



Press Release

For immediate Publication

Mahindra's Auto & 2 wheeler sectors receive top awards from automotive media

New Delhi, 11 January 2010: Mahindra & Mahindra Ltd. (M&M), one of India's leading auto companies, welcomed the New Year with a kitty full of awards and accolades.

The stylish Mahindra XYLO, India's first 'Sedan Plus' vehicle scored a hatrick as it received no less than three awards from the automotive media. These include **MUV of the Year from the NDTV Profit Car and Bike Awards, UV of the Year from the CNBC TV 18 Overdrive Awards and MPV of the Year from the Zigwheels Car and Bike Awards.**

The recently launched Mahindra Duro Power Scooter was declared the **Scooter of the Year by NDTV Profit Car and Bike Awards.**

M&M also received the **Auto Bild India Golden Steering Wheel for Technology of the Year** for its path-breaking FuelSmart system with Micro Hybrid technology. This technological innovation developed by the Mahindra Research & Development team with the support of M/S BOSCH, is not only environment friendly but also fuel efficient and very affordable.



Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd. accepts the CNBC TV18 Overdrive Best UV of the year award for the XYLO



Mr. Anoop Mathur, President, 2 Wheeler Sector, Mahindra & Mahindra Ltd. accepts the NDTV Profit Car & Bike Scooter of the Year Award for the Duro

"We are absolutely delighted to receive these awards from some of the most revered publications in the automotive media. Both the Mahindra XYLO and the Mahindra Duro have proved themselves within a few months of their launch and these awards are a clear validation of their success. This sweeping victory across products is also testimony to the Mahindra Group's focus on customer-centricity and technology which are key elements that go into development of every product," said **Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd.**

The NDTV Profit Car and Bike Awards, the CNBC TV 18 Overdrive Awards and the Zigwheels Car and Bike Awards are some of the most prestigious awards in the Indian automotive firmament. Research conducted by a third party is the basis of winners' selection. Various parameters are taken



Mahindra

into consideration at the time of selection by an eminent panel comprising industry stalwarts from the sector and allied industries, as well as media who have been tracking the sector for a while.

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 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 honour. 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.

For further information, please contact:

Roma Balwani

Sr. VP & Head - Corporate Communications Mahindra & Mahindra Ltd.

Mumbai, India

Phone: (+91-22) 2497 5176

Email: balwani.roma@mahindra.com<<mailto:balwani.roma@mahindra.com>>