

REF:NS:SEC:

5th April, 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: Mahindra Launches New Range of 5 Agri Specialist Tractors - Mahindra YUVO with Advanced Technology in the 30-45 HP Range

Please find enclosed a Press Release issued by the Company.

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.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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ANNEXURE A

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product	Mahindra YUVO
b)	date of launch	National Launch - 5 th April, 2016. Regional Launches in all key states will continue from 6 th April to 15 th April
c)	category of the product	Farm Equipment - Tractors
d)	whether caters to domestic/ international market	Domestic Market
e)	name of the countries in which the product is launched (in case of international)	Only Domestic at this point in time



Mahindra Launches New Range of 5 Agri Specialist Tractors - Mahindra YUVO with Advanced Technology in the 30-45 HP Range

Synopsis:

- Mahindra YUVO's advanced technology gives more coverage, faster operations & better quality of work.
- With the new YUVO range, farmers will be able to do more (Jyada), do faster (Jaldi) & do better (Behtar) farming operations.
- YUVO range offers many best in class & category first features like 12F+3R gears, 1500 kgs lift capacity , precision hydraulics & high engine power (best in class max torque)
- Designed for over 30 different farming applications, from land preparation to harvesting as well as post-harvesting operations
- M&M has invested over Rs 300 crores towards the development of this new platform
- Available in 5 HP points – 32HP, 35HP, 40HP, 42HP and 45HP
- Currently will be sold through 400+ Mahindra outlets in 15 states across the country
- Manufactured at Mahindra's newest plant located at Zaherabad in Telangana state.
- Price range of Mahindra YUVO – Starting at Rs 4.99 lacs for 265 DI (32 HP) to 6.49 Lacs for 575 DI (45 HP) (ex-showroom Hyderabad).

April 5 2016, Hyderabad: Mahindra & Mahindra's Farm Equipment Sector (FES) has raised the bar in farm technology with the launch of the **Mahindra YUVO**, a new age, superior technology, range of tractors in the 30-45 HP category which will be added to the company's existing range of highly successful 15 – 57 HP tractors.

The **YUVO** range comes in five models – 265 DI (32HP), 275 DI (35HP), 415 DI (40HP), 475 DI (42HP) and 575 DI (45HP) respectively. It will be available in 15 states and the prices will start at Rs. 4.99 lacs for 265 DI (32 HP) ex-showroom Hyderabad,

Built on a new platform with a unique and industry first 12F+3R full constant-mesh gearbox in the category, Mahindra **YUVO** is extremely versatile and can be used across more than 30 different farming

applications. The advanced technology of the **YUVO** range helps serve the diverse needs of farmers - from land preparation to harvesting as well as post-harvesting requirements, helps them do more, faster and better.

Speaking at the launch **Dr. Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd** said, "The YUVO will cater to the evolving needs of the progressive farmer. The YUVO range of tractors is developed at our state of the art R & D facility, Mahindra Research Valley at Chennai and has set a new benchmark in pioneering new technology and providing huge value to customers. YUVO demonstrates the commitment of Mahindra to enable farmers to improve their yield and productivity and Rise in life. We are delighted to launch the YUVO, a definitive technology leader."

Rajesh Jejurikar, President & Chief Executive - Farm Equipment & Two Wheeler Division, Mahindra & Mahindra Ltd. said, "**YUVO** is designed based on consumer insights from varied farming applications across the country. A very extensive testing and validation process has been followed. The launch of the Mahindra **YUVO**, in the very major 30 to 45 HP segment will further strengthen our position in the tractor market."

The **YUVO** is the result of an extensive research and development program by Mahindra's project team who collected feedback from customers across 12 states. More than 7000 inputs went towards developing **YUVO** which was then put through **140,000** hours of lab and field testing across 12 states covering relevant applications.

Mahindra **YUVO** offers many new technology features to Indian farmers looking for tractors in 30 – 45 HP range. It is designed to deliver superior performance in farming operations in any soil condition & offers versatility to carry out over 30 applications, thus making it ideal for using in any part of India.

The new **YUVO's** powerful engine will deliver uniform and consistent power with minimum RPM drop across all application and soil conditions. It offers more back up torque making it unstoppable even while working on hard soil. **YUVO** comes with industry best 400 hour service interval, thus reducing the cost of

ownership and giving more time for operations by reducing visits to service station. Enhanced engine cooling allows farmer to work longer hours in operations like threshing without running the engine hot.

It also possess high lift capacity hydraulic systems, making it suitable for various farming and haulage operations. The precision hydraulic armed with high tech control valve gives superior control & maintains accurate depth of implement, so critical in applications like potato digging.

YUVO's advanced transmission offers unique 12F x 3R gear box, giving multiple speed choice to farmers while using any implement. Full constant mesh gear box along with ergonomically designed, car like side shift gear system makes driving effortless. Planetary reduction in **YUVO** makes it a very robust tractor.

YUVO is designed to set a new benchmark in style, operator comfort & convenience. The operator platform & deluxe seat, levers & pedals designed for easy reach & minimum efforts, will allow long hours of fatigue free working for the farmers.

YUVO will be available across 15 states which are Maharashtra, Andhra Pradesh, Karnataka, Telengana, Bihar, Jharkhand, Chattisgarh, Madhya Pradesh, Uttar Pradesh, Haryana, Rajasthan, West Bengal, Gujarat, Tamil Nadu, and Orissa

MORE, FASTER & BETTER WITH NEW TECHNOLOGY

<u>Do More (Jyada)</u>	<ul style="list-style-type: none"> • Most Powerful Engine in the category with best in class max torque & back up torque • Best in class PTO HP • Bigger Air Cleaner & Radiator • Enhanced Parallel Cooling system
<u>Do Faster (Jaldi)</u>	<ul style="list-style-type: none"> • 12 F+ 3 R Speeds , with speed range from 1.45 to 30.5 kmph • Advanced constant mesh gear box with car like side shift • Planetary drive • Responsive & Maintenance free Oil Immersed brakes
<u>Do Better (Behtar)</u>	<ul style="list-style-type: none"> • High Precision Hydraulics with Hi Tech Control valve • Best in class lift capacity – 1500 kgs , with fast lowering speed • Ergonomically located and effortless pedals & control levers • Comfortable & adjustable deluxe seat

- | | |
|--|--|
| | <ul style="list-style-type: none">• Bold wrap around clear lens head lamps |
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Wide Range of Applications

The various unique and advanced features in the new Mahindra YUVO creates possibilities to use the in the widest possible range of applications in the field with the best quality of output. Some of the key implements that will be used with **YUVO** are -

1. Disc / 2 MB Plough
2. Cultivator
3. Rotavator
4. Power Harrow
5. Full & Half Cage Puddling
6. Seed Drill
7. Potato Planter & Digger
8. Reaper
9. Thresher
10. Baler

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

For further enquiries please contact:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com