

REF:NS:SEC:
10th May, 2019

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 Introduces New Base W3 Variant in XUV500 Range

Please find enclosed a Press Release issued by the Company.

No new product is currently launched but the Company is voluntarily furnishing details in this regard as per clause 3.2 of Para B of the SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 read with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as given below:

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Plush New XUV500 W3
b)	date of launch;	10 th May, 2019
c)	category of the product;	Premium SUV
d)	whether caters to domestic/ international market;	Domestic
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



Mahindra Introduces New Base W3 variant in XUV500 Range

May 10, 2019, Mumbai: Mahindra & Mahindra Ltd., a part of the US \$20.7 billion Mahindra Group, today announced the launch of an all new entry level ‘**W3 Variant**’ of its popular SUV, the Plush XUV500 at a price of Rs 12.22 lakh (ex-showroom, Mumbai). The W3 variant would be available across India at all Mahindra dealerships with immediate effect.

Speaking about the new W3 variant of the Plush New XUV500, **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, Mahindra & Mahindra Ltd.** said, "The XUV500 pioneered the creation of the premium SUV segment and set new benchmarks with its head-turning design, and unmatched package of hi-tech features and thrilling performance. Today the launch of the W3 version makes the vehicle much more accessible to a wider range of customers. With its excellent value proposition, I am confident that this new variant will resonate with a whole new set of our customers".

Key features of the W3 variant are:

- Head-turning, cheetah-inspired design
- mHawk¹⁵⁵ Engine with 114 kW Power & 360 Nm Torque
- 6th Generation eVGT (electronically controlled variable geometry turbocharger)
- 6-speed Manual Transmission
- Projector Headlamps
- Jacquard Fabric Upholstery
- Dual Front Airbags
- ABS with EBD
- Disc Brakes on all 4 Wheels
- Electrically Operated Dual HVAC
- Power-adjustable ORVMs
- Engine Immobilizer

About XUV500

The XUV500 is a full-sized, premium SUV offering from Mahindra. Ever since its launch in 2011, the XUV500 has garnered tremendous response from its customers and reviewers alike. It was the most awarded car in its very first year, with 22 awards from auto experts and numerous other recognitions for the brand. Over the years, the XUV500 has set benchmarks in design, hi-tech features and performance with over 2.4 lakh satisfied customers. The XUV500 continues to be the preferred choice for premium SUV buyers and has proven its mettle in the Indian National Rally Championship where it has been the champion in 2018 & 2017. XUV500 owners enjoy an industry-first Purple Club+ ownership experience program that offers unique lifestyle and service privileges.



Please use the following hashtags/handles for social media update:

Hashtags: #PlushXUV500

Social Media Handles:

- 1) Facebook - <https://www.facebook.com/MahindraXUV500>
- 2) YouTube - <https://www.youtube.com/user/MahindraXUV500>
- 3) Twitter - <https://twitter.com/MahindraXUV500>

About Mahindra

The Mahindra Group is a USD 20.7 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 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information

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