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Sub: Mahindra launches its tough & stylish true blue SUV - TUV300

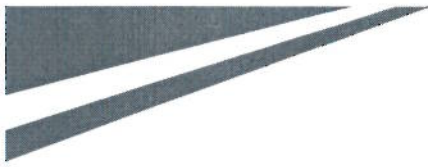
Please find enclosed a Press Release issued by the Company on the captioned subject.

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Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
 **COMPANY SECRETARY**

Encl: as above.



Mahindra launches its tough & stylish true blue SUV - TUV300

**Prices start at Rs 6.90 lac (ex-showroom Pune* for the T4 variant)
To be available across Mahindra dealerships pan India with immediate effect**

SYNOPSIS:

- ❖ The TUV300 is inspired by the design of a battle tank that lends it a tough, bold & stylish, "true-blue SUV" character.
- ❖ The much-awaited TUV300 has been manufactured at Mahindra's world-class manufacturing plant in Chakan, Pune, Maharashtra.
- ❖ The TUV300 boasts of a host of features & benefits:
 - **Bold Design & Style:** Bold grille with chrome inserts, imposing bumpers, static bending headlamps, stylish ski racks, sporty alloy wheels, high ground clearance and tailgate-mounted spare wheel which reflect the spirit of a tough masculine design
 - **Contemporary & stylish interiors:** Premium black & beige interiors with chrome finishes & metal accents, **classy hexagonal center bezel**, piano black centre fascia, sporty twin pod instrument cluster, 2-DIN infotainment system and steering-mounted audio & phone controls
 - **Ease of Driving:** The TUV300 comes with a 1.5 litre mHawk engine with 2-stage turbo charger that delivers 61.5 kW (84 Bhp) power & class-leading 230Nm torque. It offers the **first-in-class autoSHIFT** (Automated Manual Transmission) **Technology** and ECO Mode which gives a significant mileage benefit in real life driving condition
 - **Safety you can feel:** The TUV300 comes with a toughened, high-strength steel body shell, crumple zones, hydro-formed crush tips & strong side intrusion beams for all-round impact protection, Dual Airbags & ABS with EBD, Corner Brake Control (CBC)
 - **Ride and handling:** The TUV300 comes with Cushion Suspension Technology with anti-roll bars and the 3rd Generation chassis derived from new generation Scorpio, with high torsional stiffness & durability. that delivers car like ride and handling
 - **Technology features:** Static-bending headlamps, Brake Energy Regeneration, Intellipark Reverse Assist, steering-mounted audio & phone controls, Voice Messaging System, Driver Information System, Follow me home & Lead me to vehicle headlamps, Micro-Hybrid technology & Mahindra's BlueSense mobile app
- ❖ The TUV300 will be available in the following variants: T4 & T4+, T6, T6+ & T6+ autoSHIFT, T8 & T8 autoSHIFT.

*Octroi/LBT extra as applicable



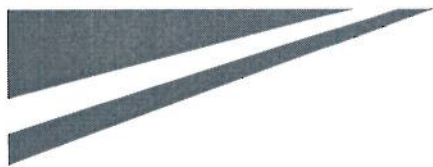
September 10, 2015, Pune: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today unveiled its much-awaited sports utility vehicle (SUV), the TUV300 at Chakan in Pune, Maharashtra. Designed in-house and built on an all-new platform, the design of the TUV300 is inspired by a battle tank which gives it a tough, bold & stylish character. It inherits Mahindra's legendary tough and rugged DNA while its authentic "true-blue" SUV stance establishes its extraordinary road presence. Available at Mahindra dealerships across India from today, the TUV300 price starts at Rs. 6.90 lac (ex showroom Pune*) for the T4 variant.

The TUV300 boasts of uncompromising bold SUV style with a 7-seater (5+2) configuration. The tough, masculine design with its imposing front fascia, overall strong and bold lines, chiselled surfaces, high ground clearance and rear-mounted spare wheel lend the TUV300 cues of a "true-blue" SUV. Among other exterior design highlights are its aggressive bold grille with chrome inserts, static bending headlamps, stylish ski racks and sporty alloy wheels. The interiors of the TUV300 are inviting, modern and premium. With dual tone black & beige interiors, a stylish hexagon-shaped center bezel, piano-black centre fascia, an infotainment system comprising 2 din audio, Bluetooth, USB, AUX and steering-mounted audio and phone controls and the sporty twin pod instrument cluster, the TUV300 is set to exceed expectations.

Speaking at the launch, **Anand Mahindra, Chairman, Mahindra Group**, said, "The launch of the TUV300 is of special significance to the Mahindra Group as it represents our 'Rise' philosophy in action. Our development team used alternative thinking to deliver a vehicle with a high level of technology and performance at an unbeatable price. The TUV300 embodies Mahindra's 'Tough and Rugged' DNA which makes me confident that it will be a brand creator in its segment and find favour both in India and globally".

Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd said, "The launch of all new TUV300 is a proud moment in the automotive journey for Mahindra. Conceptualized and developed at Mahindra Research Valley (MRV) Chennai, the TUV300 is a clear manifestation of our participation in the 'Make in India' mission. As the market leader of SUVs in India, it has always been our endeavor to lead the way and create a compelling value proposition in an otherwise crowded segment. I am confident that similar to its predecessors, the TUV300 too will create a mark for itself and emerge as a strong brand from the house of Mahindra".

Pravin Shah, President & Chief Executive, (Automotive) Mahindra & Mahindra Ltd., while speaking at the launch in Chakan said, "The TUV300 bears testimony to Mahindra's capability of indigenously designing and developing a world-class and aspirational 'true-blue' SUV. In fact, its bold and masculine design and its powerful road presence comes with an assurance of high standards of safety and world-class quality. I am confident that the TUV300 will further cement our leadership position in the SUV segment."



TUV300 is powered by the advanced 1.5 litre mHawk⁸⁰ diesel engine with a 2-stage turbocharger that delivers 61.5 kW (84 Bhp) & **best-in-class** 230Nm torque. TUV300 is **India's only SUV with autoSHIFT Automated Manual Transmission Technology (AMT)**, making it effortless to drive. **Its first-in-class ECO mode** function ensures economical fuel consumption with an **ARAI-certified fuel efficiency of 18.49kmpl**.

Further, the TUV300 gives you a feeling of immense safety, with its toughened high strength steel body shell, hydro-formed crush tips, dual airbags, ABS with EBD and automatic door lock.

The TUV300 will be available in 7 variants and 6 attractive shades of Verve Blue, Dynamite Red, Molten Orange, Glacier White, Majestic Silver and Bold Black.

ABOUT TUV300

TOUGH AND BOLD TRUE BLUE SUV STYLING

Inspired by the design of a battle tank, the TUV300 is a tough, bold and stylish SUV that commands attention wherever it goes. Its imposing bumpers, high ground clearance and toughened high strength steel body allow it to tackle any challenge thrown at it. The exterior with its bold grille with chrome inserts, stylish ski racks, uniquely slanted doors and B-pillar, Tailgate-mounted spare wheel with moulded cover and sporty alloy wheels lend the TUV300 design cues of a "true-blue" SUV. Its slick static-bending headlamps and chrome-accented fog lamps, make it look right at home on city streets too.

THE REFINED SIDE OF TOUGH

Despite the tough appearance of a true blue SUV on the outside, the TUV300 is stylish and extremely comfortable on the inside. The TUV300's dual-tone black & beige interiors are premium and welcoming, thanks to the chrome finishes and metal accents. A smart dashboard with classy, piano-black centre fascia and a hexagon-shaped center bezel gives the whole passenger cabin a contemporary look. With an infotainment system comprising 2-DIN Audio, Bluetooth, USB & AUX, a stylish steering wheel, steering-mounted audio and phone controls, a sporty twin-pod instrument cluster, the TUV300 is set to exceed expectations.

EASE OF DRIVING

The TUV300 is perhaps India's easiest to drive compact SUV, thanks to its **first-in-class 'autoSHIFT' technology (Automated Manual Transmission)**. Its mHawk⁸⁰ engine, is a 1.5 litre diesel engine with 2-stage turbocharger and delivers 61.5Kw (84bhp) power and **best-in-class 230 Nm torque**, while its **ECO mode** function and Micro-Hybrid Technology ensure economic fuel consumption with an **ARAI-certified fuel efficiency of 18.49kmpl**. Its Cushion Suspension Technology with anti-roll bars and 3rd generation chassis ensure you can enjoy all the toughness of the TUV300 with car-like ride and handling.



SAFETY YOU CAN FEEL

Sitting in the TUV300 gives you a feeling of immense safety and security. But that's not just a feeling. The TUV300 comes with a toughened high strength steel body shell for all-round impact protection, a 3rd Generation crash-worthy chassis with high torsional stiffness & durability, hydro-formed crush tips that collapse in case of impact and help protect passengers, Dual Airbags, Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD), Corner Brake Control (CBC) to maintain the driver-intended path during braking while turning, Automatic door locking to prevent doors from opening accidentally, crumple zones and strong side intrusion beams.

EASY TO RELAX IN

The TUV300 packs uncompromising style with a 7-seater (5+2) configuration and **with the best –in-class headroom, legroom & shoulder room**. This, along with 720 litres of generously expandable boot space is unmatched in this segment. The TUV300's comfortable seats and premium upholstery, with added comfort of driver and co-driver armrests and lumbar support for front row seats make for a perfect package.

TECHNOLOGY THAT MAKES DRIVING A DELIGHT

The TUV300 is loaded with a host of technology features like Static-bending headlamps, brake energy regeneration, Intellipark Reverse Assist, steering-mounted audio & phone controls, Voice Messaging System, Driver Information System, Follow me home & Lead me to vehicle headlamps, Mahindra's BlueSense mobile app and Micro-Hybrid Technology.

About Mahindra

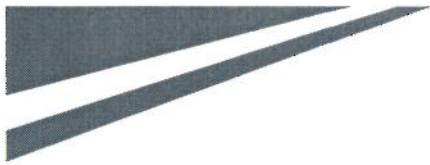
The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

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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For further enquiries please contact:

Mohan Nair
Senior General Manager (Communications)
Automotive & Farm Equipment Sectors
Direct Line – + 91 22 28468510
Email Address – nair.mohan@mahindra.com
Mobile: +91 9004012237