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18th December, 2015

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Dear Sirs,

Sub: Mahindra's much awaited New Compact SUV Revealed

- *Christened the Mahindra KUV100*
- *Powered by an all new mFALCON engine family*
- *Marks Mahindra's entry into ground up petrol engines*

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Mahindra's much awaited New Compact SUV Revealed

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Mumbai December 18, 2015: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today revealed its much awaited compact SUV codenamed S101, calling it the Mahindra **KUV100** (pronounced as KUV '1 double Oh'). The company also unveiled an all new, world-class engine family named mFALCON, marking its entry into the ground up petrol space.

Conceptualized and developed with the aim of creating an entirely new category, the KUV100 is a compact SUV where 'K' stands for the 'kool' & trendy generation of youth, while UV represents an SUV. The numeric '100' represents the pecking order of the series which comes in below TUV300 and XUV500. With its aggressive styling and dominating SUV stance, the KUV100 remains true to the tough and rugged Mahindra DNA.

Under the hood, the KUV100 will be powered by the world-class mFALCON, an all-new engine family with options of both petrol (mFALCON, G80) and diesel (mFALCON, D75). Named after a bird of prey, the mFALCON is a compact lightweight engine built to deliver peppy and high performance, much like its namesake. The 1.2L, 82 HP and dual VVT petrol engine and the 1.2L 77 HP turbo-charged diesel engine both deliver high, low-end torque for the perfect SUV performance and an enjoyable drive.

Speaking at the brand name and engine reveal event, **Dr. Pawan Goenka, Executive Director, M&M Ltd.** said "We are all set to create a new segment with the launch of the KUV100 which also marks our foray into ground up petrol engines. An ambitious project from the very start, the KUV100, is all set to carve its niche amongst first time car buyers with its unique propositions. I am confident that the KUV100, like its predecessors, will become an extremely popular brand and will be cited for taking Mahindra to a whole new orbit".

Pravin Shah, President & Chief Executive, (Automotive), M&M Ltd. said, "With the evolving aspirations of today's youth we needed a product that will effectively address their needs for an SUV lifestyle. Being a listening organization, we identified the need gaps among consumers and started planning for the product. Coming from our state of the art manufacturing plant at Chakan, the KUV100 is a no-compromise, next-generation compact SUV that will set the stage for the emergence of an all new category. While being a market



leader in the SUV segment, I am sure that with the addition of the KUV100 in our portfolio, we will effectively address the entire gamut of customer segments from entry level to high end SUV with our product portfolio”.

Designed in-house and engineered at Mahindra's world class research and development facility, the Mahindra Research Valley at Chennai, the KUV100's sculpted body with its prominent hood and high beltline has the design of a trendy urban crossover and elements like the headlamp, styled like wrap round shades, give it a whole new dimension. Targeted at the youth and first time car buyers, the KUV100 is contemporary to the core and truly stylized with best in class technologies. An indigenously developed monocoque SUV, the KUV100 will have many firsts to its credit including the first ground up petrol engine offering from Mahindra. In fact, all research & development activities for this compact SUV were aligned with global standards of quality, technology, testing norms, regulations and emissions from the very start.

The KUV100 will be available in 7 exciting colors of Fiery Orange, Flamboyant Red, Dazzling Silver, Aquamarine, Pearl White, Designer Grey and Midnight Black.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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