

REF:NS:SEC:  
13<sup>th</sup> July, 2017

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> 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 Jeeto Minivan to redefine last mile transportation**

- Offers a range of five variants with superior performance, unmatched comfort and enhanced safety
- Competitively priced at Rs. 3.45 lac (ex-showroom Mumbai, BS4 diesel variant)

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 9<sup>th</sup> September, 2015 are given below:


**Product Launch**

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product	Mahindra Jeeto Minivan
b)	date of launch	July 13, 2017
c)	category of the product	Mahindra Jeeto Minivan is a minivan for last mile passenger transportation
d)	whether caters to domestic/ international market	Domestic Market
e)	name of the countries in which the product is launched (in case of international)	Not Applicable

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,  
For MAHINDRA & MAHINDRA LIMITED

  
NARAYAN SHANKAR  
COMPANY SECRETARY

Encl: a/a

Press Release

## Mahindra launches Jeeto Minivan to redefine last mile transportation

- Offers a range of five variants with superior performance, unmatched comfort and enhanced safety
  - Competitively priced at Rs. 3.45 lac (ex-showroom Mumbai, BS4 diesel variant)

### SYNOPSIS:

- The Jeeto Minivan range offers 2 body forms, namely semi hard top & hard top and 3 fuel options - diesel, petrol and CNG
- **The stylish, power packed Jeeto Minivan offers:**
  - **Superior performance** with its best in class power of 11.9 kW (16 HP) & torque of 38 Nm and BSIV emission compliant m\_Dura engine
  - **Enhanced safety**
  - **Unmatched Space & Seating Comfort and Convenience**
  - **Class leading mileage** of 26 km/l\* for higher earning potential
- This passenger carrier is best suited for stage & contract carriage, last mile connectivity and intra-city people movement
- Jeeto Minivan will offer a warranty of 2 years / 40,000 kms (whichever is earlier) for complete peace of mind.
- Available in 3 attractive colours - Sunrise Red, Ultramarine Blue and Diamond White

**July 13, 2017, Mumbai:** Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today announced the launch of the Jeeto Minivan, its stylish and comfortable passenger carrier developed on the successful Jeeto platform. The Jeeto Minivan is best suited for urban and semi urban modes of transportation and will cater to last mile connectivity, contract and stage carriage use for tour / travel purposes and intra-city people movement. Competitively priced, the Jeeto Minivan starts at Rs. 3.45 lac (ex-showroom Mumbai for BSIV diesel variant) and will be available in two body forms, namely hard top and semi hard top and 3 fuel variants, including diesel, petrol and CNG.

The Jeeto Minivan is powered by m\_Dura, a Direct Injection (DI) and BSIV emission compliant engine from the Mahindra stable. Designed for superior performance with a class leading power of 11.9 kW (16 HP) and torque of 38 Nm, the Jeeto Minivan is well suited for all kinds of terrain. It has the ability to do more trips and delivers best-in-class fuel efficiency of 26 km/l.\* Further, the Jeeto Minivan, with its lower maintenance cost, fatigue free car-like drive-ability, spacious cabin and well-cushioned seating for best-in-class comfort and distinctive exterior styling, offers a superior value proposition over its competitors.

\*as per CAFÉ legislation norms

Speaking at the launch of the Jeeto Minivan, **Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.** said, “The popular Jeeto brand has already set new benchmarks in innovation, performance, safety and comfort and the launch of the Jeeto Minivan will further extend this platform for last mile passenger transportation. At Mahindra, we have identified specific need gaps amongst customers and I am sure that the Jeeto Minivan will provide a more efficient, safe and comfortable mode of transportation. In fact, this new product presents an ideal option for 3 wheeler customers to upgrade their vehicles, as we enable them to Rise by driving positive change in their lives.”

The Jeeto platform was conceptualised to effectively cater to the needs of multiple segments in the passenger and cargo movement categories. It delivers a superior value proposition with its existing and popular Jeeto Minitruck and the newly introduced Jeeto Minivan. In its endeavour to upgrade 3 wheeler customers to the Jeeto Minivan, the company has introduced attractive exchange and finance schemes with significantly low down payment options and a longer tenure for affordable EMIs.

The Jeeto Mini Van comes with a class-leading warranty of 2 years/40,000 kms (whichever is earlier) and customers can choose from three attractive colours, including Sunrise Red, Ultramarine Blue and Diamond White. It will be launched in a phased manner. In phase one, the semi hard top diesel variant of the Jeeto Minivan will be launched. Over the next couple of months, the Jeeto Minivan range will be completed with the launch of the hard top CNG and diesel variants and the semi hard top CNG and petrol variants.

### **Key Features of the Jeeto Mini Van**

#### **Stylish & Distinctive Looks**

Jeeto sports a distinctive and contemporary exterior with an impressive front grille that lends it a distinguished look. Also, bringing in a touch of exclusivity are the dual tone interiors and a contemporary dashboard and instrument cluster. The Jeeto Minivan will be available in three attractive colours, namely Sunrise Red, Ultramarine Blue and Diamond White

#### **Car like Comfort & Convenience**

The Jeeto has many car like features , including well-cushioned seating and large cabin space with better headroom and legroom for greater comfort to make the journey more pleasant. The better ergonomics and car like smooth gear-shift quality further enhance the Jeeto's fatigue free driving pleasure. The easy ingress and egress for passengers and the lockable Glove Box also add to the convenience.

#### **Best in Class Performance**

The Jeeto Minivan is technically designed to meet the exacting requirements of customers. It is powered by m\_Dura, the BSIV compliant Direct Injection (DI) engine that delivers a power of 11.9 kW (16 HP) and a torque of 38 Nm. It also boasts of best-in-class pick up. Besides its superior performance, it is extremely fuel efficient and gives a mileage of 26\* km/l. Equipped with superior power and torque, it leads the pack of passenger carriers in the segment, with ease of drivability, even on gradients.

\*as per CAFÉ legislation norms

### **Unmatched Safety & Strength**

The Jeeto Minivan provides the highest level of safety in its category. The cabin has been designed to provide better safety to the driver and co-driver in the event of a crash. In addition, (ELR) seat belt systems, head restraints and bucket seats provide safety against sudden impact. The Jeeto's unmatched safety is due to its semi forward design, strong body and superior chassis with a larger wheel base of 2250 mm for better balance.

### **Class leading Minivan for Urban and Semi Urban Usage**

The Jeeto Minivan's compact size and smooth steering offers easier maneuverability in narrow city lanes and by-lanes. Further, the vehicle also boasts of the best pick up in its class and acceleration for better drivability on busy city roads.

### **Mahindra Trust**

The Jeeto Minivan comes with a class-leading warranty of 2 years/40,000 km (whichever is earlier), which offers complete peace of mind. It also sports the tough and rugged Mahindra DNA, making it suitable for all types of terrain. To add to this, the widespread Mahindra network facilitates easy repair and service.

### **About Mahindra**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

### **Media contact information:**

**Mohan Nair**

**Vice President (Communications)**

**Mahindra & Mahindra Ltd.**

**Office Direct Line – + 91 22 28468510**

**Office Email Address – [nair.mohan@mahindra.com](mailto:nair.mohan@mahindra.com)**