

REF:NS:SEC:

31st March, 2016

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,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Sub: Intimation of acquisition – under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we would like to inform you that the Company has today signed a Share Purchase Agreement with Sampo Rosenlew Oy, Finland ("Sampo") and its promoters for an acquisition of upto 35% of the share capital of Sampo.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are given in Annexure A to this letter.

Also enclosed herewith in Annexure B, is a Press Release issued by the Company in this regard.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

Annexure A

Acquisition (including agreement to acquire):

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the target entity, details in brief such as size, turnover etc.;	Sampo Rosenlew Oy, Finland, is a leading player in combine harvesters market. Turnover of the target entity for the year ended 30 th September 2015: Euro 93 million
b)	whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length";	The acquisition of upto 35% of the share capital of Sampo Rosenlew Oy, Finland ("Sampo"), is not a related party transaction. None of the promoter/ promoter group/ group companies have any interest in the entity being acquired.
c)	industry to which the entity being acquired belongs;	Farm Equipment
d)	objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the Company);	Access to combine harvester technology of a global standard as well as establishing presence in global markets, which is in furtherance to the main line of business of the Company.
e)	brief details of any governmental or regulatory approvals required for the acquisition;	Anti-trust/ FEMA approvals, and other approvals, as applicable
f)	indicative time period for completion of the acquisition;	Around 3 months from the date of this disclosure
g)	nature of consideration - whether cash consideration or share swap and details of the same	Cash



h)	cost of acquisition or the price at which the shares are acquired;	The acquisition of upto 35% stake would be for a consideration not exceeding Euro 18 million, subject to customary adjustments, on closing.
i)	percentage of shareholding / control acquired and / or number of shares acquired;	The acquisition is for a maximum of 1050 shares aggregating upto 35% of the Share capital of Sampo.
j)	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>The entity being acquired was founded in 1853 and is based out of Pori, Finland. It manufactures combine harvesters and forest machinery and has market presence in Europe, CIS and Algeria.</p> <p>Turnover details: Year ended 30 Sept 2013: Euro 75mn Year ended 30 Sept 2014: Euro 96mn Year ended 30 Sept 2015: Euro 93mn</p>



Mahindra Enters Global Combine Harvester Business

Acquires 35% equity stake in Finland-based Sampo Rosenlew

Companies will jointly grow Sampo Rosenlew's Combine Harvester business globally

Mumbai, March 31 2016: Mahindra & Mahindra Ltd (M&M Ltd), a part of the USD 16.9 billion Mahindra Group, headquartered in Mumbai, India, today announced its foray into the global combine harvester business, by entering into a strategic partnership with Sampo Rosenlew, a combine harvester company based in Pori, Finland.

Under the transaction, which is expected to close by June 30, 2016, Mahindra will acquire a 35% equity stake in Sampo Rosenlew. The two companies will work in tandem to grow their combine harvester business globally.

Commenting on the development, **Dr. Pawan Goenka, Executive Director, M&M Ltd.** said "Today, Mahindra is the world's leading tractor company by volume, with an on ground presence in India, USA, China and Japan, besides many other export markets. We are now putting in place a strategy to build a full product line of farm equipment that goes beyond tractors and with this we will compete globally in both advanced and developing markets."

Mr. Rajesh Jejurikar, President and Chief Executive, Farm Equipment & Two Wheeler, M&M Ltd. said, "Sampo Rosenlew will enable Mahindra to grow in the global combine harvester business. The two companies will work closely towards taking Sampo's combine harvesters to new markets globally, including India."

Sampo Rosenlew is a European combine harvester company, renowned world-wide for mid-sized combine harvesters. A cash positive, profitable company, Sampo Rosenlew is poised for further growth in the global markets. In FY2014-15 Sampo Rosenlew had a stand-alone revenue of Euro 93 million. The company is also a joint venture partner in a combine harvester company in Algeria which had revenues of Euro 45 million in FY2014-15. Further, it has built a significant business in its core markets of Europe, Eurasian countries and North Africa.

Together with its existing strategy in the core markets, Sampo Rosenlew will also develop a new range of combine harvesters for developing markets and for specialty crops. Mahindra and Sampo Rosenlew will jointly focus on the combine harvester business in Asia, Africa and Eurasian Economic Union countries.

About Sampo Rosenlew

Sampo Rosenlew Ltd is a family owned company that employs approximately 450 people and has a turnover of Euro 93 million. The company is located in Pori, Finland. The company's main products are combine harvesters and forest harvesters with combine harvesters accounting for nearly 70% of net sales. Sampo Rosenlew currently sells its machines to over 50 countries and exports approximately 90% of its products. The main markets are Europe, CIS countries and North Africa.

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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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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Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

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