



Mahindra & Mahindra Ltd.

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REF:NS:SEC:
15th August, 2022

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 inaugurates its state-of-the-art EV design studio in the UK;
Mahindra Advanced Design Europe (M.A.D.E) to be a global design centre of excellence**

Please find enclosed a Press Release issued by the Company on the captioned subject.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

Press Release

Mahindra inaugurates its state-of-the-art EV design studio in the UK; Mahindra Advanced Design Europe (M.A.D.E) to be a global design centre of excellence

- Anand Mahindra, Chairman, Mahindra Group inaugurates Mahindra Advanced Design Europe (M.A.D.E) at Banbury, Oxfordshire
- M.A.D.E forms a part of the Mahindra Global Design Network which also includes the Mahindra India Design Studio, Mumbai
- Its primary objective is to conceive the future Mahindra EV portfolio and advanced concepts
- M.A.D.E shares the campus with the Mahindra Formula E team

London/Mumbai, August 15, 2022: Mahindra & Mahindra, India's leading SUV manufacturer, today formally inaugurated its new design centre of excellence, Mahindra Advanced Design Europe (M.A.D.E), which will serve as the conceptual hotbed for the company's portfolio of EV products.

Physically present at the heart of innovation, M.A.D.E is located at the global automotive and EV hub of Banbury, Oxfordshire. Home to Oxford University, this region is renowned for its high-end research and academic institutions. Importantly, Oxfordshire also offers access to new and emerging technologies like artificial intelligence, autonomics, advanced robotics, etc. that promise to shape the future of mobility.

The primary objective of M.A.D.E, which forms part of the Mahindra Global Design Network that includes the Mahindra India Design Studio in Mumbai, is to conceive and create all future Mahindra EVs and advanced vehicle concepts.

M.A.D.E was inaugurated by Group Chairman Anand Mahindra along with **John Bercow**, MP for North East Hampshire and Parliamentary Under Secretary of State **(UK Minister for International Trade)**

M.A.D.E is equipped with state-of-the-art design tools, enabling it to handle end-to-end design activities including conceptualisation, 3D digital and physical modelling, Class-A surfacing, digital visualisation and Human-Machine Interface (HMI) design.

It also incorporates a complete digital visualisation suite, clay modelling studio, VR digital modelling and digital as well as physical presentation areas.

Anand Mahindra, Chairman, Mahindra Group said, "Mahindra Advanced Design Europe is another vital node in our neural network of innovation. In 15 short months, their work has already laid the blueprint for an electrifying future. How we play our cards today will determine the way the world is shaped tomorrow."

