

Ref. NS: SEC
12th April, 2023

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: Intimation of Sad Demise of Mr. Keshub Mahindra, Chairman Emeritus of the Company

With profound grief and deep sadness, we regret to inform you that the visionary Leader of the diversified Mahindra Group, Mr. Keshub Mahindra, Chairman Emeritus and Promoter of the Company passed away today i.e. 12th April, 2023.

Mr. Keshub Mahindra, a committed philanthropist was the captain and pioneer of the Indian Industry. He had a reputation of High Ethical Standards, Moral Values and a Businessman who was always ready to give back to Society.

The Mahindra Group had made enormous growth under the able leadership and guidance coupled with rich experience and management prudence of Mr. Keshub Mahindra. Known for his humility, he will continue to be an inspiration to everyone in the Mahindra Group family and all the Directors and Employees of the Company convey their deep sympathy, sorrow, and condolences to his family.

Please find enclosed a Press Release being issued by the Company.

Kindly take the same on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

Press Release

Mr Keshub Mahindra, Chairman Emeritus, Mahindra Group Passes Away at 99

Mumbai, April 12, 2023 – Mr Keshub Mahindra, Chairman Emeritus, Mahindra Group passed away peacefully today morning. The 99-year-old, nonagenarian, was a well-known philanthropist who redefined good corporate governance in India. He was an exemplary statesman and an irreplaceable figure in Indian industry, revered for his vision, his business acumen, his leadership by example, and above all, for his uncompromising professional integrity.

Born on October 9, 1923, in Shimla, Mr Keshub Mahindra was an alumnus of the Wharton School of the University of Pennsylvania, USA. He joined Mahindra & Mahindra in 1947 and took on the role of Chairman in 1963. Under his stewardship, the company was transformed from its beginnings as a steel trading company to a diversified federation of companies.

Mr Keshub Mahindra has contributed significantly to the industry had been appointed by the Government of India to serve on many Committees including the Sachar Commission on Company Law & MRTP and the Central Advisory Council of Industries. From 2004 to 2010, Mr. Mahindra was a Member of the Prime Minister's Council on Trade & Industry, New Delhi. He was also a member of the Apex Advisory Council of ASSOCHAM and was serving as the President Emeritus of the Employers' Federation of India. He was an Honorary Fellow of the All India Management Association, New Delhi and a member of the Council of the United World Colleges (International) in the United Kingdom. In 1987, he was awarded the Chevalier de l'Ordre National de la Legion d'honneur by the French Government.

Speaking about Mr Keshub Mahindra, **Anand Mahindra, Chairman, Mahindra Group**, said, *"Mr Keshub Mahindra was and will always remain a source of inspiration for me and the entire Mahindra Group. He was a man of principles and led from the front to preserve the legacy of our founders which has ensured that the organisation has remained rooted in ethics, values and good corporate governance. Mr Keshub Mahindra was known for his astute business acumen that helped in transforming Mahindra into a diversified federation of companies. His compassion, and people-centric approach made him a global business icon, who was much loved and respected"*.

Mr Keshub Mahindra has also served on several Boards and Councils in both the private and public domain, including SAIL, Tata Steel, Tata Chemicals, Indian Hotels, IFC and ICICI. He was also the Founder Chairman of HUDCO (Housing and Urban Development Corporation Limited); Vice-Chairman of Housing Development Finance Corporation Ltd; Chairman Mahindra Ugine Steel Co. Ltd; Director of Bombay Dyeing & Manufacturing Co. Ltd. and Bombay Burmah Trading Corporation Limited.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

Media contact information

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