

REF:NS:SEC:
16th February, 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 Supro Minivan and Minitruck
Rolls out 4 new products in Passenger category and 3 new products in Cargo category

Supro platform now boasts of India's widest range of Passenger and Cargo vehicles with 11 product offerings

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	Mahindra launches Supro Minivan and Minitruck
b)	date of launch	February 16, 2017
c)	category of the product	Minivan and Minitruck (passenger and cargo vehicles)
d)	whether caters to domestic/international market	Currently caters to the 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



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Mahindra Launches Supro Minivan and Minitruck

Rolls out 4 new products in Passenger category and 3 new products in Cargo category

Supro platform now boasts of India's widest range of Passenger and Cargo vehicles with 11 product offerings

Price starts at Rs.4.71 lac (ex-showroom Kolkata, BS4 variant) for the Supro Minivan and Rs.4.28 lac (ex-showroom Kolkata, BS4 variant) for the Supro Minitruck

SYNOPSIS:

With the introduction of 7 new products, the Supro platform now boasts of 11 products, comprising 4 body forms (HT, SHT, Cargo Van & Minitruck), 3 fuel types and 4 engine powers. The new products added to the portfolio are as follows:

		Passenger Vehicles			Cargo Vehicles
	1	Supro		1	Supro Maxitruck
	2	eSupro		2	eSupro Cargo Van
New	3	Supro Minivan	New	3	Supro Minitruck
New	4	Supro Minivan VX	New	4	Supro Minitruck CNG
New	5	Supro Minivan CNG	New	5	Supro Cargo Van
New	6	Supro School Van			

In line with its Brand Promise, Supro aims to deliver Superior power, Superior style, Superior Safety, Superior Comfort and Higher Earnings to its customers.

Consolidates its leadership in Small Commercial Vehicles with the new range of Supro Minitruck and Minivan which have 7 new products. To be available in 19.2kW (26HP) power in diesel, 18.8 kW (25HP) in CNG and 25 kW (34HP) in electric.

This is a BS-IV compliant range, making it environment-friendly and future ready

Both the Supro Van & Supro Minitruck will offer a class-leading warranty of 2 years/60,000km (whichever is earlier).

February 16, 2017, Kolkata: Mahindra & Mahindra Ltd., a part of the US \$17.8 billion Mahindra Group, today introduced 7 new products simultaneously under its Supro platform. The company launched 4 new variants of its stylish and spacious Passenger carrier, namely Supro Minivan, Supro Minivan VX, Supro Minivan CNG and Supro School Van and 3 new variants of its modern load carrier, Supro Minitruck, Supro Minitruck CNG & Supro Cargo

Van. Priced competitively, the **Supro Minivan** starts at Rs. 4.71 lac (ex-showroom Kolkata, BS4) while the **Supro Minitruck** starts at Rs. 4.28 lac (ex-showroom Kolkata, BS4).

Today, the Supro platform boasts India's widest range of Passenger & Cargo vehicles with 11 offerings which are available in Diesel, CNG and Electric Variants.

In the small commercial load category, the company expanded its range with the launch of Supro Minitruck, Supro Minitruck CNG & Supro Cargo Van, additions to the already existing Supro Maxitruck, making it a complete range of powerful, profitable Small Cargo vehicles.

In the passenger category, the company expanded its range with the launch of the Supro Minivan, Minivan VX, Supro Minivan CNG & Supro School Van to the already existing Supro, resulting in it a complete range of spacious, comfortable Minivans.

The Supro platform was conceptualised to effectively cater to the needs of multiple segments in the passenger and cargo movement categories, while delivering a superior value proposition.

Passenger Segments

	Supro	Travel for large families
New	Supro Minivan	Last mile people connectivity
New	Supro Minivan VX	Low end Contract Carriage for tour & travel
New	Supro Minivan CNG	Intra city people movement
New	Supro School Van	Safe travel for school students
	eSupro	Intra city people movement with zero emissions

Cargo Segments

	Supro Maxitruck	Inter city cargo movement with medium load
New	Supro Minitruck	Intra city cargo movement with small load
New	Supro Minitruck CNG	Goods movement for cities with CNG infrastructure
New	Supro Cargo Van	Urban Cargo Movement such as couriers, e-commerce
	eSupro Cargo Van	Urban Cargo Movement such as couriers, e-commerce with zero emissions

Speaking on the launch, Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra said, "As the leader in the small commercial vehicle load segment with a market share of 51% in <3.5T category, we are always aiming to understand and address the evolving needs of our customers. The roll out of an entire range of 7 new variants from the Supro platform with their superior value proposition is a strong step in this direction."

Mr. Shah further added, "The Supro brand is synonymous with Superior performance, Superior operating economics, Superior style and Superior comfort. With the launch of the Supro Minitruck and Minivan, we will further strengthen our portfolio under the "Supro" brand umbrella. I am sure that the Supro platform will go a long way in helping our customers prosper in life, in line with our Mahindra Rise philosophy".

Built at Mahindra's state-of-the-art plant in Chakan, Maharashtra, the Supro platform has undergone rigorous and full test cycle runs and has been validated on all performance, safety and reliability parameters. It also comes with a class-leading warranty of 2 years/60,000km (whichever comes earlier).

At the launch of the Supro platform in October 2015, the company had introduced two products, namely the Supro Maxitruck (aimed at customers upgrading from the mini truck segment) and the Supro Van (aimed at Personal, Dual usage & Low end Tour & Travel customers). In October 2016, two more variants, namely the eSupro Van and the eCargo Van were launched.

New variants and Key highlights:

New Variants	Fuel Type	Power	Payload/Seating Capacity
Passenger Variants			
Supro Minivan	Diesel	19.2 kW (26 HP)	8 Seater
Supro Minivan VX	Diesel	19.2 kW (26 HP)	8 Seater
Supro Minivan CNG	CNG	18.8 kW (25 HP)	8 Seater
Supro School Van	Diesel	34 kW (45 HP) &19.2 kW (26 HP)	8 Seater
Cargo Variants			
Supro Minitruck	Diesel	19.2 kW (26 HP)	850 kg
Supro Cargo Van	Diesel	19.2 kW (26 HP)	700 kg
Supro Minitruck CNG	CNG	18.8 kW (25 HP)	750 Kg

About Mahindra

The Mahindra Group is a USD 17.8 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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