

REF:NS:SEC:

19th September, 2017

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.

Sub: Mahindra showcases its First Ever Driverless Tractor in India

The Company displayed its Technology developed in house at its Mahindra Research Valley for a Driverless Tractor which will take farm mechanization to new heights.

No product is being 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, in Annexure A to this letter.

Please also find enclosed a Press Release issued in this regard.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

Annexure A

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	Name of the product;	Technology for Driverless Tractor
b)	date of launch;	Expected to be launched commercially in the year 2018 in a phased manner
c)	category of the product;	Tractor
d)	whether caters to domestic/ international market;	Apart from domestic market, it is intended to deploy this technology across the international markets such as USA and Japan.
e)	name of the countries in which the product is launched (in case of international).	No product is being currently launched but it is rather display of the Technology and a sample of a Driverless Tractor developed in house at the Mahindra Research Valley. As mentioned above, it is intended to deploy this technology across the international markets such as USA and Japan. However, the exact details of the Countries in which the product may be launched, will be decided closer to the actual launch.



Press Release

Mahindra Showcases its First Ever Driverless Tractor in India

Developed at Mahindra Research Valley in Chennai, Driverless Tractor technology set to take farm mechanization to new heights

- ◆ Driverless Tractor set to make farming more productive & profitable, reduce health hazard for farmers and change the future of food production
- ◆ This technology is designed to enable tractors to perform a variety of farming applications & operate varied implements
- ◆ The tractor equipped with this technology can be programmed to carry out specific tasks & can also be operated remotely to perform in the field
- ◆ To be available commercially from early 2018, in a phased manner

September 19, 2017, Chennai: Mahindra & Mahindra Ltd., a part of the USD 19 billion Mahindra Group today displayed its first ever Driverless Tractor. Developed at the Mahindra Research Valley, the Group's hub of innovation and technology located in Chennai, the driverless tractor is all set to redefine the mechanization process for the global farmer.

With this launch, Mahindra becomes the pioneer in the Indian tractor industry with the unique proposition of a driverless tractor. This innovation will change the future of farming by increasing productivity, leading to increased food production to feed the growing needs of the world.

Speaking on this occasion, Dr, Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd. said, "Our tractor R & D has always been at the forefront of pioneering cutting edge solutions. Today's display of the driverless tractor is another proud moment for us, as it opens up new possibilities in farming. We are happy to dedicate this innovative mechanization for the global farming community, in line with our Farming 3.0 proposition".

Rajesh Jejurikar, President, Farm Equipment Sector, Mahindra & Mahindra Ltd. said, "Today the need for farm mechanisation is higher than ever before, due to labour shortage and the need to improve productivity and farm produce yield. Coupled with our 'DiGiSENSE' technology that we launched last year, the driverless tractor offers a distinct advantage to the Indian farmer by bringing an unprecedented level of intelligence to the tractor".

This technology will be deployed across Mahindra tractor platforms in due course of time. It will also be deployed across international markets such as USA and Japan, giving Mahindra tractors a distinct competitive edge in global markets with technological advancement being at the forefront. Mahindra plans to offer the driverless tractor technology across its range of tractors from 20 HP to 100 HP over a period of time.

Unique Features of the Driverless Tractor

The pioneering driverless tractor is equipped with state-of-the-art technology and boasts of several unique features:

Autosteer – GPS based technology that enables a tractor to travel along a straight line.

Auto-headland turn – Enables the tractor to orient itself along adjacent rows for continuous operation without any steering input from the farmer.

Auto-implement lift – Feature in the tractor that automatically lifts the work tool from the ground at the end of a row and lowers the tool after the tractor has oriented itself for operation at the next row.

Skip passing - This technology feature enables the tractor to steer to the next row for continuous operation without any intervention of the driver.

Safety Features

In addition, the driverless tractor is also equipped with some unique **safety features** as below:

Geofence lock - Prevents tractor from going outside the boundaries of the farm

Control via Tablet User Interface – Enables the farmer to program various inputs needed to farm efficiently. Also offers controls to prevent the tractor veering off from its intended path or desired operation. He can also control the tractor remotely via a tablet.

Remote Engine Start Stop - Ability to stop the engine and hence, bring the tractor to a complete STOP if needed in cases of emergency

With the deployment of this technology on Mahindra tractors, the farmers can work their fields for long hours without exposing themselves to harsh weather or difficult operating conditions. They can also protect themselves from potential health hazards resulting from operations like insecticide spraying which now can be done without human intervention. It will also ensure better quality and consistency in farming operations, leading to higher productivity and farm produce yields.

About Mahindra

The Mahindra Group is a USD 19 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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