

REF:NS:SEC:

8th September, 2017

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BSE Limited
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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 e-Alfa Mini electric rickshaw for passenger movement

A complete 3 wheeler, specifically designed for pollution free last mile connectivity, it boasts of the tough and rugged Mahindra DNA

Attractively priced at Rs 1.12 lacs (ex-showroom Delhi)

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	e-Alfa Mini
b)	date of launch	September 8, 2017
c)	category of the product	The e-Alfa Mini comes under the electric rickshaw (e-rickshaw) category
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 e-Alfa Mini electric rickshaw for passenger movement

A complete 3 wheeler, specifically designed for pollution free last mile connectivity, it boasts of the tough and rugged Mahindra DNA

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September 8, 2017, New Delhi: Mahindra & Mahindra Ltd (M&M Ltd), part of the USD 19 billion Mahindra Group, today announced the launch of the e-Alfa Mini, its zero emission, all new electric rickshaw for passenger movement. The e-Alfa Mini with a 4+1 seating capacity is a complete 3 wheeler designed specifically for Indian conditions. It will further drive Mahindra's vision of the Future of Mobility and will be available in Delhi with immediate effect at an attractive price of Rs 1.12 lacs (ex-showroom Delhi).

The e-Alfa Mini is best suited for last mile connectivity and intra-city people movement. It is the ideal choice for fleet taxi operators and existing 3 wheeler owners and will effectively provide employment to the youth. The e-Alfa Mini has an attractive exterior design, robust body, large cabin space for passenger comfort and superior suspension and chassis. With all these features, the e-Alfa Mini scores highly over its competitors.

Speaking at the launch of the e-Alfa Mini, **Rajan Wadhera, President – Automotive Sector, Mahindra & Mahindra Ltd.** said, "As the pioneer of electric vehicles and integrated mobility solutions in India, it has always been our endeavour to make electric vehicles more accessible and best suited for Indian conditions. The launch of the e-Alfa Mini is yet another step to provide an emission free, green mode of safe intra city transportation in the country. At Mahindra, we are aligned to the Government's vision to become a 100% EV nation by 2030. True to the spirit of 'Make-in-India', we shall be at the forefront to lead this change along with the Government."

At the launch, Mahindra is offering a disruptive consumer benefit scheme, which comprises **best in class 2 years vehicle warranty, low down payment and attractive EMI and one free battery replacement**, which is an industry first. All these benefits to the customer will be available with select finance options and will help customers to maximize their earnings.

According to **Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd.**, "The e-Alfa Mini comes with the larger Mahindra trust, which is a consumer need in the e-Rickshaw segment. Further, with best-in-class product quality, higher earning potential, 60 minutes fast service guarantee and an attractive finance option, the e-Alfa Mini is set to become the preferred choice of the buyers."

The e-Alfa Mini is powered by a 120Ah battery, a powerful motor and controller. Charging the e-Alfa Mini is as simple as charging a mobile phone. On a full charge, the Mahindra e-Alfa Mini can travel for up to 85 km in standard conditions and can achieve a top speed of 25 kmph. It will be launched in a phased manner in select cities – NCR with immediate effect, followed by Kolkata and Lucknow and subsequently in several other parts of the country.

Today, Mahindra has the widest range of electric vehicles in the country that can reach out to an entire spectrum of consumers across segments in both people and goods movement. Mahindra has been one of the pioneers of electric vehicle technology in India and its current range of products in this segment include the e2oPlus, the eVerito, the eSupro and now the e-Alfa Mini. All these vehicles embody Mahindra's vision of the 'Future of Mobility' which includes the framework of Green, Connected, Convenient and Cost Effective vehicle technology.

About the e-Alfa Mini

Distinctive Looks: The e-Alfa Mini sports a distinctive and contemporary exterior with dual headlamp for better visibility. It has an overall robust build, a compact superstructure with stylish canopy, an attractive car like instrument panel, black dashboard and mudguard and black and red dual tone interiors.

Specifically Designed for Indian Conditions: Specifically designed for Indian consumers and road conditions, the e-Alfa Mini has been tested extensively over 1 lac kms in real road conditions. It is also an all season vehicle with a water proof canopy.

Superior Comfort: The e-Alfa Mini boasts of large cabin space with ample passenger space, headroom, legroom and shoulder room as compared to its competitors in the segment. This allows easy ingress. It has comfortable driver and passenger seats as well, ensuring ultimate comfort. The strong suspension and chassis also add to the comfort factor.

Mahindra Trust: The e-Alfa Mini comes with the larger Mahindra Trust which guarantees ultimate peace of mind for customers.

Key features:

- Best-in-class product quality with robust design
- Best-in-class product performance for higher earn-ability
- 60 minutes fast service guarantee for peace of mind
- Low down payment and attractive EMI
- Best-in-class 2 years vehicle warranty*
- Industry first one free battery replacement*

*Available with select finance options

To add to this, it is aptly supported by Mahindra's widespread sales and service network that facilitates easy repair and service.

Mahindra's Tough and Rugged DNA: It sports the tough and rugged Mahindra DNA, making it suitable for all types of terrain. With a strong suspension, a robust body and best-in-class chassis, the e-Alfa Mini is a winner all the way with better strength and load carrying capacity. It also boasts of a superior ride and handling experience as compared to competition.

Mileage & Power

- 120Ah Battery with a mileage of 85 km per charge in standard conditions – is a better proposition compared to competitors
- Powerful motor and controller

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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