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Mahindra

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30th July, 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,
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Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
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London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Sub: Mahindra's all new SUV named TUV300

Please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

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Press Release

For Immediate Dissemination

Mahindra's all new SUV named TUV300

- An all new platform
- Design based on the tough & stylish Mahindra DNA & inspired by a battle tank
- Powered by advanced, hi-tech mHawk engine

Mumbai July 30, 2015: Mahindra & Mahindra Ltd. (M&M), a part of the US \$16.9 billion Mahindra Group, today named its much awaited SUV with project code U301, as Mahindra TUV300. Pronounced as TUV, 3 double 'Oh', the 'T' in TUV300 stands for 'TOUGH' to highlight the tough & stylish SUV design. The numeric '300' represents the series name.

The design of the tough and stylish Mahindra TUV300 has been inspired by a battle tank. Raised shoulders, high front nose, flat roof, high ground clearance, and straight bonnet give the Mahindra TUV300 an iconic true blue SUV silhouette.

Speaking at the name reveal, Dr. Pawan Goenka, Executive Director, M&M Ltd. said "Today, Mahindra has the strongest equity in the SUV segment in India. In our ongoing automotive journey, we identified a need for a tough, bold and masculine SUV and our customer clinics have confirmed that the TUV300 delivers on these parameters. I am confident that the Mahindra TUV300 will follow in the footsteps of its illustrious predecessors to evolve into an iconic brand for Mahindra".

Pravin Shah, President & Chief Executive, (Automotive) M&M Ltd. said, "The TUV300 is the very epitome of the Mahindra RISE philosophy as its development challenged the limits and conventional thinking, and involved the innovative use of resources. The vehicle will be manufactured at M&M's future-ready manufacturing facility at MVML, Chakan in Maharashtra, where again innovative engineering, state-of-the-art technologies and manufacturing excellence are simply par excellence".

True to the tough and rugged DNA of Mahindra vehicles, the Mahindra TUV300 is an all new SUV platform. The Mahindra TUV300 has been designed and developed in-house by the Mahindra design team. The research and development of Mahindra TUV300 has been carried out at the world class Mahindra Research Valley (MRV) in Chennai.

The Mahindra TUV300 is truly unique for the manner in which it was conceived and designed. In fact, all research and development activities for this SUV were planned with global standards of quality, technology, testing norms, safety, regulations and emissions from the very start to delight the customer.

The tough & stylish Mahindra TUV300 will be powered by the advanced mHawk engine.



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Mahindra
Rise.

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 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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