

REF:NS:SEC:
6th November, 2017

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Bourse de Luxembourg
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B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs

Sub: Mahindra Powerol launches all new range of Diesel Generators

*Strengthens presence in higher kVA segment with its 250 kVA & 320 kVA offerings
Generators equipped with CRD engine for lesser emission*

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 below:


Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	250/320 kVA Diesel Generators
b)	date of launch;	6 th November, 2017
c)	category of the product;	Higher kVA diesel generators (DG)
d)	whether caters to domestic/ international market;	Domestic Market
e)	name of the countries in which the product is launched (in case of international)	N.A.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a



Press Release

For Immediate Dissemination

Mahindra Powerol launches all new range of Diesel Generators

Strengthens presence in higher kVA segment with its 250 kVA & 320 kVA offerings

Generators equipped with CRD engine for lesser emission

Mumbai, November 6 2017: Mahindra Powerol, a business unit of the USD19 billion Mahindra Group, today announced its entry into the higher kVA diesel generators (DG) segment with the launch of its all new range of **250/320 kVA DGs**, which are powered by the Mahindra mPower series of engines. Designed at Mahindra Research Valley, its R&D hub in Chennai and manufactured at its Chakan plant near Pune, this new 9.3 litre engine range is the latest addition to Mahindra Powerol's mPOWER series and comes equipped with the technologically advanced CRD engine.

The CRD engines are powered with superior and advanced **Common Rail Diesel Engine (CRDe)** technology. This technology is future ready and best known for heavy duty performance and fuel efficiency. It significantly reduces pollution by going beyond the standard emission norms. The same advanced technology is now being used for the newly launched 250kVA and 320kVA DG Sets.

The 250kVA diesel generator is priced at Rs 12.5 lakhs + GST (ex-works) & 320kVA diesel generator is priced at Rs. 16.0 lakhs + GST (ex-works)

Speaking at the launch, **Hemant Sikka, President – Chief Purchase Officer, Powerol & Spares Business, Mahindra & Mahindra** said, "Today's launch marks our foray into the higher kVA Diesel Generator segment, with our own engines, which in turn will define a new segment and consumer group for us. At Mahindra, it is our constant endeavour to offer advanced and accessible technologies to our consumers and our all new range of 250/320kVA DGs with CRDe technology bears testimony to this philosophy. This future ready CRDe technology is set to deliver lesser emissions and higher performance at a lower operating cost, thereby raising the bar in customer centricity. We will continue to innovate and thus offer the best-in-class products and services from the Mahindra Powerol stable".

The smart DG with smart service

The high block loading capacity of the Mahindra Powerol DG Sets **enhances the DG performance against a high instantaneous load** which is useful for heavy duty applications. The new range of DG Sets is equipped with Mahindra's **unique DiGi-SENSE technology** which makes it a Smart DG. The performance of Smart DG sets can be monitored real-time remotely from anywhere, thereby improving the up time of the DG Sets.

Primarily a service driven industry, the purchase decision of DG sets depends on service network and after-sales service commitment. Mahindra Powerol DG sets are supported by **one of the widest service network of more than 200 dealers with over 400 touch points nationally.**



The **centralized call center alert 24x7** is very well equipped to provide immediate support to the customer. The team of experts can help to choose the most optimal and well suited solution to help the customer in the least time possible.

Mahindra Powerol has also introduced a **unique colour – Coral Orange** - for the entire range of aesthetically improved DG Sets.

About Mahindra Powerol

The company entered the field of Power Generation in 2001-02. Starting FY 2002, the business has grown exponentially to become a Rs. 1250 crore in FY 2016-17. Today, engines from Mahindra Powerol are powering Diesel Generating sets from 5 kVA to 320 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors across India & globally.

Mahindra Powerol has been awarded with the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by Union of Japanese Scientists & Engineers (JUSE) that recognizes businesses that have successfully implemented Total Quality Management (TQM).

Mahindra Powerol won various awards like Frost & Sullivan “Voice of Customer” award, Master Brand, Power Brand & the latest being the Superbrand.

Besides Telecom, Mahindra Powerol DG sets are powering customers from a diverse cross-section of industries and segments like Banks, Building & Construction, Public Sector Units, Hospitals, Hotels, Homes and Manufacturing units in India & in Global markets.

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

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