

Mahindra Retail launches its flagship Mom & Me store in Delhi



April 8, 2009, New Delhi: Mahindra Retail, part of the \$6.7 billion Mahindra Group, today launched the flagship store of its retail venture Mom & Me in South Delhi. This flagship store of Mom & Me, spread over 10000 sq ft, is a one stop store specializing in the sale of a wide range of high quality products and value added services for 'Mother & Child'.

In addition to its flagship store, Mahindra Retail also plans to launch its second specialty store in Delhi at Rajouri Garden with other stores currently operational in Ludhiana, Ahmedabad and Pune. Mom & Me offers a unique retail environment for expecting mothers, mothers, infants and children up to the age of nine with an extensive range of products including maternity wear (a new category for India), infants and kids fashion, educational & activity toys and games, wellness products for mothers and babies, nursery furniture and furnishings, travel and safety products and much more.

“As a first time concept in India, Mom & Me aims to benefit customers, delighting them with world class products and services. A major attraction at these stores is the provision of value added services such as play areas for kids, feeding area, reading lounge, nappy change-cum-wash area, parenting forums and web kiosks. Through this venture, Mom & Me intends to reach out to customers with personal care and attention going beyond the ordinary touch point, adding value in multiple ways to provide joy and a sense of well being to all visiting its Mom & Me stores.” said Mr. K.Venkataraman, Managing Director of Mahindra Retail Pvt. Ltd.

“With an increase in the number of working mothers in urban and semi urban set ups, the concept of pregnancy and baby care has gone beyond traditional means with young families looking to use the best products and services possible. Through Mom & Me, Mahindra Retail intends to formulate this unique opportunity into an organized venture.” he added.

As part of its innovative offerings, Mahindra Retail has developed a dedicated website for Mom and Me – www.momandme.in and a call centre facility (1800 103 0606) that will assist



— Mahindra Retail —

in providing information on Mom & Me locations and important knowledge and expert-help to young and expecting Moms on various aspects of pregnancy, infancy and childhood.

The stores assure safety, care, the best of products along with facilities for relaxation, fun and frolic to both the mother and child. Mahindra Retail's foray into the Mom & Me venture promises to ease the lives of young parents who endeavor to start a family and bring up young infants in a manner that is truly World Class and enjoyable.

About Mahindra Retail

Mahindra Retail is an extension of the Mahindra Group's trading foray in the domestic market. The group believes that this is the favorable time to extend its distribution business into direct retailing, when the organized retail market is expanding in India. Apart from distributing toys games and apparel under licenses from various international brands like LEGO, Disney and Mattel, it has now entered into a unique venture with the launch of Mom & Me stores, which specialize in infant and maternity care.

The stores range from 5000 to 12000 sq ft in size, and offer a complete range of products required by moms-to-be, moms, babies and kids. The first 3 stores were launched in early 2009 in Ludhiana, Ahmedabad and Pune. The company is based out of Bangalore.

For more information, please visit www.momandme.in

About The Mahindra Group

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra 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.

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 recently 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.

For further enquiries please contact:

Ms. Roma Balwani
VP & Head - Corporate Communication
Mahindra & Mahindra Ltd
Phone: (+91-22) 2490 1441
Fax: (+91-22) 2490 0830
Email: balwani.roma@mahindra.com

Percy Dubash / Shubhada Dharwadkar
Adfactors PR Pvt. Ltd
Phone: (022) 2204 9804
Fax: (022) 2204 9814
Mobile: (+91) 98202 21792
Email: percy.dubash@adfactorspr.com