

REF:NS:SEC:

14th November, 2017

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 Collaborates with Dewulf Group

Set to bring latest potato planting technology to the Indian market

Please find enclosed a Press Release issued by the Company.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

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Mahindra Collaborates with Dewulf Group

Set to bring latest potato planting technology to the Indian market

Hannover , November 14, 2017: Mahindra & Mahindra Ltd. (M&M Ltd), part of the USD 19 billion Mahindra Group, headquartered in Mumbai, India, today announced a licencing agreement with the Dewulf group for manufacture and marketing of potato planting equipment in India. Under the aegis of this agreement, Mahindra will work with the Dewulf Group to bring its potato planting technology to the Indian market.

Potato is the world's fourth largest food crop, with India being the second largest producer. Each year, over 2 million hectares of potato is planted in India, yielding a production of about 40 million tonnes. With the ever increasing focus towards processing of potato, the demand for quality potatoes is expected to go up. This will require Indian farmers to use better machinery for potato planting. The potato planter, co-branded, Mahindra and Dewulf, will enable the Indian potato farmer to perform even and precise planting, thereby leading to higher yield, reduction in cost and improved quality of output. All this will lead to greater farm productivity and subsequently, higher income for the farmer.

Commenting on the development, Rajesh Jejurikar, President, Farm Equipment Sector, Mahindra & Mahindra Ltd. said "We are delighted to announce a partnership with the Dewulf Group, a Belgium based world class manufacturer of agricultural machinery. Our licensing agreement with the Dewulf Group will allow us to bring the latest planting technology to potato farmers in India."

René Boeijenga, CEO, Dewulf said "We look forward to introducing our innovative products and technology to the world's second largest potato market and are excited to partner with Mahindra, India's leading Farm Equipment manufacturer. With Mahindra as our partner we hope that we will be able to transform potato farming techniques in India."

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 / Twitter and Facebook: @MahindraRise

About Dewulf

Dewulf is the world's foremost full-liner in potato and root crop machinery. With three locations – in Belgium, the Netherlands and Romania – the company leads the industry in the

development and production of agricultural machinery for soil cultivation, planting, harvesting, storing, sorting and transporting of potatoes and vegetables.

Dewulf is a family business with a rich 70 year history and is currently under management of the third generation. Innovation, reliability, enjoyable collaboration and assisting the customer in finding the most economical solution are the cornerstones of Dewulf's business strategy. In 2016, with a close-knit team of 290 employees, the group achieved a turnover of 65 million euros.

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