

REF:NS:SEC:
17th February, 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.

Dear Sirs,

Sub: Press Release issued by Mahindra & Mahindra Limited in respect of 21,000 bookings of KUV 100

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

Kindly take the above on record.

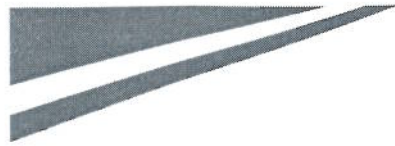
Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Mahindra's Recently Launched SUV, KUV100 Crosses 21,000 Bookings

Mumbai, February 17, 2016: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced that its young SUV, KUV100, has crossed 21,000 bookings in just a month post launch.

The KUV100 has received a phenomenal 1.75 lac enquiries and more than 2.7 million visits on its website since its launch in January 2016. Conceptualized and developed with the aim of creating a new category with the SUV proposition at an attractive price point, the KUV100 has appealed significantly amongst youth and first time car buyers. Mahindra's ground up petrol engine mFALCON G80 and diesel engine mFALCON, D75 have also been well received by customers, and almost half the bookings have been received for the petrol variant.

Speaking on KUV100 booking milestone, **Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra Ltd.** said, "We are delighted with the number of KUV100 bookings received within just a month of its launch and would like to thank our customers. The large number of enquiries and 21,000+ bookings, reaffirm the immense popularity KUV100 has garnered in such short time. With the launch of the KUV100 we have pushed the boundaries to create a new segment of SUVs as a superior alternative to compact cars and that has resonated well with our customers. What is also very encouraging is that almost half of our bookings are for the KUV100 petrol variant. Further, we are putting our efforts to serve the customers faster by increasing the capacity, as was shared during the launch."

With its dynamic design, aggressive SUV stance, the KUV100 remains true to the tough and rugged Mahindra DNA. Further, it has set new benchmarks in head turning style, premium interiors, spacious seating with flexi 6 seater & 5 seater options, world class safety, accessible technology, excellent performance, high fuel efficiency and many first in the class features.

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>

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For further enquiries please contact:

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