



Press Release

For Immediate Publication

**NBA AND MAHINDRA PARTNER TO LAUNCH COMMUNITY FIVE ON FIVE
RECREATIONAL BASKETBALL LEAGUE IN INDIA
- New Co-ed League to Tip Off in Three Cities this April -**



Mr. M. Venkatesh, Associate Secretary, Basketball Federation of India, Ms. Heidi Ueberroth, President, NBA International, National Basketball Association, Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group and Mr. Ruzbeh Irani, Executive Vice President, Corporate Strategy and Chief Brand Officer, Mahindra Group at the press conference in Mumbai

MUMBAI, India, March 9, 2010 – The National Basketball Association (NBA) and the Mahindra Group, one of India's largest and most respected companies, today announced a partnership to launch a new multi-city community-based recreational basketball league. The new league for boys and girls ages 14 and up will tip off in Bangalore, Ludhiana and Mumbai, in collaboration with the Basketball Federation of India (BFI).

Mahindra will be the title partner of the new recreational league, Mahindra NBA Challenge, which will run for seven weeks annually in two divisions: youth ages 14-17 and adult 18+. The BFI will work with the NBA to implement and oversee league operations across all markets. The Mahindra NBA Challenge will provide basketball enthusiasts and newcomers to the game the opportunity to learn the fundamentals of the game and apply their skills in a fun, competitive environment.



“We are delighted to be partnering with the NBA to create a multi-city recreational league in India,” said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group**. “In a cricket loving nation such as India, we feel it is important to encourage other sports as well and we believe basketball is perfectly suited to bring communities together and promote healthy, active lifestyles to Indian youth.”

The Mahindra NBA Challenge will begin play on April 17 when participating teams tip off at the St. Dominic Savio and Mustan YMCA courts in Mumbai. Individuals and teams interested in registering can visit www.nba.com/India/Mahindra. The Challenge will be structured as round-robin play with teams playing one game a week over a seven-week season. League champions will be decided in a weekend-long postseason knock-out tournament at the conclusion of the regular season in each city.

“Mahindra is the perfect partner for the creation of a new recreational basketball league for Indian fans,” said **NBA Commissioner, Mr. David Stern**. “The BFI, Mahindra and the NBA share a long-term commitment to growing the game in India and to using the values of our game to make a positive, lasting impact in Indian communities.”

“Basketball continues to grow in popularity across India and now youngsters in Bangalore, Ludhiana and Mumbai will have the opportunity to play in an organized league and further develop their skills,” said **Mr. Harish Sharma, Secretary General of BFI**. “The launch by Basketball Federation of India and the NBA of the Mahindra NBA Challenge is very exciting and will help accelerate the basketball development of Indian youngsters.”

About the NBA

The NBA, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2009-10 season, NBA games will reach 215 countries and territories in 41 languages. The league’s worldwide reach is also displayed in the 80 international players from 35 countries and territories on NBA rosters. NBA merchandise is sold in more than 100,000 stores in 100 countries on six continents. NBA.com averages more than 26 million page views per day, with

more than 50 percent of the site’s visitors coming from outside of North America. Through NBA Cares, the league, its teams and players have donated more than \$115 million to charity, provided more than one million hours of hands-on service to communities around the world, and created more than 450 places where kids and families can live, learn or play.

About the Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over a 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.



Mahindra is the only Indian company among the top tractor brands in the world and has made an entry in the two-wheeler segment, which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honor. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008-09.

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