

REF:NS:SEC:

5th March, 2018

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 Unveils New Off-Road Vehicle: ROXOR

- Mahindra introduces ROXOR, creating a new sub-category in the Side x Side powersports segment
- Mahindra's auto business began 70-years ago with a license to build Willys vehicles for the Asia region.
- Mahindra launches new powersports dealer network to distribute ROXOR

The Company on 5th March, 2018 has been informed by its subsidiary Mahindra Automotive North America ("MANA") on the launch of ROXOR by MANA. The Company is voluntarily furnishing details in this regard as per the details required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 as under:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	ROXOR
b)	date of launch;	March 2, 2018
c)	category of the product;	Off Road vehicle only (UV)
d)	whether caters to domestic/ international market;	International Market
e)	name of the countries in which the product is launched (in case of international)	USA and Canada

Further, a Press Release issued by MANA in this regard is also enclosed.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a



Mahindra Automotive North America
275 Rex Blvd.
Auburn Hills, MI 48326
roxoroffroad.com

Mahindra Unveils New Off-Road Vehicle: ROXOR

- **Mahindra introduces ROXOR, creating a new sub-category in the Side x Side powersports segment**
- **Mahindra's auto business began 70-years ago with a license to build Willys vehicles for the Asia region.**
- **Mahindra launches new powersports dealer network to distribute ROXOR**

AUBURN HILLS, MI March 2, 2018 — Automotive and powersports journalists from across the country, along with high-ranking federal and state officials, gathered today for the public unveiling of Mahindra's ROXOR—a new, off-road vehicle that signifies Mahindra's commitment to introducing their tough, no-nonsense automotive heritage to consumers in the North American market. ROXOR's design demonstrates that Mahindra intends to stay true to their roots of industrial-grade construction and durability.

"Mahindra's 70-year automotive history has been forged by making authentic, rugged, purpose-driven vehicles; ROXOR is the embodiment of this history...and our brand," Mahindra Managing Director Pawan Goenka stated.

Unlike the plastic-bodied, belt-driven vehicles long accepted in the Side x Side category, ROXOR offers a simple, hard worn approach, featuring a steel body on a boxed steel frame, a heavy-duty Mahindra turbo-diesel 4 cylinder engine, and an automotive style 5-speed manual transmission.

"The ROXOR creates a new sub-segment in the Side x Side industry, and the response we're getting from our newly appointed dealer body has been really outstanding. We have a National Dealer Meeting scheduled on March 18-20th, in San Antonio, Texas, where we'll sit down and discuss the roll-out and future product offerings. We're approaching our goal of 300 "1st wave" dealers, and expect that we'll reach this target between now and the end of the show," said Rick Haas, Mahindra North America Automotive's President and CEO.

ROXOR was conceived, designed, engineered and is being produced in Metro Detroit by Mahindra Automotive North America (MANA). MANA is part of the \$19B Mahindra Group and recently opened a new NA Automotive headquarters and manufacturing center in Auburn Hills, MI. MANA's new operation is the central component of the 400,000 sq. ft. (spanning 3 facilities) footprint Mahindra now has in Metro Detroit, and is the first OEM manufacturing/assembly facility to open operations in Southeast Michigan in over 25 years.

www.ROXORoffroad.com

MISSION: READY



Mahindra Automotive North America
275 Rex Blvd.
Auburn Hills, MI 48326
roxoroffroad.com

Mahindra Automotive North America has, to date, created 300 new jobs and invested over \$230 million into Southeast Michigan. As both ROXOR production and other programs ramp up, Mahindra anticipates creating an additional 400 jobs and investing another \$600 million in the local economy by 2020.

About MANA

Mahindra Automotive North America (MANA) is Mahindra's North American automotive headquarters. In addition to leading all North America activity, MANA is a comprehensive automotive design, engineering and vehicle development center. Established in 2013 and located in Auburn Hills, Michigan, MANA's team of veteran executives, engineers and designers working with affiliate Mahindra automotive teams in India, Korea and Italy, is playing a key role in growing Mahindra's global automotive business.

Learn more about Mahindra Automotive North America at: www.mahindraautomotiveNA.com

About THE MAHINDRA GROUP

The Mahindra Group is a \$19B 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 enjoys 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, defense and two wheelers. Headquartered in India, Mahindra employs more than 240,000 people across 100 countries.

Learn more about Mahindra Automotive North America at: www.mahindra.com

Contact information:

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