017.

The Advertisements may also be accessed on the website of the Company at the link http://www.mahindrafinance.com/newspaper_advertisement.aspx.

Kindly take the same on record.

Thanking you,

Yours Faithfully,
For Mahindra & Mahindra Financial Services Limited

Mahindra & Mahindra Financial Services Limited ★ Mumbai

Arnavaz M. Pardiwalla
Company Secretary & Compliance Officer

Encl: a/a

Hind Power in $100-m Japan deal

E BUREAU
ew Delhi, July 13

INDUSTAN POWER SAID on hursday that it has acquired e licence to develop 15 solar owerprojects in Japan for $100 illion.

The company would spend n additional 1,500 crore developing e projects otalling 150 W by 2018, e company old *FE*.

A senior mpany offi- al also said at the com- any has sub- itted a pro- osal to evelop 4X25 W solar pro- ct in anglades.

The required land agreement for the development has already been signed.

The renewable arm of the company has an installed capacity of about 800 MW.

It plans to increase its footprint in international markets to 2GW by 2022.

NIIT LIMITED

CIN: L74899DL1981PLC015865
Regd. Office: 8, Balaji Estate, First Floor, Guru Ravi Das Marg, Kalkaji, New Delhi 110019
Phone: 91 (11) 41675000; Fax: 91 (11) 41407120
Website: http://www.niit.com; E-mail: investors@niit.com

NOTICE OF LOSS OF SHARE CERTIFICATE

Notice is hereby given that share certificate no. 671 for 840 shares issued by NIIT Limited is reported lost / misplaced by Parbat Bhai Patel against Folio No. 1017 (shareholder). The shareholder has thereof applied to the Company for the issuance of duplicate share certificate. Any person who has claim in respect of the above shares should communicate the same to the Company at its Registered Office (at above address) within 15 (fifteen) days from the date of this advertisement. The Company shall thereafter proceed to issue duplicate share certificate in respect of these shares. Thereafter any person dealing with such share certificate will be doing so solely at his/her own risk as to costs and consequences and the Company shall not be responsible for it in any manner.

For **NIIT Limited**
Sd/-
Deepak Bansal
Company Secretary

Dated: July 13, 2017
Place: Gurgaon

Bharat Petroleum Corporation Ltd
(A Govt. of India Enterprise)

Kochi Refinery, Ambalamugal – 682 302, Ernakulam, Kerala
Phone: 91-0484-2722061/2821604/2821605

NOTICE INVITING TENDER

BPCL, Kochi Refinery invites bids in two bid system (un-priced technical bid and priced bid) thru e-tender portal from experienced and reputed bidders fulfilling the technical and financial qualifying requirements as mentioned in tender documents for the following tender:

Tender No.	Description	Earnest Money Deposit	Non-refundable tender fee
CRFQ 1000284458	RIM SEAL FIRE PROTECTION SYSTEM FOR ADDITIONAL CRUDE TANK ST- T-15	Rs.1,00,000/- for Indian Bidders and US $ 1555 for Foreign Bidders	Rs.2,000/- for Indian Bidders and US $ 32 for Foreign Bidders

Details of the tender can be downloaded from following websites:
- www.bharatpetroleum.in →Tenders →View Tenders →New Tenders →Select Department →Kochi Refinery→Rim Seal for ST T-15
- E-procurement platform https://bpcleproc.in
- Central Public Procurement Portal http://eprocure.gov.in/cppp

Important Dates:

Pre-bid meeting : 10:00 (IST) Hours on 26th July 2017
Tender due date : 16:00 (IST) Hours on 2nd August 2017
Tech. bid opening cate : 10:30 (IST) Hours on 3rd August 2017

Note: All corrigenda, addenda, time extensions, clarifications, updates, etc., if any, to the tender will be posted only on the above websites. There will not be any publication of the same through newspapers or any other media. Bidders should regularly visit the above websites to keep themselves updated.

E-mail: narayanantk@bharatpetroleum.in; sampathkumarrj@bharatpetroleum.in

General Manager (P&CS)

KK/PR/CS: 346/ 2017

energising lives; energising business

COLGATE-PALMOLIVE (INDIA) LIMITED

CIN. L24200MH1937PLC002700
Registered Office: Colgate Research Centre, Main Street, Hirandandani Gardens, Powai, Mumbai 400 076.
Tel.: (022) 6709 5050 **Fax:** (022) 2570 5088
E-mail ID: investors_grievance@colpal.com
Website: www.colgatepalmolive.co.in

NOTICE

Notice is hereby given that the 76th Annual General Meeting (AGM) of the shareholders of the Company will be held on Thursday, August 3, 2017 at 3.30 p.m. at Shri Bhaidas Maganlal Sabhagriha, Swami Bhaktivedanta Marg, J.V.P.D. Scheme, Vile-Parle (West), Mumbai 400 056. The Company has provided facility of voting by electronic means i.e. remote e-Voting facility to the eligible shareholders for all resolutions to be transacted at the 76th AGM. The Register of Members and Share Transfer books of the Company will remain closed from Friday, July 28, 2017 to Thursday, August 3, 2017 (both days inclusive) for the purpose of AGM.

Further, notice is hereby given that the Company has completed the dispatch of Annual Report for F.Y. 2016-17 including notice of the AGM along with proxy form, attendance slip, to shareholders whose e-mail ids are not registered with the Company/Depositories on July 10, 2017 and shareholders whose e-mail ids are registered with the Company/Depositories have been sent Annual Report by electronic means.

Details of remote e-Voting are as follows:

1) All eligible shareholders may avail remote e-Voting facility for all the resolutions enlisted in the Notice of the 76th AGM. A user id and password for casting the electronic vote shall be forwarded through e-mail by National Securities Depository Limited (NSDL) to the eligible shareholders who have registered their e-mail addresses with NSDL/Central Depository Services (India) Limited (CDSL).

2) The remote e-Voting period commences on Monday, July 31, 2017 at 8 a.m.

3) The remote e-Voting period ends on Wednesday, August 02, 2017 at 5 p.m.

4) The cut-off date for determining the eligibility of shareholder to vote by electronic means or at the AGM through poll paper is Thursday, July 27, 2017.

5) Any person who acquires shares of the Company and become shareholder of the Company after dispatch of the Annual Report for F.Y. 2016-17 and holding shares as of cut-off date i.e. July 27, 2017, may obtain the login Id and password by sending a request at evoting@nsdl.co.in

6) Shareholders who have casted their vote through remote e-Voting prior to the meeting may also attend the AGM but shall not be entitled to cast their vote again at the AGM.

7) Annual Report for F.Y. 2016-17 along with Notice of the 76th AGM is available on the Company's website www.colgatepalmolive.co.in The notice, attendance slip and proxy form are also available on www.evoting.nsdl.com for download.

8) For detailed instructions pertaining to remote e-Voting shareholders may refer to Note 13 (A) in the 'Notes' to the Notice of the AGM.

9) In case of any queries, shareholders may refer the Frequently Asked Questions (FAQs) for shareholders and remote e-Voting user manual for shareholders, which are available at the Downloads section of www.evoting.nsdl.com For any queries and grievances relating to remote e-Voting service, shareholders may write to evoting@nsdl.co.in or Mr. Rajiv Ranjan of NSDL at rajivr@nsdl.co.in or may call on Tel. no. 1800222990, 022 – 24994738.

During the remote e-Voting period and time, i.e. Monday, July 31, 2017 from 8 a.m. to Wednesday, August 02, 2017 up to 5 p.m., shareholders of the Company holding shares either in physical form or in dematerialized form, as on July 27, 2017 may cast their vote electronically through the remote e-Voting. The remote e-Voting facility shall be disabled by NSDL after the expiry of the aforesaid period and time.

For and behalf of the Board of Directors of
Colgate-Palmolive (India) Limited

Makarand Karnataki
Associate Director – Legal & Company Secretary

Place: Mumbai
Date: July 13, 2017

This is an advertisement issued, pursuant to Regulation 8(1) of the SEBI (Issue and Listing of Debt Securities) Regulations, 2008, as amended, for information purpose only.

Mahindra FINANCE

MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

Our Company was incorporated at Mumbai as Maxi Motors Financial Services Limited on January 1, 1991 as a public limited company under the Companies Act, 1956, as amended with registration no. 11-059642 and was granted a certificate of incorporation by the Registrar of Companies, Maharashtra at Mumbai (**"RoC"**). The name of our Company was changed to Mahindra & Mahindra Financial Services Limited and a fresh certificate of incorporation consequent upon change of name was granted by the RoC on November 3, 1992. Our Company is registered as a deposit accepting non-banking financial company with the Reserve Bank of India under Section 45-IA of the Reserve Bank of India Act, 1934. For further details, see the section titled **"History, Main Objects and Key Agreements"** on page 108 of the Shelf Prospectus. The Corporate Identification Number of our Company is L65921MH1991PLC059642.

Registered Office: Gateway Building, Apollo Bunder, Mumbai 400001, Maharashtra ; **Tel:** +91 22 2289 5500; **Fax:** +91 22 2287 5485 ; **Corporate Office:** 4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai 400018, Maharashtra **Tel:** +91 22 6652 6000; **Fax:** +91 22 2495 3608; **Company Secretary and Compliance Officer:** Ms. Arnavaz M. Pardiwalla; **Tel:** +91 22 6652 6017; **Fax:** +91 22 2495 3608; **E-mail:** investorhelpline_mmfsl@mahindra.com; **Website:** www.mahindrafinance.com

OUR PROMOTER IS MAHINDRA & MAHINDRA LIMITED. FOR FURTHER DETAILS REFER TO THE CHAPTER "OUR PROMOTER" ON PAGE 140 OF THE SHELF PROSPECTUS.

PUBLIC ISSUE BY MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED ("COMPANY" OR THE "ISSUER") OF UNSECURED SUBORDINATED REDEEMABLE NON CONVERTIBLE DEBENTURES ("NCDs") OF FACE VALUE OF ₹ 1,000 EACH FOR AN AMOUNT OF ₹ 25,000 LAKHS ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 1,75,000 LAKHS AGGREGATING UP TO ₹ 2,00,000 LAKHS ("TRANCHE 1 ISSUE") AND IS BEING OFFERED BY WAY OF THE TRANCHE 1 PROSPECTUS DATED JUNE 29, 2017 CONTAINING, INTER ALIA, THE TERMS AND CONDITIONS OF THE TRANCHE 1 ISSUE ("TRANCHE 1 PROSPECTUS"), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED JUNE 29, 2017 ("SHELF PROSPECTUS") FILED WITH THE REGISTRAR OF COMPANIES, MAHARASHTRA, MUMBAI ("ROC"), DESIGNATED STOCK EXCHANGE AND SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"). THE SHELF PROSPECTUS AND TRANCHE 1 PROSPECTUS CONSTITUTES THE PROSPECTUS ("PROSPECTUS"). THE NCDs WILL BE ELIGIBLE FOR TIER II CAPITAL.

THE TRANCHE 1 ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF DEBT SECURITIES) REGULATIONS, 2008 AS AMENDED (THE "SEBI DEBT REGULATIONS"), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER AS AMENDED TO THE EXTENT NOTIFIED.

Rated 'IND AAA'/Outlook Stable' by India Rating and 'BWR AAA, Outlook: Stable' by BWR

Allotment on first come first serve basis#

#Determined on the basis of Application on the electronic bidding platform of BSE Ltd.
For detailed terms and conditions, please refer to the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017.

The following is a summary of the terms of the NCDs to be issued pursuant to the Tranche 1 Prospectus

Series	I	II	III
Frequency of Interest Payment	Annual	Annual	Annual
Minimum Application	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively
In Multiples of thereafter	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)
Face Value of NCDs (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Issue Price (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Mode of Interest Payment	Through various options available	Through various options available	Through various options available
Tenor	7 years	10 years	15 years
Coupon (%) for NCD Holders in Category I and Category II	7.75%	7.90%	7.95%
Coupon (%) for NCD holders in Category III and Category IV	7.85%	8.00%	8.05%
Effective Yield (per annum) for NCD holders in Category I & II	7.76%	7.91%	7.95%
Effective Yield (per annum) for NCD holders in Category III & IV	7.86%	8.01%	8.05%
Put Option	NA	NA	NA
Call Option	NA	NA	Subject to compliance with applicable laws, in case of Series III NCDs, call option may be exercised by our Company at the end of the 10th year from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Date	7 years from the Deemed Date of Allotment	10 years from the Deemed Date of Allotment	15 years from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Amount (₹/NCD)	₹ 1,000	₹ 1,000	₹ 1,000

*Our Company shall allocate and allot Series I NCDs wherein the Applicants have not indicated their choice of the relevant NCD Series.
If the Deemed Date of Allotment undergoes a change, the coupon payment dates, redemption dates, redemption amounts and other cash flow workings shall be changed accordingly.

ISSUE CLOSES TODAY^

LAST DATE FOR SUBMITTING APPLICATIONS IS JULY 14, 2017^

^Pursuant to Tranche 1 Prospectus dated June 29, 2017 the subscription list for the Issue opened on Monday, July 10, 2017 and was scheduled to close on Friday, July 28, 2017, with an option for early closure or extension as may be decided by the Board of Directors/or Bond Issue Committee. Our Company has exercised the option of early closure and the Bond Issue Committee has vide its resolution dated July 13, 2017 decided to close the Issue on July 14, 2017. In terms of the Tranche 1 Prospectus, Mahindra & Mahindra Financial Services Limited is giving this public notice."

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see **"HISTORY, MAIN OBJECTS AND KEY AGREEMENTS"** on page 108 of the Shelf Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a document for inspection in relation to the Issue. For further details, see the section titled **"MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION"** on page 97 of the Shelf Prospectus.

LIABILITY OF MEMBERS: Limited

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE AS AT THE DATE OF THE SHELF PROSPECTUS: The Authorised Share Capital of the Company is ₹ 14,000 lakhs divided into 70,00,00,000 Equity Shares of face value of ₹ 2 each and 50,00,000 Preference Shares of face value of ₹ 100 each, the Issue, Subscribed and Paid up share capital of the Company is ₹ 11,375.30 lakhs divided into 56,87,64,960 of face value of ₹ 2 each. For information on the share capital of our Company, see **"CAPITAL STRUCTURE"** on page 50 of the Shelf Prospectus.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed of face value of ₹ 2 each by them at the time of signing of the Memorandum of Association: Mr. Harish P. Mahajani - 1 Equity Share; Mr. Mahesh K. Mehta - 1 Equity Share; Mr. Vijay R. Ashar – 1 Equity Share; Mrs. Dipika V. Ashar – 1 Equity Share; Mrs. Jyotsna M. Mehta – 1 Equity Share; Mrs. Veena Bakul Sheth – 1 Equity Share; and Mr. Dilip P. Bhagat – 1 Equity Share.

LISTING: The NCDs offered through this Tranche 1 Prospectus are proposed to be listed on the BSE Limited **("BSE")**. Our Company has received an 'in-principle' approval from the BSE vide their letter no. DCM/BM/PI-BOND/1/17-18 dated June 28, 2017. For the purposes of the Tranche 1 Issue, BSE shall be the Designated Stock Exchange.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by BSE to use their network and software of the online system should not in any way be deemed or construed that the compliance with various statutory requirements approved by the Exchange; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Company, its promoters, its management or any scheme or project of this Company. It is also to be distinctly understood that the approval given by BSE is only to use the software for participating in system of making application process.

DISCLAIMER CLAUSE OF RBI: The Company is having a valid certificate of registration dated September 4, 1998 issued by the Reserve Bank of India under section 45 IA of the Reserve Bank of India Act, 1934. However, the RBI does not accept any responsibility or guarantee about the present position as to the financial soundness of the Company or for the correctness of any of the statements or representations made or opinions expressed by the Company and for repayment of deposits/ discharge of liability by the Company.

CREDIT RATING: The NCDs proposed to be issued under this Tranche 1 Issue have been rated 'IND AAA'/ Outlook Stable' for an amount of ₹ 2,00,000 lakhs, by India Ratings & Research Private Limited **("India Rating")** vide their letters dated June 6, 2017 and June 27, 2017 and 'BWR AAA, Outlook: Stable' for an amount of ₹ 2,00,000 lakhs, by Brickwork Ratings India Private Limited **("BWR")** vide their letters dated June 7, 2017 and June 27, 2017. The rating of NCDs by India Ratings and BWR indicate that instruments with this rating are considered to have highest degree of safety regarding timely servicing of financial obligations and carry lowest credit risk. For the rationale for these ratings, see Annexure A and B of the Shelf Prospectus. This rating is not a recommendation to buy, sell or hold securities and investors should take their own decision. This rating is subject to revision or withdrawal at any time by the assigning rating agencies and should be evaluated independently of any other ratings.

GENERAL RISKS: For taking an investment decision, investors must rely on their own examination of the Issuer and the Tranche 1 Issue, including the risks involved. Specific attention of the Investors is invited to the section titled **"Risk Factors"** on page 12 of the Shelf Prospectus and **"Material Developments"** on page 22 of the Tranche 1 Prospectus. The Tranche 1 Prospectus has not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ("SEBI"), the Reserve Bank of India ("RBI"), any registrar of companies or any stock exchange in India.

AVAILABILITY OF APPLICATION FORM: Application Forms can be obtained from: Mahindra & Mahindra Financial Services Limited, Tel: +91 22 6652 6000, Fax: +91 22 2495 3608; Lead Managers: Edelweiss Financial Services Limited, Tel: +91 22 4086 3535 Fax: +91 22 4086 3610; Axis Bank Limited, Tel: +91 22 6604 3293 Fax: +91 22 2425 3800; A. K. Capital Services Limited, Tel: +91 22 6754 6500 Fax: +91 22 6610 0594; Trust Investment Advisors Private Limited Tel: +91 22 4084 5000 Fax: +91 22 4084 5007; Yes Securities (India) Limited Tel: : +91 22 22 3347 7364 Fax: 91 22 2421 4508; and offices of Consortium Member, Trading Members and Designated Branches of the SCSBs. Electronic Application Forms will be available on the websites of the SCSBs that permit submission of ASBA Application electronically. Application Forms may be downloaded from the websites of the Company, Stock Exchange and Consortium Member.

AVAILABILITY OF PROSPECTUS: Investors are advised to refer to the Prospectus and the risk factors on page 12 of the Shelf Prospectus contained therein, before applying in the Issue. Physical copy of the Prospectus may be obtained from the Corporate Office of the Company or from the office of the Lead Managers. Full copy of the Prospectus is available on the websites of the Issuer/Lead Managers/BSE at www.mahindrafinance.com; www.edelweissfin.com; www.axisbank.com; www.akcapindia.com; www.trustgroup.in; www.yesinvest.in and www.bseindia.com respectively.

BANKERS TO THE ISSUE / ESCROW COLLECTION BANK(s): Axis Bank Limited; HDFC Bank Limited; ICICI Bank Limited; IndusInd Bank Limited

REFUND BANK: HDFC Bank Limited

LEAD MANAGERS TO THE TRANCHE 1 ISSUE

EDELWEISS FINANCIAL SERVICES LIMITED
Edelweiss House Off CST Road, Kalina, Mumbai 400 098 Maharashtra, India
Tel: +91 22 4086 3535
Fax: +91 22 4086 3610
Email: mmfsl@edelweissfin.com
Investor Grievance Email: customerservice.mb@edelweissfin.com
Website: www.edelweissfin.com
Contact Person: Mr. Lokesh Singhi/ Mr. Mandeep Singh
SEBI Registration No.: INM0000010650
CIN: L99999MH1995PLC094641

AXIS BANK LIMITED
Axis House, 8th Floor, C-2, Wadia International Centre, P.B. Marg, Worli, Mumbai – 400 025, Maharashtra, India
Tel: +91 22 6604 3293
Fax: +91 22 2425 3800
Email: mmfsl2017@axisbank.com
Investor Grievance Email: sharad.sawant@axisbank.com
Website: www.axisbank.com
Contact Person: Mr. Vikas Shinde
SEBI Registration No.: INM000006104
CIN: L65110GJ1993PLC020769

A. K. CAPITAL SERVICES LIMITED
30-39 Free Press House, 3rd Floor, Free Press Journal Marg, 215, Nariman Point, Mumbai 400021
Tel: +91 22 6754 6500
Fax: +91 22 6610 0594
Email: mmfslncd2017 @akgroup.co.in
Investor Grievance Email: investor.grievance@akgroup.co.in
Website: www.akcapindia.com
Contact Person: Mr. Malay Shah/ Mr. Krish Sanghvi
SEBI Registration No.: INM000011411
CIN: L74899MH1993PLC274881

TRUST INVESTMENT ADVISORS PRIVATE LIMITED
109/110, Balarama, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
Tel: +91 22 4084 5000
Fax: +91 22 4084 5007
Email: mbd.trust@trustgroup.in
Investor Grievance Email: customercare@trustgroup.in
Website: www.trustgroup.in
Contact Person: Mr. Ankur Jain
SEBI Registration No.: INM000011120
CIN: U67190MH2006PTC162464

YES SECURITIES (INDIA) LIMITED
IFC, Tower 1 & 2, Unit no. 602 A, 6th Floor, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India
Tel.: +91 22 22 3347 7364
Fax: 91 22 2421 4508
E-mail: mahindrafinanceNCD@yessecuritiesltd.in
Investor Grievance Email: igc@yessecuritiesltd.in
Website: www.yesinvest.in
Contact Person: Mr. Mukesh Garg
SEBI Registration No.: MB/INM000012227
CIN: U74992MH2013PLC240971

DEBENTURE TRUSTEE THE TRANCHE 1 ISSUE

Axis Trustee Services Limited*
Axis House, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Mumbai 400 025
Tel: +91-22- 6226 0074/75 Fax: +91- 22- 4325 3000; Email: debentruetrustee@axistrustee.com
Investor Grievance Email: debentruetrustee@axistrustee.com; Website: www.axistrustee.com
Contact Person: Mr. Devraj Rao; SEBI Registration Number: IND000000494; CIN: U74999MH2008PLC18226

REGISTRAR TO THE TRANCHE 1 ISSUE

Karvy Computershare Private Limited
Karvy Selenium Tower B, Plot 31-32, Financial District, Nanakramguda, Gachibowli, Hyderabad – 500 032
Tel: 040-67162222; Fax: 040-23001153; Email: einward.ris@karvy.com
Investor Grievance Email: mahindrafinance.ncdipo2@karvy.com; Website: www.karisma.karvy.com
Contact Person: Mr. M Murali Krishna; SEBI Registration Number: INR000000221; CIN: U74140TG2003PTC041636

*Axis Trustee Services Limited under regulation 4(4) of SEBI Debt Regulations has by its letter dated June 12, 2017 given its consent for its appointment as Debenture Trustee to the Issue and for its name to be included in Tranche 1 Prospectus and in all the subsequent periodical communications sent to the holders of the NCDs issued pursuant to this Issue.

A copy of the Shelf Prospectus and Tranche 1 Prospectus has been filed with the Registrar of Companies, Maharashtra, Mumbai in terms of section 26 and 31 of Companies Act, 2013, along with the endorsed/certified copies of all requisite documents. For further details please refer to the section titled **"Material Contracts and Documents for Inspection"** on page 97 of the Tranche 1 Prospectus.

Disclaimer: **Mahindra & Mahindra Financial Services Limited** is subject to market conditions and other considerations, proposing a public issue of Unsecured Subordinated Redeemable Non-Convertible Debentures and has filed the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017 with the Registrar of Companies, Maharashtra at Mumbai, BSE Limited and SEBI (for record purposes). All investors proposing to participate in the public issue of NCDs by Mahindra & Mahindra Financial Services Limited should invest only on the basis of information contained in Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017. Please see section entitled **"Risk Factors"** beginning on page 12 of the Shelf Prospectus for risks in this regards.

Note: Capitalized terms not defined herein shall have the same meaning as assigned to such terms in the Prospectus.

For **Mahindra & Mahindra Financial Services Limited**
Sd/-
Ramesh Iyer
Vice-Chairman & Managing Director
(DIN: 00220759)

Place : Mumbai
Date : July 13, 2017

CONCEPT

संसद के मानसून सत्र के लिए विपक्ष ने की तैयारी

जनसत्ता ब्यूरो
नई दिल्ली, 13 जुलाई।

संसद के 17 जुलाई से शुरू होने जा रहे मानसून सत्र में इस बार विपक्ष के 18 दल एकजुट होकर नोटबंदी, जीएसटी और अन्य विभिन्न मुद्दों पर सरकार को घेरेंगे। इसके लिए विपक्षियों ने एक बैठक कर भीवी रणनीति पर चर्चा भी की। जानकारों के अनुसार, इन दलों के नेताओं ने मंगलवार को यहां हुई बैठक में संसद सत्र के दौरान उठाए जाने वाले मुद्दों व व्यापक रणनीति पर विचार विमर्श किया। बैठक मुख्यतः उपराष्ट्रपति चुनाव के लिए विपक्ष के प्रत्याशी के बारे में बुलाई गई थी।

सूत्रों के अनुसार 18 दल संसद के भीतर और बाहर जिन पांच मुद्दों पर सरकार को घेरेंगे उन्हें लेकर व्यापक सहमति बनी है। तय हुआ है कि संसद के बाहर सरकार को सोशल मीडिया के जरिए घेरा जाएगा। बाकी मुद्दों में नोटबंदी के दुष्प्रभाव, जीएसटी लागू करने में जल्दबाजी, किसानों का संकट व आत्महत्या, कथित राजनीतिक प्रतिशोध, देश के संघीय ढांचे का संरक्षण, फर्जी खबरों का फैलाव और लोगों को सांप्रदायिक रूप से भड़काना शामिल हैं। मंगलवार की बैठक में कांग्रेस अध्यक्ष सोनिया गांधी, उपाध्यक्ष राहुल गांधी, तृणमूल कांग्रेस के डेरेक ओ ब्रायन, जदयू के शरद यादव, राकांपा के प्रफुल्ल पटेल, माकपा के सीताराम येचुरी, नेशनल कांफ्रेंस के उमर अब्दुल्ला, समाजवादी पार्टी के नरेश अग्रवाल, बसपा के सतीश मिश्रा और 10 अन्य पार्टियों के नेता शामिल हुए। डेरेक ने बैठक में हुई चर्चा का ब्यौरा तो नहीं दिया पर इतना कहा कि हम सब एक टीम की तरह काम कर रहे हैं और विपक्ष में एक आदमी की ओर से सब कुछ चलाए जाने जैसी बात नहीं है। जानकारों के मुताबिक बैठक में सपा के नरेश अग्रवाल ने सुझाव दिया कि विपक्षी दलों के बीच इस तरह का संवाद महीने में कम से कम एक बार तो होना चाहिए ताकि वे अपने रुखों के समन्वय कायम कर सकें। यह भी चर्चा हुई कि इस तरह की बैठकें न केवल दिल्ली बल्कि राज्य राजधानियों में भी होनी चाहिए। बैठक में इन पार्टियों ने उपराष्ट्रपति चुनाव में उम्मीदवार तय करने के मामले में आम सर्वसम्मति दिखाई।

सुप्रीम कोर्ट पांच सदस्यीय संविधान पीठ के गठन पर सहमत

जनसत्ता ब्यूरो
नई दिल्ली, 13 जुलाई।

सुप्रीम कोर्ट ने गुरुवार को इस मुद्दे का निर्णय करने के लिए पांच सदस्यीय संविधान पीठ के गठन पर सहमति दे दी कि क्या शीर्ष अदालत द्वारा नियुक्त निगरानी समिति भारतीय चिकित्सा परिषद (एमसीआइ) के कामकाज को देखती रहेगी। प्रधान न्यायाधीश जगदीश सिंह खेहर और न्यायमूर्ति धनंजय वाई चंद्रचूड की पीठ 17 जुलाई को एक घंटे के लिए इस मुद्दे पर विचार करने के लिए संविधान पीठ गठित करने पर तैयार हो गई। इससे पहले, कुछ मेडिकल कॉलेजों की ओर से वरिष्ठ वकील मुकुल रोहतगी ने कहा कि यह आवश्यक मामला है, क्योंकि एमबीबीएस और बीडीएस पाठ्यक्रमों में प्रवेश के लिए काउंसिलिंग चल रही है।

रोहतगी ने कहा कि इस सवाल पर शीघ्र निर्णय की आवश्यकता है और इस मुद्दे पर अपनी दलीलें पूरी करने के लिए सिर्फ 30 मिनट का समय लेंगे। पांच सदस्यीय संविधान पीठ ने 2016 में भारतीय चिकित्सा परिषद के कामकाज की निगरानी के लिए केंद्र द्वारा उचित व्यवस्था किए जाने तक पूर्व प्रधान न्यायाधीश आरएम लोढ़ा की अध्यक्षता में इस समिति की नियुक्ति की थी। संविधान पीठ ने कहा था कि समिति उचित व्यवस्था होने तक एक साल तक काम करेगी। केंद्र ने बुधवार को ही अदालत से कहा था कि उसने वैकल्पिक व्यवस्था स्थापित करने के लिए कदम उठाए हैं और अब इस समिति के काम करते रहने की आवश्यकता नहीं है।

कोयला घोटाले की याचिकाओं पर सुप्रीम कोर्ट ही करेगा सुनवाई

जनसत्ता ब्यूरो
नई दिल्ली, 13 जुलाई।

सुप्रीम कोर्ट ने गुरुवार को कहा कि कोयला घोटाला मामलों की सुनवाई के लंबित रहने के दौरान विशेष अदालत की ओर से पारित किसी भी आदेश को चुनौती देने वाली याचिकाओं की सुनवाई केवल शीर्ष न्यायालय करेगा। न्यायमूर्ति एमबी लोकुर की अध्यक्षता वाली तीन न्यायाधीशों की पीठ ने कहा कि वह न्यायालय की 25 जुलाई 2014 को पारित आदेश पर फिर से गौर नहीं करेगी जिसमें कहा गया था कि कोयला घोटाला मामलों की सुनवाई के लंबित रहने के दौरान विशेष अदालत के किसी भी अंतरिम आदेश को चुनौती देने वाली याचिकाओं की सुनवाई केवल अदालत करेगा।

आर ई सी REC
रूरल इलेक्ट्रीफिकेशन कारपोरेशन लिमिटेड
(भारत सरकार का उद्यम)
पंजीकृत कार्यालय: कोर–4, स्कोप कांप्लेक्स, 7, लोदी रोड, नई दिल्ली–110003, फोन: 91-11-24365161, फैक्स: 91-11-24360644, ई–मेल: complianceofficer@recl.nic.in वेबसाइट: www.recindia.com सीआईएन: L40101DL1969GOI005095

सूचना
(निवेशक शिक्षा और संरक्षण कोष (आईईपीएफ) को इक्विटी शेयरों के हस्तांतरण हेतु)

यह सूचना, कारपोरेट कार्य मंत्रालय द्वारा अधिसूचित, निवेशक शिक्षा और संरक्षण कोष प्राधिकरण (लेखाकरण, लेखापरीक्षा, हस्तांतरण और वापसी) नियमावली, 2016 ('आईईपीएफ नियम') के साथ पठित कंपनी अधिनियम, 2013 के उपबंधों, जो 7 सितंबर, 2016 से प्रभावी हैं, के अनुसरण में प्रकाशित की जाती है। उक्त नियमों में, अन्य बातों के साथ-साथ, सभी शेयरों के हस्तांतरण के उपबंध निहित हैं, जिसके संबंध में लगातार सात साल या उससे अधिक अवधि के लिए आईईपीएफ संस्पेंस खाते के नाम शेयरधारकों द्वारा लाभांश का भुगतान नहीं किया गया है अथवा उन्होंने इसका दावा नहीं किया है।

तदनुसार, कंपनी द्वारा उन शेयरधारकों, जिनके शेयर उक्त आईईपीएफ नियमों के अनुसार आईईपीएफ को हस्तांतरित करने योग्य हैं, को अंतिम लाभांश वर्ष 2009-10 से लगातार लाभांश राशि का दावा न करने के कारण, उनके हालिया उपलब्ध पतों पर व्यक्तिगत रूप से सूचना भेजी गयी है।

कंपनी ने अपनी वेबसाइट www.recindia.com पर अदावाकृत लाभांश का ब्योरा और उन शेयरधारकों का विवरण अपलोड किया है, जिनके शेयर अभी आईईपीएफ को अंतरित करने के लिए देय हैं। शेयरधारकों से अनुरोध है कि वे आईईपीएफ के सस्पेंस खाते में हस्तांतरित किए जाने के अधीन शेयरों का ब्योरा सत्यापित करने के लिए आरईसी की वेबसाइट पर 'निवेशक टैब' देख सकते हैं। इसके अलावा, भौतिक या इलेक्ट्रॉनिक रूप में धारित शेयरों को, समय-समय पर कारपोरेट कार्य मंत्रालय द्वारा अधिसूचित प्रक्रिया के अनुसार, आईआईपीएफ सस्पेंस खाते में हस्तांतरित कर दिया जाएगा।

शेयरधारकों को यह भी सूचित किया जाता है कि अदावाकृत लाभांश राशि एवं ऐसे शेयरों पर उपचित सभी लाभ, यदि कोई हो, सहित आईईपीएफ प्राधिकरण/सस्पेंस खाते को अंतरित तदनुरूपी शेयरों, दोनों के वापसी का दावा नियमों में निर्धारित प्रक्रिया को अपनाते हुए आईईपीएफ प्राधिकरा से किया जा सकता है।

14 अक्तूबर, 2017 तक अर्थात् वर्ष 2009-10 एवं उसके बाद अप्रदत्त/अदावाकृत अंतिम लाभांश को आईईपीएफ को हस्तांतरित करने की देय तिथि, संबंधित शेयरधारकों से कोई सूचना प्राप्त न होने की स्थिति में, कंपनी नियमों की आवश्यकता के अनुपालन को ध्यान में रखते हुए, शेयरों को नियमों में निर्धारित की गयी प्रक्रिया के अनुसार देय तिथि तक आईईपीएफ सस्पेंस खाते को हस्तांतरित कर देगी। कंपनी के विरूद्ध अदावाकृत लाभांश राशि और उक्त नियमों के अनुसरण में आईईपीएफ को शेयर अंतरित करने के संबंध में कोई दावा नहीं किया जाएगा।

उपर्युक्त मामले से संबंधित किसी भी स्पष्टीकरण के लिए, शेयरधारकों से अनुरोध है कि वे कंपनी के रजिस्ट्रार एवं ट्रांसफर एजेंट: श्री एस.वी.राजू, उपमहाप्रबंधक, मैसर्स कार्वी कंप्यूटर शेयर प्राइवेट लिमिटेड, यूनिट: रूरल इलेक्ट्रीफिकेशन कारपोरेशन लिमिटेड, कार्वी सेलेनियम टॉवर बी, प्लॉट 31-32, गाचीबॉवली, वित्तीय जिला, नानकरामगुडा, हैदराबाद-500032 ।। टेलीफोन नं.040-67161569 ।। टोल फ्री नं. 1800-4258-998 ।। ईमेल: raju.sv@karvy.com ।। वेबसाइट www.karvy.com पर संपर्क करें।

कृते रूरल इलेक्ट्रीफिकेशन कारपोरेशन लिमिटेड
ह/–
(एम एल कुमावत)
उपमहाप्रबंधक (वित्त)–कंपनी सचिवालय प्रभाग

स्थान : नई दिल्ली
दिनांक : 13 जुलाई, 2017

This is an advertisement issued, pursuant to Regulation 8(1) of the SEBI (Issue and Listing of Debt Securities) Regulations, 2008, as amended, for information purpose only.

Mahindra FINANCE

MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

Our Company was incorporated at Mumbai as Maxi Motors Financial Services Limited on January 1, 1991 as a public limited company under the Companies Act, 1956, as amended with registration no. 11-059642 and was granted a certificate of incorporation by the Registrar of Companies, Maharashtra at Mumbai ("RoC"). The name of our Company was changed to Mahindra & Mahindra Financial Services Limited and a fresh certificate of incorporation consequent upon change of name was granted by the RoC on November 3, 1992. Our Company is registered as a deposit accepting non-banking financial company with the Reserve Bank of India under Section 45-IA of the Reserve Bank of India Act, 1934. For further details, see the section titled **"History, Main Objects and Key Agreements"** on page 108 of the Shelf Prospectus. The Corporate Identification Number of our Company is L65921MH1991PLC059642.

Registered Office: Gateway Building, Apollo Bunder, Mumbai 400001, Maharashtra ; **Tel:** +91 22 2289 5500; **Fax:** +91 22 2287 5485 ; **Corporate Office:** 4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai 400018, Maharashtra **Tel:** +91 22 6652 6000; **Fax:** +91 22 2495 3608; **Company Secretary and Compliance Officer:** Ms. Arnavaz M. Pardiwalla; **Tel:** +91 22 6652 6017; **Fax:** +91 22 2495 3608; **E-mail:** investorhelpline_mmfsl@mahindra.com; **Website:** www.mahindrafinance.com

OUR PROMOTER IS MAHINDRA & MAHINDRA LIMITED. FOR FURTHER DETAILS REFER TO THE CHAPTER "OUR PROMOTER" ON PAGE 140 OF THE SHELF PROSPECTUS.

PUBLIC ISSUE BY MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED ("COMPANY" OR THE "ISSUER") OF UNSECURED SUBORDINATED REDEEMABLE NON CONVERTIBLE DEBENTURES ("NCDs") OF FACE VALUE OF ₹ 1,000 EACH FOR AN AMOUNT OF ₹ 25,000 LAKHS ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 1,75,000 LAKHS AGGREGATING UP TO ₹ 2,00,000 LAKHS ("TRANCHE 1 ISSUE") AND IS BEING OFFERED BY WAY OF THE TRANCHE 1 PROSPECTUS DATED JUNE 29, 2017 CONTAINING, INTER ALIA, THE TERMS AND CONDITIONS OF THE TRANCHE 1 ISSUE ("TRANCHE 1 PROSPECTUS"), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED JUNE 29, 2017 ("SHELF PROSPECTUS") FILED WITH THE REGISTRAR OF COMPANIES, MAHARASHTRA, MUMBAI ("ROC"), DESIGNATED STOCK EXCHANGE AND SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"). THE SHELF PROSPECTUS AND TRANCHE 1 PROSPECTUS CONSTITUTES THE PROSPECTUS ("PROSPECTUS"). THE NCDs WILL BE ELIGIBLE FOR TIER II CAPITAL.

THE TRANCHE 1 ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF DEBT SECURITIES) REGULATIONS, 2008 AS AMENDED (THE "SEBI DEBT REGULATIONS"), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER AS AMENDED TO THE EXTENT NOTIFIED.

Rated 'IND AAA'/Outlook Stable' by India Rating and 'BWR AAA, Outlook: Stable' by BWR

Allotment on first come first serve basis#

#Determined on the basis of Application on the electronic bidding platform of BSE Ltd.

For detailed terms and conditions, please refer to the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017.

The following is a summary of the terms of the NCDs to be issued pursuant to the Tranche 1 Prospectus

Series	I	II	III
Frequency of Interest Payment	Annual	Annual	Annual
Minimum Application	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively
In Multiples of thereafter	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)
Face Value of NCDs (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Issue Price (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Mode of Interest Payment	Through various options available	Through various options available	Through various options available
Tenor	7 years	10 years	15 years
Coupon (%) for NCD Holders in Category I and Category II	7.75%	7.90%	7.95%
Coupon (%) for NCD holders in Category III and Category IV	7.85%	8.00%	8.05%
Effective Yield (per annum) for NCD holders in Category I & II	7.76%	7.91%	7.95%
Effective Yield (per annum) for NCD holders in Category III & IV	7.86%	8.01%	8.05%
Put Option	NA	NA	NA
Call Option	NA	NA	Subject to compliance with applicable laws, in case of Series III NCDs, call option may be exercised by our Company at the end of the 10th year from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Date	7 years from the Deemed Date of Allotment	10 years from the Deemed Date of Allotment	15 years from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Amount (₹/NCD)	₹ 1,000	₹ 1,000	₹ 1,000

**Our Company shall allocate and allot Series I NCDs wherein the Applicants have not indicated their choice of the relevant NCD Series.*

If the Deemed Date of Allotment undergoes a change, the coupon payment dates, redemption dates, redemption amounts and other cash flow workings shall be changed accordingly.

ISSUE CLOSES TODAY^

LAST DATE FOR SUBMITTING APPLICATIONS IS JULY 14, 2017^

"^Pursuant to Tranche 1 Prospectus dated June 29, 2017 the subscription list for the Issue opened on Monday, July 10, 2017 and was scheduled to close on Friday, July 28, 2017, with an option for early closure or extension as may be decided by the Board of Directors/or Bond Issue Committee. Our Company has exercised the option of early closure and the Bond Issue Committee has vide its resolution dated July 13, 2017 decided to close the Issue on July 14, 2017. In terms of the Tranche 1 Prospectus, Mahindra & Mahindra Financial Services Limited is giving this public notice."

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see "**HISTORY, MAIN OBJECTS AND KEY AGREEMENTS**" on page 108 of the Shelf Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a document for inspection in relation to the Issue. For further details, see the section titled "**MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION**" on page 97 of the Shelf Prospectus.

LIABILITY OF MEMBERS: Limited

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE AS AT THE DATE OF THE SHELF PROSPECTUS: The Authorised Share Capital of the Company is ₹ 14,000 lakhs divided into 70,00,00,000 Equity Shares of face value of ₹ 2 each and 50,00,000 Preference Shares of face value of ₹ 100 each, the Issue, Subscribed and Paid up share capital of the Company is ₹ 11, 375.30 lakhs divided into 56,87,64,960 of face value of ₹ 2 each. For information on the share capital of our Company, see **"CAPITAL STRUCTURE"** on page 50 of the Shelf Prospectus.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed of face value of ₹ 2 each by them at the time of signing of the Memorandum of Association: Mr. Harish P. Mahajani - 1 Equity Share; Mr. Mahesh K. Mehta - 1 Equity Share; Mr. Vijay R. Ashar – 1 Equity Share; Mrs. Dipika V. Ashar – 1 Equity Share; Mrs. Jyotsna M. Mehta – 1 Equity Share; Mrs. Veena Bakul Sheth – 1 Equity Share; and Mr. Dilip P. Bhagat – 1 Equity Share.

LISTING: The NCDs offered through this Tranche 1 Prospectus are proposed to be listed on the BSE Limited **("BSE")**. Our Company has received an 'in-principle' approval from the BSE vide their letter no. DCM/BM/PI-BOND/1/17-18 dated June 28, 2017. For the purposes of the Tranche 1 Issue, BSE shall be the Designated Stock Exchange.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by BSE to use their network and software of the online system should not in any way be deemed or construed that the compliance with various statutory requirements approved by the Exchange; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Company, its promoters, its management or any scheme or project of this Company. It is also to be distinctly understood that the approval given by BSE is only to use the software for participating in system of making application process.

DISCLAIMER CLAUSE OF RBI: The Company is having a valid certificate of registration dated September 4, 1998 issued by the Reserve Bank of India under section 45 IA of the Reserve Bank of India Act, 1934. However, the RBI does not accept any responsibility or guarantee about the present position as to the financial soundness of the Company or for the correctness of any of the statements or representations made or opinions expressed by the Company and for repayment of deposits/ discharge of liability by the Company.

CREDIT RATING: The NCDs proposed to be issued under this Tranche 1 Issue have been rated 'IND AAA'/ Outlook Stable' for an amount of ₹ 2,00,000 lakhs, by India Ratings & Research Private Limited **("India Rating")** vide their letters dated June 6, 2017 and June 27, 2017 and 'BWR AAA, Outlook: Stable' for an amount of ₹ 2,00,000 lakhs, by Brickwork Ratings India Private Limited **("BWR")** vide their letters dated June 7, 2017 and June 27, 2017. The rating of NCDs by India Ratings and BWR indicate that instruments with this rating are considered to have highest degree of safety regarding timely servicing of financial obligations and carry lowest credit risk. For the rationale for these ratings, see Annexure A and B of the Shelf Prospectus. This rating is not a recommendation to buy, sell or hold securities and investors should take their own decision. This rating is subject to revision or withdrawal at any time by the assigning rating agencies and should be evaluated independently of any other ratings.

GENERAL RISKS: For taking an investment decision, investors must rely on their own examination of the Issuer and the Tranche 1 Issue, including the risks involved. Specific attention of the Investors is invited to the section titled **"Risk Factors"** on page 12 of the Shelf Prospectus and **"Material Developments"** on page 22 of the Tranche 1 Prospectus. The Tranche 1 Prospectus has not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ("SEBI"), the Reserve Bank of India ("RBI"), any registrar of companies or any stock exchange in India.

AVAILABILITY OF APPLICATION FORM: Application Forms can be obtained from: Mahindra & Mahindra Financial Services Limited, Tel: +91 22 6652 6000, Fax: +91 22 2495 3608; Lead Managers: Edelweiss Financial Services Limited, Tel: +91 22 4086 3535 Fax: +91 22 4086 3610; Axis Bank Limited, Tel: +91 22 6604 3293 Fax: +91 22 2425 3800; A. K. Capital Services Limited, Tel: +91 22 6754 6500 Fax: +91 22 6610 0594; Trust Investment Advisors Private Limited Tel: +91 22 4084 5000 Fax: +91 22 4084 5007; Yes Securities (India) Limited Tel.: +91 22 22 3347 7364 Fax: 91 22 2421 4508; and offices of Consortium Member, Trading Members and Designated Branches of the SCSBs. Electronic Application Forms will be available on the websites of the SCSBs that permit submission of ASBA Application electronically. Application Forms may be downloaded from the websites of the Company, Stock Exchange and Consortium Member.

AVAILABILITY OF PROSPECTUS: Investors are advised to refer to the Prospectus and the risk factors on page 12 of the Shelf Prospectus contained therein, before applying in the Issue. Physical copy of the Prospectus may be obtained from the Corporate Office of the Company or from the office of the Lead Managers. Full copy of the Prospectus is available on the websites of the Issuer/Lead Managers/BSE at www.mahindrafinance.com; www.edelweissfin.com; www.axisbank.com; www.akcapindia.com; www.trustgroup.in; www.yesinvest.in and www.bseindia.com respectively.

BANKERS TO THE ISSUE / ESCROW COLLECTION BANK(s): Axis Bank Limited; HDFC Bank Limited; ICICI Bank Limited; IndusInd Bank Limited

REFUND BANK: HDFC Bank Limited

LEAD MANAGERS TO THE TRANCHE 1 ISSUE

Edelweiss Ideas create, values protect
EDELWEISS FINANCIAL SERVICES LIMITED
Edelweiss House Off CST Road, Kalina, Mumbai 400 098 Maharashtra, India
Tel: +91 22 4086 3535
Fax: +91 22 4086 3610
Email: mmfsl@edelweissfin.com
Investor Grievance Email: customerservice.mb@edelweissfin.com
Website: www.edelweissfin.com
Contact Person: Mr. Lokesh Singhi/ Mr. Mandeep Singh
SEBI Registration No.: INM0000010650
CIN: L99999MH1995PLC094641

AXIS BANK
AXIS BANK LIMITED
Axis House, 8th Floor, C-2, Wadia International Centre, P.B. Marg, Worli, Mumbai – 400 025, Maharashtra, India
Tel: +91 22 6604 3293
Fax: +91 22 2425 3800
Email: mmfsl2017@axisbank.com
Investor Grievance Email: sharad.sawant@axisbank.com
Website: www.axisbank.com
Contact Person: Mr. Vikas Shinde
SEBI Registration No.: INM000006104
CIN: L65110GJ1993PLC020769

a.k. A.K. CAPITAL SERVICES LTD. BUILDING BONDS
A. K. CAPITAL SERVICES LIMITED
30-39 Free Press House, 3rd Floor, Free Press Journal Marg, 215, Nariman Point, Mumbai 400021
Tel: +91 22 6754 6500
Fax: +91 22 6610 0594
Email: mmfslncd2017 @akgroup.co.in
Investor Grievance Email: investor.grievance@akgroup.co.in
Website: www.akcapindia.com
Contact Person: Mr. Malay Shah/ Mr. Krish Sanghvi
SEBI Registration No.: INM000010411
CIN: L74899MH1993PLC274881

TRUST
TRUST INVESTMENT ADVISORS PRIVATE LIMITED
109/110, Balarama, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
Tel: +91 22 4084 5000
Fax: +91 22 4084 5007
Email: mbd.trust@trustgroup.in
Investor Grievance Email: customercare@trustgroup.in
Website: www.trustgroup.in
Contact Person: Mr. Ankur Jain
SEBI Registration No.: INM000011120
CIN: U67190MH2006PTC162464

YES SECURITIES
YES SECURITIES (INDIA) LIMITED
IFC, Tower 1 & 2, Unit no. 602 A, 6th Floor, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India
Tel.: +91 22 22 3347 7364
Fax: 91 22 2421 4508
E-mail: mahindrafinanceNCD@yessecuritiesltd.in
Investor Grievance Email: igc@yessecuritiesltd.in
Website: www.yesinvest.in
Contact Person: Mr. Mukesh Garg
SEBI Registration No.: MB/INM000012227
CIN: U74992MH2013PLC240971

DEBENTURE TRUSTEE THE TRANCHE 1 ISSUE

AXIS TRUSTEE
Axis Trustee Services Limited*
Axis House, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Mumbai 400 025
Tel: +91-22- 6226 0074/75; Fax: +91- 22- 4325 3000; Email: debenturetrustee@axistrustee.com
Investor Grievance Email: debenturetrustee@axistrustee.com; Website: www.axistrustee.com
Contact Person: Mr. Devraj Rao; SEBI Registration Number: IND000000494; CIN: U74999MH2008PLC18226

REGISTRAR TO THE TRANCHE 1 ISSUE

KARVY Computershare
Karvy Computershare Private Limited
Karvy Selenium Tower B, Plot 31-32, Financial District, Nanakramguda, Gachibowli, Hyderabad – 500 032
Tel: 040-67162222; Fax: 040-23001153; Email: einward.ris@karvy.com
Investor Grievance Email: mahindrafinance.ncdipo2@karvy.com; Website: www.karisma.karvy.com
Contact Person: Mr. M Murali Krishna; SEBI Registration Number: INR000000221; CIN: U74140TG2003PTC041636

*Axis Trustee Services Limited under regulation 4(4) of SEBI Debt Regulations has by its letter dated June 12, 2017 given its consent for its appointment as Debenture Trustee to the Issue and for its name to be included in Tranche 1 Prospectus and in all the subsequent periodical communications sent to the holders of the NCDs issued pursuant to this Issue.

A copy of the Shelf Prospectus and Tranche 1 Prospectus has been filed with the Registrar of Companies, Maharashtra, Mumbai in terms of section 26 and 31 of Companies Act, 2013, along with the endorsed/certified copies of all requisite documents. For further details please refer to the section titled **"Material Contracts and Documents for Inspection"** on page 97 of the Tranche 1 Prospectus.

Disclaimer: **Mahindra & Mahindra Financial Services Limited** is subject to market conditions and other considerations, proposing a public issue of Unsecured Subordinated Redeemable Non-Convertible Debentures and has filed the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017 with the Registrar of Companies, Maharashtra at Mumbai, BSE Limited and SEBI (for record purposes). All investors proposing to participate in the public issue of NCDs by Mahindra & Mahindra Financial Services Limited should invest only on the basis of information contained in Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017. Please see section entitled **"Risk Factors"** beginning on page 12 of the Shelf Prospectus for risks in this regards.

Note: Capitalized terms not defined herein shall have the same meaning as assigned to such terms in the Prospectus.

For **Mahindra & Mahindra Financial Services Limited**
Sd/-
Ramesh Iyer
Vice-Chairman & Managing Director
(DIN: 00220759)

Place : Mumbai
Date : July 13, 2017

CONCEPT

फडणवीस–पवार भेट लांबणीवर

राष्ट्रपतिपदाच्या निवडणुकीनंतर ठरणार बैठकीची सुधारित वेळ

मुंबई, दि. १३ (प्रतिनिधी) : मुंबई–नागपूर समृद्धी महामार्गाबाबत चर्चा करण्यासाठी शुक्रवार, दि. १४ जुलै रोजीची मुख्यमंत्री देवेंद्र फडणवीस व राष्ट्रवादी काँग्रेसचे अध्यक्ष शरद पवार यांची नियोजित भेट लांबणीवर टाकण्यात आली आहे. पुढील आठवड्यात होणारी राष्ट्रपतिपदाची निवडणूक व त्यापूर्वी शनिवारी राष्ट्रीय लोकशाही आघाडीचे राष्ट्रपतिपदाचे उमेदवार रामनाथ कोविंद यांच्या नियोजित मुंबई दौऱ्यामुळे मुख्यमंत्री फडणवीस कार्यक्रम व्यस्त असल्यामुळे ही बैठक पुढे ढकलण्यात आली आहे.

मुंबई–नागपूर समृद्धी महामार्ग (कम्युनिकेशन हायवे) हा मुख्यमंत्री देवेंद्र फडणवीस यांचा 'ड्रिम प्रोजेक्ट' म्हणून ओळखला जातो. मुंबईतून ठाणे, नाशिक जिल्ह्यांतून जाणाऱ्या या महामार्गाकरिता जमीन देण्यासाठी या दोन जिल्ह्यांत स्थानिकांचा काही प्रमाणात विरोध आहे. या सर्व परिस्थितीचा राजकीय फायदा घेण्याचा प्रयत्नही अनेक राजकीय पक्ष करताना दिसत आहेत. राष्ट्रवादीचाही हाच प्रयत्न असून शरद पवार यांनीही या विषयात उतरण्याची तयारी सुरू केली आहे. महामार्गाला विरोध करणाऱ्या स्थानिक शेतकऱ्यांना राष्ट्रवादीकडून पाठिंबा दर्शवला जात आहे.

राष्ट्रपतिपदाच्या निवडणूकीवर जास्त भर

शनिवार दि. १५ रोजी भाजपप्रणीत रालोआचे राष्ट्रपतिपदाचे उमेदवार रामनाथ कोविंद हे मुंबई दौऱ्यावर येत आहेत. त्यामुळे मुख्यमंत्री फडणवीस कोविंद यांच्या दौऱ्यात व्यस्त राहणार असल्याने व राष्ट्रपतिपदाची निवडणूकही काही दिवसांवर येऊन ठेपली असल्याने पवार यांच्यासोबत होणारी ही बैठक लांबणीवर टाकण्यात आली आहे. सदर बैठकीची सुधारित वेळ राष्ट्रपती निवडणुकीनंतर निश्चित करण्यात येणार आहे.

'आयएफएससी'करिता बीकेसीमध्ये ५० हेक्टर जागा

एमएमआरडीए बैठकीत मुख्यमंत्र्यांचा निर्णय

मुंबई, दि. १३ (प्रतिनिधी): इंटरनॅशनल फायनान्शियल सर्व्हिसेस सेंटर अर्थात 'आयएफएससी'करिता वांद्रे–कुर्ला कॉम्प्लेक्समध्ये सुमारे ५०.३१ हेक्टर जागा देण्याचा निर्णय मुख्यमंत्री देवेंद्र फडणवीस यांनी आज जाहीर केला.

मुंबई महानगर प्रदेश विकास प्राधिकरण (एमएमआरडीए) च्या बैठकीत हा निर्णय घेण्यात आला. नगरविकास राज्यमंत्री डॉ. रणजित पाटील हेही या बैठकीला उपस्थित होते. तसेच या बैठकीत नावडे फाटा येथील राष्ट्रीय महामार्ग क्र. ४ वरील उड्डाणपुलाच्या ६३.२८ कोटी रुपयांच्या बजेटलाही मंजुरी दिली. या उड्डाणपुलाच्या कामाकरिता निविदा मागविण्यात येणार आहे.

तसेच मुंबई महानगर प्रदेश विकास प्राधिकरणाच्या वतीने भाडेतत्त्वावरील घरे योजनेंतर्गत तयार होणाऱ्या महानगर क्षेत्रातील सदनिकांमधील पाच टक्के सदनिका या पोलिसांसाठी, तसेच पाच टक्के सदनिका वर्ग तीन व वर्ग ४ च्या प्राधिकरणाच्या व शासकीय कर्मचारी यांच्यासाठी मालकी तत्त्वावर देण्यासाठी राखीव ठेवण्याचा महत्त्वपूर्ण निर्णयही या बैठकीत घेण्यात आला आहे.

महागाई घटल्याने शेअर बाजाराची उसळी

मुंबई, दि. १३ (प्रतिनिधी): मुंबई शेअर बाजाराच्या निर्देशांकाने प्रथमच ३२ हजारांचा टप्पा ओलांडला आहे. आज सकाळी शेअर बाजार सुरू होताच सेन्सेक्सने २०० अंकांची उसळी घेतली. या उसळीसह शेअर बाजाराने इतिहास रचत ३२ हजारांचा टप्पा ओलांडला, तर निफ्टीमध्येही ५० अंकांची उसळी पाहायला मिळाली. त्यामुळे निफ्टी जवळपास ९,९०० अंकांच्या जवळपास जाऊन पोहोचला.



दोन दिवस होणार विकास आराखड्यावर चर्चा

मुंबई,दि.१३ (प्रतिनिधी): मुंबई महापालिका प्रशासनाने प्रकाशित केलेल्या मुंबईच्या २०१४–३४ या २० वर्षांच्या काळातील 'सुधारित प्रारूप विकास आराखड्या'वर पालिका सभागृहात दि. १४ आणि १५ जुलै हे दोन दिवस चर्चा केली जाणार आहे. पालिकेत एकूण २२७ निर्वाचित नगरसेवक आणि पाच नामनिर्देशित नगरसेवक असे एकूण २३२ नगरसेवक आहेत. असे असताना केवळ दोन दिवसांचा वेळ चर्चेसाठी अपुरा पडणार असल्याची चर्चा नगरसेवकांमध्ये रंगली आहे. पालिकेने २०१४ ते २०३४ या वीस वर्षांच्या कालावधीसाठीचा विकास आराखडा बनविला होता. या आराखड्यावर ५० हजारांहून अधिक सूचना व हरकती आल्या होत्या. यामुळे हा विकास आराखडा रद्द करण्याची मागणी भाजपने मुख्यमंत्र्यांकडे केली होती. त्यानुसार मुख्यमंत्र्यांनी आराखडा रद्द करत नव्याने आराखडा बनविण्याचे आदेश पालिकेला दिले होते. त्यानुसार पालिकेने चुका सुधारत नव्याने आराखडा सादर केला. दि. १८ जुलैपूर्वी विकास आराखड्याला सभागृहात चर्चा करून मंजुरी मिळणे बंधनकारक आहे. त्यामुळे याबाबत चर्चा केली जाणार आहे. शाळा, रस्ते, उद्याने आदींची आरक्षणे, त्यासोबतच नागरी सुविधांसाठी कोणती तरतूद करण्यात आली आहे. या बाबींचा अभ्यास करण्यासाठी नगरसेवकांना नकाशासह प्रारूप विकास आराखड्याच्या प्रती उपलब्ध करण्यात आल्या होत्या. आराखड्याच्या प्रती हाती पडल्यानंतर नगरसेवकांनी अभ्यासालाही सुरुवात केली. मात्र, एवढ्या मोठ्या आराखड्यावर चर्चेसाठी फक्त दोन दिवस कसे पुरणार? शिवाय सर्व नगरसेवकांना बोलू देणार की, नाही असा प्रश्न नगरसेवकांना पडला आहे. गटनेत्यांच्या बैठकीत फक्त गटनेत्यांनाच बोलू दिले जाणार असल्याचे ठरले होते. मात्र, याला विरोध होण्याची शक्यता असल्याने नगरसेवकांना बोलण्याची संधी दिली जाईल, अशी माहिती सूत्रांनी दिली.

असा होणार विकास आराखड्याचा प्रवास

विकास आराखड्यावर दि. १४ व १५ जुलै रोजी सभागृहात चर्चा होणार आहे. त्यानंतर दि. १७ जुलैपूर्वी सभागृहात आराखड्याला मंजूरी दिली जाणार आहे. दि. १८ जुलैपर्यंत आराखडा नगरविकास खात्याला सादर केला जाणार आहे. राज्य सरकारकडे गेल्यानंतर आराखड्यात आवश्यक ते फेरबदल होण्याची शक्यता आहे. मुख्यमंत्री देवेंद्र फडणवीस सरकार आराखड्याला अंतिम मंजूरी देणार आहे.

This is an advertisement issued, pursuant to Regulation 8(1) of the SEBI (Issue and Listing of Debt Securities) Regulations, 2008, as amended, for information purpose only.

Mahindra FINANCE

MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

Our Company was incorporated at Mumbai as Maxi Motors Financial Services Limited on January 1, 1991 as a public limited company under the Companies Act, 1956, as amended with registration no. 11-059642 and was granted a certificate of incorporation by the Registrar of Companies, Maharashtra at Mumbai (**"RoC"**). The name of our Company was changed to Mahindra & Mahindra Financial Services Limited and a fresh certificate of incorporation consequent upon change of name was granted by the RoC on November 3, 1992. Our Company is registered as a deposit accepting non-banking financial company with the Reserve Bank of India under Section 45-IA of the Reserve Bank of India Act, 1934. For further details, see the section titled **"History, Main Objects and Key Agreements"** on page 108 of the Shelf Prospectus. The Corporate Identification Number of our Company is L65921MH1991PLC059642.

Registered Office: Gateway Building, Apollo Bunder, Mumbai 400001, Maharashtra ; **Tel:** +91 22 2289 5500; **Fax:** +91 22 2287 5485 ; **Corporate Office:** 4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai 400018, Maharashtra **Tel:** +91 22 6652 6000; **Fax:** +91 22 2495 3608; **Company Secretary and Compliance Officer:** Ms. Arnavaz M. Pardiwalla; **Tel:** +91 22 6652 6017; **Fax:** +91 22 2495 3608; **E-mail:** investorhelpline_mmfsl@mahindra.com; **Website:** www.mahindrafinance.com

OUR PROMOTER IS MAHINDRA & MAHINDRA LIMITED. FOR FURTHER DETAILS REFER TO THE CHAPTER "OUR PROMOTER" ON PAGE 140 OF THE SHELF PROSPECTUS.

PUBLIC ISSUE BY MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED ("COMPANY" OR THE "ISSUER") OF UNSECURED SUBORDINATED REDEEMABLE NON CONVERTIBLE DEBENTURES ("NCDs") OF FACE VALUE OF ₹ 1,000 EACH FOR AN AMOUNT OF ₹ 25,000 LAKHS ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 1,75,000 LAKHS AGGREGATING UP TO ₹ 2,00,000 LAKHS ("TRANCHE 1 ISSUE") AND IS BEING OFFERED BY WAY OF THE TRANCHE 1 PROSPECTUS DATED JUNE 29, 2017 CONTAINING, INTER ALIA, THE TERMS AND CONDITIONS OF THE TRANCHE 1 ISSUE ("TRANCHE 1 PROSPECTUS"), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED JUNE 29, 2017 ("SHELF PROSPECTUS") FILED WITH THE REGISTRAR OF COMPANIES, MAHARASHTRA, MUMBAI ("ROC"), DESIGNATED STOCK EXCHANGE AND SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"). THE SHELF PROSPECTUS AND TRANCHE 1 PROSPECTUS CONSTITUTES THE PROSPECTUS ("PROSPECTUS"). THE NCDs WILL BE ELIGIBLE FOR TIER II CAPITAL.

THE TRANCHE 1 ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF DEBT SECURITIES) REGULATIONS, 2008 AS AMENDED (THE "SEBI DEBT REGULATIONS"), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER AS AMENDED TO THE EXTENT NOTIFIED.

Rated 'IND AAA'/Outlook Stable' by India Rating and 'BWR AAA, Outlook: Stable' by BWR

Allotment on first come first serve basis#

#Determined on the basis of Application on the electronic bidding platform of BSE Ltd.

For detailed terms and conditions, please refer to the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017.

The following is a summary of the terms of the NCDs to be issued pursuant to the Tranche 1 Prospectus

Series	I	II	III
Frequency of Interest Payment	Annual	Annual	Annual
Minimum Application	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively	₹ 10,000 (10 NCDs) across all Series collectively
In Multiples of thereafter	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)	₹ 1,000 (1 NCD)
Face Value of NCDs (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Issue Price (₹/ NCD)	₹ 1,000	₹ 1,000	₹ 1,000
Mode of Interest Payment	Through various options available	Through various options available	Through various options available
Tenor	7 years	10 years	15 years
Coupon (%) for NCD Holders in Category I and Category II	7.75%	7.90%	7.95%
Coupon (%) for NCD holders in Category III and Category IV	7.85%	8.00%	8.05%
Effective Yield (per annum) for NCD holders in Category I & II	7.76%	7.91%	7.95%
Effective Yield (per annum) for NCD holders in Category III & IV	7.86%	8.01%	8.05%
Put Option	NA	NA	NA
Call Option	NA	NA	Subject to compliance with applicable laws, in case of Series III NCDs, call option may be exercised by our Company at the end of the 10th year from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Date	7 years from the Deemed Date of Allotment	10 years from the Deemed Date of Allotment	15 years from the Deemed Date of Allotment. In the event of call option being exercised for Series III NCDs, the Redemption Date for Series III NCDs shall be 10 years from Deemed Date of Allotment or such date for exercising the call option as intimated by our Company.
Redemption Amount (₹/NCD)	₹ 1,000	₹ 1,000	₹ 1,000

*Our Company shall allocate and allot Series I NCDs wherein the Applicants have not indicated their choice of the relevant NCD Series.

If the Deemed Date of Allotment undergoes a change, the coupon payment dates, redemption dates, redemption amounts and other cash flow workings shall be changed accordingly.

ISSUE CLOSES TODAY^

LAST DATE FOR SUBMITTING APPLICATIONS IS JULY 14, 2017^

"^Pursuant to Tranche 1 Prospectus dated June 29, 2017 the subscription list for the Issue opened on Monday, July 10, 2017 and was scheduled to close on Friday, July 28, 2017, with an option for early closure or extension as may be decided by the Board of Directors/or Bond Issue Committee. Our Company has exercised the option of early closure and the Bond Issue Committee has vide its resolution dated July 13, 2017 decided to close the Issue on July 14, 2017. In terms of the Tranche 1 Prospectus, Mahindra & Mahindra Financial Services Limited is giving this public notice."

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see **"HISTORY, MAIN OBJECTS AND KEY AGREEMENTS"** on page 108 of the Shelf Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a document for inspection in relation to the Issue. For further details, see the section titled **"MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION"** on page 97 of the Shelf Prospectus.

LIABILITY OF MEMBERS: Limited

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE AS AT THE DATE OF THE SHELF PROSPECTUS: The Authorised Share Capital of the Company is ₹ 14,000 lakhs divided into 70,00,00,000 Equity Shares of face value of ₹ 2 each and 50,00,000 Preference Shares of face value of ₹ 100 each, the Issue, Subscribed and Paid up share capital of the Company is ₹ 11, 375.30 lakhs divided into 56,87,64,960 of face value of ₹ 2 each. For information on the share capital of our Company, see **"CAPITAL STRUCTURE"** on page 50 of the Shelf Prospectus.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed of face value of ₹ 2 each by them at the time of signing of the Memorandum of Association: Mr. Harish P. Mahajani - 1 Equity Share; Mr. Mahesh K. Mehta - 1 Equity Share; Mr. Vijay R. Ashar – 1 Equity Share; Mrs. Dipika V. Ashar – 1 Equity Share; Mrs. Jyotsna M. Mehta – 1 Equity Share; Mrs. Veena Bakul Sheth – 1 Equity Share; and Mr. Dilip P. Bhagat – 1 Equity Share.

LISTING: The NCDs offered through this Tranche 1 Prospectus are proposed to be listed on the BSE Limited (**"BSE"**). Our Company has received an 'in-principle' approval from the BSE vide their letter no. DCM/BM/PI-BOND/1/17-18 dated June 28, 2017. For the purposes of the Tranche 1 Issue, BSE shall be the Designated Stock Exchange.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by BSE to use their network and software of the online system should not in any way be deemed or construed that the compliance with various statutory requirements approved by the Exchange; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Company, its promoters, its management or any scheme or project of this Company. It is also to be distinctly understood that the approval given by BSE is only to use the software for participating in system of making application process.

DISCLAIMER CLAUSE OF RBI: The Company is having a valid certificate of registration dated September 4, 1998 issued by the Reserve Bank of India under section 45 IA of the Reserve Bank of India Act, 1934. However, the RBI does not accept any responsibility or guarantee about the present position as to the financial soundness of the Company or for the correctness of any of the statements or representations made or opinions expressed by the Company and for repayment of deposits/ discharge of liability by the Company.

CREDIT RATING: The NCDs proposed to be issued under this Tranche 1 Issue have been rated 'IND AAA'/ Outlook Stable' for an amount of ₹ 2,00,000 lakhs, by India Ratings & Research Private Limited **("India Rating")** vide their letters dated June 6, 2017 and June 27, 2017 and 'BWR AAA, Outlook: Stable' for an amount of ₹ 2,00,000 lakhs, by Brickwork Ratings India Private Limited **("BWR")** vide their letters dated June 7, 2017 and June 27, 2017. The rating of NCDs by India Ratings and BWR indicate that instruments with this rating are considered to have highest degree of safety regarding timely servicing of financial obligations and carry lowest credit risk. For the rationale for these ratings, see Annexure A and B of the Shelf Prospectus. This rating is not a recommendation to buy, sell or hold securities and investors should take their own decision. This rating is subject to revision or withdrawal at any time by the assigning rating agencies and should be evaluated independently of any other ratings.

GENERAL RISKS: For taking an investment decision, investors must rely on their own examination of the Issuer and the Tranche 1 Issue, including the risks involved. Specific attention of the Investors is invited to the section titled **"Risk Factors"** on page 12 of the Shelf Prospectus and **"Material Developments"** on page 22 of the Tranche 1 Prospectus. The Tranche 1 Prospectus has not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ("SEBI"), the Reserve Bank of India ("RBI"), any registrar of companies or any stock exchange in India.

AVAILABILITY OF APPLICATION FORM: Application Forms can be obtained from: Mahindra & Mahindra Financial Services Limited, Tel: +91 22 6652 6000, Fax: +91 22 2495 3608; Lead Managers: Edelweiss Financial Services Limited, Tel: +91 22 4086 3535 Fax: +91 22 4086 3610; Axis Bank Limited, Tel: +91 22 6604 3293 Fax: +91 22 2425 3800; A. K. Capital Services Limited, Tel: +91 22 6754 6500 Fax: +91 22 6610 0594; Trust Investment Advisors Private Limited Tel: +91 22 4084 5000 Fax: +91 22 4084 5007; Yes Securities (India) Limited Tel.: +91 22 22 3347 7364 Fax: 91 22 2421 4508; and offices of Consortium Member, Trading Members and Designated Branches of the SCSBs. Electronic Application Forms will be available on the websites of the SCSBs that permit submission of ASBA Application electronically. Application Forms may be downloaded from the websites of the Company, Stock Exchange and Consortium Member.

AVAILABILITY OF PROSPECTUS: Investors are advised to refer to the Prospectus and the risk factors on page 12 of the Shelf Prospectus contained therein, before applying in the Issue. Physical copy of the Prospectus may be obtained from the Corporate Office of the Company or from the office of the Lead Managers. Full copy of the Prospectus is available on the websites of the Issuer/Lead Managers/BSE at www.mahindrafinance.com; www.edelweissfin.com; www.axisbank.com; www.akcapindia.com; www.trustgroup.in; www.yesinvest.in and www.bseindia.com respectively.

BANKERS TO THE ISSUE / ESCROW COLLECTION BANK(s): Axis Bank Limited; HDFC Bank Limited; ICICI Bank Limited; IndusInd Bank Limited

REFUND BANK: HDFC Bank Limited

LEAD MANAGERS TO THE TRANCHE 1 ISSUE

EDELWEISS FINANCIAL SERVICES LIMITED
Edelweiss House Off CST Road, Kalina, Mumbai 400 098 Maharashtra, India
Tel: +91 22 4086 3535
Fax: +91 22 4086 3610
Email: mmfsl@edelweissfin.com
Investor Grievance Email: customerservice.mb@edelweissfin.com
Website: www.edelweissfin.com
Contact Person: Mr. Lokesh Singhi/ Mr. Mandeep Singh
SEBI Registration No.: INM0000010650
CIN: L99999MH1995PLC094641

AXIS BANK LIMITED
Axis House, 8th Floor, C-2, Wadia International Centre, P.B. Marg, Worli, Mumbai – 400 025, Maharashtra, India
Tel: +91 22 6604 3293
Fax: +91 22 2425 3800
Email: mmfsl2017@axisbank.com
Investor Grievance Email: sharad.sawant@axisbank.com
Website: www.axisbank.com
Contact Person: Mr. Vikas Shinde
SEBI Registration No.: INM000006104
CIN: L65110GJ1993PLC020769

A. K. CAPITAL SERVICES LIMITED
30-39 Free Press House, 3rd Floor, Free Press Journal Marg, 215, Nariman Point, Mumbai 400021
Tel: +91 22 6754 6500
Fax: +91 22 6610 0594
Email: mmfslncd2017 @akgroup.co.in
Investor Grievance Email: investor.grievance@akgroup.co.in
Website: www.akcapindia.com
Contact Person: Mr. Malay Shah/ Mr. Krish Sanghvi
SEBI Registration No.: INM000010411
CIN: L74899MH1993PLC274881

TRUST INVESTMENT ADVISORS PRIVATE LIMITED
109/110, Balarama, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
Tel: +91 22 4084 5000
Fax: +91 22 4084 5007
Email: mbd.trust@trustgroup.in
Investor Grievance Email: customercare@trustgroup.in
Website: www.trustgroup.in
Contact Person: Mr. Ankur Jain
SEBI Registration No.: INM000011120
CIN: U67190MH2006PTC162464

YES SECURITIES (INDIA) LIMITED
IFC, Tower 1 & 2, Unit no. 602 A, 6th Floor, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India
Tel.: +91 22 22 3347 7364
Fax: 91 22 2421 4508
E-mail: mahindrafinanceNCD@yessecuritiesltd.in
Investor Grievance Email: igc@yessecuritiesltd.in
Website: www.yesinvest.in
Contact Person: Mr. Mukesh Garg
SEBI Registration No.: MB/INM000012227
CIN: U74992MH2013PLC240971

DEBENTURE TRUSTEE THE TRANCHE 1 ISSUE

Axis Trustee Services Limited*
Axis House, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Mumbai 400 025
Tel: +91-22- 6226 0074/75; Fax: +91- 22- 4325 3000; Email: debenturetrustee@axistrustee.com
Investor Grievance Email: debenturetrustee@axistrustee.com; Website: www.axistrustee.com
Contact Person: Mr. Devraj Rao; SEBI Registration Number: IND000000494; CIN: U74999MH2008PLC18226

REGISTRAR TO THE TRANCHE 1 ISSUE

Karvy Computershare Private Limited
Karvy Selenium Tower B, Plot 31-32, Financial District, Nanakramguda, Gachibowli, Hyderabad – 500 032
Tel: 040-67162222; Fax: 040-23001153; Email: einward.ris@karvy.com
Investor Grievance Email: mahindrafinance.ncdipo2@karvy.com; Website: www.karisma.karvy.com
Contact Person: Mr. M Murali Krishna; SEBI Registration Number: INR000000221; CIN: U74140TG2003PTC041636

*Axis Trustee Services Limited under regulation 4(4) of SEBI Debt Regulations has by its letter dated June 12, 2017 given its consent for its appointment as Debenture Trustee to the Issue and for its name to be included in Tranche 1 Prospectus and in all the subsequent periodical communications sent to the holders of the NCDs issued pursuant to this Issue.

A copy of the Shelf Prospectus and Tranche 1 Prospectus has been filed with the Registrar of Companies, Maharashtra, Mumbai in terms of section 26 and 31 of Companies Act, 2013, along with the endorsed/certified copies of all requisite documents. For further details please refer to the section titled **"Material Contracts and Documents for Inspection"** on page 97 of the Tranche 1 Prospectus.

Disclaimer: **Mahindra & Mahindra Financial Services Limited** is subject to market conditions and other considerations, proposing a public issue of Unsecured Subordinated Redeemable Non-Convertible Debentures and has filed the Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017 with the Registrar of Companies, Maharashtra at Mumbai, BSE Limited and SEBI (for record purposes). All investors proposing to participate in the public issue of NCDs by Mahindra & Mahindra Financial Services Limited should invest only on the basis of information contained in Shelf Prospectus dated June 29, 2017 and Tranche 1 Prospectus dated June 29, 2017. Please see section entitled **"Risk Factors"** beginning on page 12 of the Shelf Prospectus for risks in this regards.

Note: Capitalized terms not defined herein shall have the same meaning as assigned to such terms in the Prospectus.

For **Mahindra & Mahindra Financial Services Limited**
Sd/-
Ramesh Iyer
Vice-Chairman & Managing Director
(DIN: 00220759)

Place : Mumbai
Date : July 13, 2017

CONCEPT