

REF:NS:SEC:

21st November, 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 inaugurates state of the art spare parts warehouse in Mahindra World City (MWC) Jaipur

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

Mahindra inaugurates state of the art spare parts warehouse in Mahindra World City (MWC), Jaipur

One of the largest, most modern warehouses in the country- Mahindra's first in North India

Synopsis:

- Spread over an 11 acre plot, with an additional 5 acre area for future expansion
- Investment of Rs. 150 crores, to cater to spare parts requirement for Mahindra's automotive & farm equipment businesses for north and north west regions
- High automation, aims to significantly reduce spare parts order processing time and reduce distance to market significantly from 10 to 3.5 days
- Designed to meet world class benchmarks in process, scalability, flexibility, speed, infrastructure and quality of warehousing
- Set to create over 450 direct and indirect jobs.
- Turnover of Rs. 600 crores in the first year, to be enhanced to Rs. 1,200 crores subsequently

November 21, 2016, Jaipur: Mahindra & Mahindra Ltd (M&M Ltd), part of the US \$ 17.8 billion Mahindra Group today announced the inauguration of its state of the art spare parts warehouse in Mahindra World City (MWC), Jaipur. As one of the largest, most modern warehouses in the country and the company's first in northern India, it will cater to the requirement of Mahindra customers in north and north western region of the country for both automotive and tractor spare parts.

The warehouse was inaugurated by Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd., in the presence of other senior company officials.

Spread over an 11 acre plot with an additional 5 acres for future expansion, this state-of-the-art spare parts warehouse aims to significantly reduce the order processing time for its customers based in North India. The processing time for the availability of spare parts and distance-to-market is expected to take less than 4 days. The company will procure spare parts from over 1,000 vendors and 9 plants for this new facility. With an investment of Rs. 150 crores, it will generate employment for over 450 direct and indirect employees. This Regional Distribution Centre (RDC) is one of the first such facilities to implement SAP – EWM for lean processes ensuring simpler, faster, more accurate and efficient warehousing. This is expected to be a major enabler in easing processes, enabling higher speeds through automation and reach world class benchmarks in process, scalability, flexibility, speed, infrastructure and quality.

According to **Hemant Sikka, Chief Purchase Officer, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd.** "It is a moment of pride for us as we inaugurate this state of the art warehousing facility at MWC, Jaipur and in the process set new standards for warehouses in India. With a significant investment and employment generation, we are highly invested in the state of Rajasthan. I am sure this will also provide an impetus to the industrial growth of the region."

Mr. Sikka further added, "At Mahindra we are committed towards creating awareness and ensuring availability of original spares among our customers and to that extent, the company is reasonably insulated from the threat of counterfeit spares. The warehouse in MWC Jaipur is part of our expansion strategy and

going forward we will create a network of spare parts warehouses in West Bengal, Kanhe and the southern states.”

This is the Mahindra’s 4th spare parts warehousing facility, with the others being in Kanhe for Automotive Parts, Bhiwandi for Tractor parts & Hyderabad for Commercial Vehicle Parts, which send out supplies directly to dealerships and in the open market.

The world class warehouse in MWC, Jaipur has state-of-the-art infrastructure including a 4 storied warehouse for stock storage, a store capacity for Rs 130 crore of inventory and extreme flexibility in the storage system. The warehouse incorporates a flexible and agile approach which will ensure that it is able to respond rapidly to evolving customer needs and ensure easy access to original Mahindra spares. With its commitment to sustainable spaces, Mahindra has ensured energy efficient lighting that saves 15% compared to normal lighting power consumption, while the design allows maximum sunlight and 100% use of metal pallets as against wood.

As an economic nerve centre of livelihood and living, MWC, Jaipur provides the perfect space and environment for such a large scale world class warehousing facility. The warehouse has effectively utilized the facilities provided by Mahindra World City (MWC) in terms of water, space, electricity, approach roads and land with a clear title. MWC Jaipur is a business destination of choice for leading Indian and transnational companies for its world-class industrial infrastructure, strategic location, connectivity to Northern and Western markets, a well-developed business ecosystem and ample availability of ready and technically skilled manpower. It is an ideal location for the warehouse to address the fast growing Indian market especially for faster go-to-market.

About Mahindra World City (MWC), Jaipur

Spread across 3000 acres, MWC Jaipur is located in the Delhi-Mumbai Corridor and is being developed in partnership with the Rajasthan State Industrial Development Corporation (RIICO). Comprising 3 operational sector-specific SEZs (IT/ITeS, Engineering & Related Industries and Handicrafts) and a Domestic Tariff Area (DTA), MWC Jaipur is one of India’s leading industrial hubs, contributing to the government’s vision of ‘Make in India’ by creating opportunities for Manufacturing, Foreign Direct Investment (FDI) and Skill Development. MWC Jaipur houses facilities for more than 65 leading global and Indian companies across its SEZ and DTA facilities, along with a planned Residential & Social zone. These include companies such as Ball Corporation, Bharatiya Skill Development Campus (BSDC), Deutsche Bank, Genpact, Infosys, JCB, Mahindra & Mahindra, MetLife and Perto, among others.

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 17.8 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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