

REF:NS:SEC:

14<sup>th</sup> December, 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 to hike prices by up to 3% from January 2018**

Please find enclosed a Press Release issued by the Company in this regard.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR  
COMPANY SECRETARY

Encl.: a/a

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\Press Release (14.12.2017).docx

Press Release

## Mahindra to hike prices by up to 3% from January 2018

**December 14, 2017, Mumbai:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced that it plans to increase prices of its passenger and commercial vehicles by up to 3%. This will be effective 1<sup>st</sup> January 2018.

Commenting on the price hike **Rajan Wadhera, President - Automotive Sector, Mahindra & Mahindra Ltd.** said, "We have been holding back on price hikes and absorbing the higher input costs for a while, but with the increase in commodity prices we will have to take a price increase."

### **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)**