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15th August, 2023

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Bandra (East), Mumbai 400051.

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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: Press Releases related to Born Electric Vehicles

1. Mahindra Takes the Covers Off its "Vision Thar.e" – An All-New, Born Electric Avatar of the Iconic SUV;
2. Mahindra Collaborates with Music Maestro AR Rahman for Sonic Identity & Anthem "Le Chalaang" for its New Range of Born Electric Vehicles; and
3. Mahindra unveils a dynamic new visual identity for its new range of Born Electric Vehicles along with an Anthem "Le Chalaang" composed by AR Rahman

Please find enclosed the three Press Releases being issued by Mahindra Electric Automobiles Limited, a subsidiary of the Company on the captioned subject.

You are requested to kindly note the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above



Mahindra Takes the Covers Off its “Vision Thar.e” – An All-New, Born Electric Avatar of the Iconic SUV

- **Breakaway Design Philosophy:** Vision Thar.e represents a revolutionary leap in design, preserving the robust DNA of the iconic brand, and emphasizing the ‘explore the impossible’ philosophy.
- **Electric Innovation:** The Thar.e boldly strides into the future on the INGLO-born electric platform, equipped with a cutting-edge high-performance AWD electric powertrain.
- **Sustainability in Action:** Incorporating 50% recycled PET and recyclable uncoated plastics, Thar.e's construction showcases a sincere commitment to environmental stewardship.
- **Ingenious Engineering:** Featuring adaptable, modular, and swappable components, Thar.e reflects an innovative approach to electric SUV construction.

Cape Town, August 15, 2023: Mahindra Electric Automobiles Limited (MEAL), a subsidiary of Mahindra & Mahindra, the pioneer of the SUV segment in India, today unveiled the audacious “Vision Thar.e” at its signature Futurescape event in Cape Town, South Africa. The Thar.e is more than an electric evolution of the legendary off-roader; it's a daring, distinct design transformation that continues to embody the spirit of Mahindra's authentic SUV.

Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd. said, “*Vision Thar.e is a testament to innovation and a pioneering design philosophy that is uniquely Mahindra and distinctively global. Thar.e caters to the adventurer in all of us, craving exploration without compromise. Aligned with the global movement towards responsible consumption, our focus on sustainable materials resonates with the broader shift towards being planet positive, ensuring that Thar.e is both timeless and timely.*”

Pratap Bose, Chief Design Officer, Mahindra & Mahindra Ltd. said, “*Creating Vision Thar.e was about embracing a future that's bold and innovative. Our design forges a new path, standing as a testament to Mahindra's commitment to cutting-edge creativity and breakaway thinking. We have maintained the adventurous spirit and off-roading capability that is quintessentially Thar, but we have crafted a unique identity in the world of electric SUVs. This endeavor goes beyond creating another off-roader; it shapes a vision that represents a progressive step in automotive design, without losing sight of where we came from. Thar.e is our declaration of an exciting and responsible future.*”

Unique Elements:

The Thar.e's one-of-a-kind modular construction and adaptable components position it as a standout in the electric SUV field. This robust design philosophy aligns with the SUV's timeless appeal and confident presence, suited for any terrain.



Design – Key Features:

- **New Path in Design:** Thar.e's design forges its own innovative and distinctive trail. Yet it remains an authentic off-road SUV, maintaining the tenacity and exploration spirit of the brand.
- **Exterior Design:** The Thar.e exterior crafts a unique, formidable, and fresh vision. The crisp, geometric surfaces embody the robust 'explore the impossible' ethos, while innovative features like near-vertical windows maximize space and create a commanding presence.
- **Interior Design:** The interior blends minimalism with functionality, focusing on the essentials of off-road driving. Elements like a central pivoting screen, robust grab handles, and an uncluttered layout emphasize Thar.e's practicality for both urban and off-road adventurers.
- **Sustainable Composition:** With fabrics made of 50% recycled PET and a commitment to uncoated recyclable plastics, Thar.e aligns with a philosophy where simplicity serves sustainability.

Mahindra invites you to experience the future of electric mobility with Vision Thar.e, a true icon reimaged. Its fearless design, commitment to sustainability, and recognition of an enduring legacy make it a defining symbol of our time. Explore the Electric Revolution with Vision Thar.e, the Ultimate Off-Road SUV for the next generation.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federations 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>.

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Mahindra Collaborates with Music Maestro AR Rahman for Sonic Identity & Anthem “Le Chalaang” for its New Range of Born Electric Vehicles

- **A Symphony of Innovation:** Conceived in collaboration with Padma Bhushan and Academy Award-winning music composer AR Rahman, Mahindra's new sonic identity includes over 75 meticulously crafted sounds, like drive sounds and experience modes.
- **Groundbreaking collaboration:** Mahindra, HARMAN, and Dolby Laboratories Unite to Bring Immersive Dolby Atmos® Audio to Born Electric Vehicles.
- **Sensory Experience:** The electric SUVs will feature a factory of soundscapes, ranging from serene quietness to interactive sensual sound experiences, complemented by visual enhancements like active ambient lighting and high-resolution animations.
- **Embracing Sustainability:** The brand anthem embodies Mahindra's pursuit of sustainability and caring for the planet, resonating with the brand's commitment to innovation and excellence.

Cape Town, August 15, 2023: Mahindra Electric Automobiles Limited (MEAL), a subsidiary of Mahindra & Mahindra, a pioneer in the SUV segment in India, today unveiled a ground-breaking sonic identity in collaboration with Padma Bhushan and Academy Award winner AR Rahman, emphasizing meaningful human experiences through sound.

This new sonic identity showcases Mahindra's pursuit of sustainability and commitment to caring for the planet, highlighting the brand's connection between its Indian roots and ambitious global outreach. The sonic identity was unveiled along with Mahindra's new visual identity, for its new range of born electric vehicles.

The sonic identity extends far beyond the brand anthem, encompassing over 75 unique sounds tailored for various aspects of Mahindra's forthcoming all-new portfolio of global electric SUVs. These sounds include interior and exterior drive sounds, experience zone modes, infotainment cues, and functional signals such as seat-belt alerts and turn indicators. Each sound has been meticulously crafted to align with Mahindra's brand and connect with the customers through music and lifestyle.

Rajesh Jejurikar, Executive Director & CEO - Auto & Farm Sectors, Mahindra & Mahindra Ltd. said, *"We are delighted to have AR Rahman, a global music celebrity and Academy Awards winner, collaborate with us to create a sonic identity and brand anthem for Mahindra's forthcoming range of all-new Born Electric Vehicles. The sounds reflect a musical extravaganza that embodies our brand's heartbeat, values, and vision. The new sonic identity and brand anthem marks a significant step in connecting with our new age customers through the universal language of music."*

Music maestro AR Rahman said, *"When I see innovative electric vehicle designs abroad, I often wondered why India hadn't yet taken that leap. Collaborating with Mahindra changed that perception for me. Beyond their remarkable designs, they valued my insights on the sonic experience, emphasizing both empowering experience and the immersive feel of being in an eco-friendly, silent SUV at par with the best in the world. Our partnership goes beyond merely crafting sounds; it embodies the essence of an Indian*



innovation at par. While I've used instruments from Japan, America, and Europe, witnessing India emerge as a leader with pioneering innovations fills me with immense pride. In collaboration with Mahindra, our aim is to deliver a sonic experience that's both global and uniquely Indian – a sound that resonates with pride and celebrates India's significant transformation”

The sonic compositions were developed after Rahman spent time at Mahindra's testing facility in Kanchipuram, analyzing soundscapes of leading electric vehicles. The goal was to mix cutting-edge tech with a harmonious in-car experience, simulating vehicle sounds while keeping passengers attuned to their driving mode. This formed a harmonious blend that captivates the soul and complements visual enhancements such as active ambient lighting and high-resolution animations.

Dolby Atmos, renowned for its cinematic and lifelike sound quality, has now been ingeniously integrated into the driving experience with 360 degree surround sound solution from HARMAN. Mahindra has harnessed Dolby Atmos' advanced audio processing algorithms to deliver an unparalleled auditory journey within the confines of a tranquil car cabin. The electric SUVs will feature a factory of soundscapes, designed to create a multi-sensory experience that ranges from serene quietness to interactive, sensual sound experiences. These are complemented by visual enhancements such as active ambient lighting and high-resolution animations, forming a harmonious blend that captivates the soul.

This groundbreaking collaboration with HARMAN and Dolby Laboratories transports drivers and passengers into a three-dimensional audio environment, elevating the overall driving experience to new heights. Whether it is enjoying a favorite tune, engaging with precise navigation prompts, or immersing oneself in an enthralling podcast, Dolby Atmos adds layers of depth and realism. This innovative sonic identity transforms every journey into a personalized concert or private screening, defining a new era of auditory experience on the road.

Sustainability lies at the core of Mahindra's sonic compositions; each sound encapsulates the brand's commitment to the planet, resonating with its global intention towards innovation and excellence. Together, these elements enrich the driving experience and mark a significant leap in Mahindra's pursuit of a greener future.

With this initiative, Mahindra sets a significant milestone in automotive branding, reinforcing its commitment to innovation, sustainability, and global connection through the universal language of music and sound.

Link to the Mahindra Brand Anthem: <https://youtu.be/4ZwTJWa6ZLo>

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Mahindra unveils a dynamic new visual identity for its new range of Born Electric Vehicles along with an Anthem “Le Chalaang” composed by AR Rahman



MAHINDRA ELECTRIC
SUVs

#LeChalaang #TakeTheLeap

- Mahindra's Cutting-Edge Visual Identity for its new range of Born Electric Vehicles, a Symbol of Infinite Possibilities and a Nod to the Brand's Racing Heritage
- **A Symphony of Innovation:** The unveiling of the new visual identity is enhanced by a Brand Anthem Composed by Academy Award-Winning Composer AR Rahman, Adding Unique Sonic Significance to Mahindra's New Range of Born Electric Vehicles

Cape Town, August 15, 2023: Mahindra Electric Automobiles Limited (MEAL), a newly set-up subsidiary of Mahindra & Mahindra, pioneers of the SUV segment in India, today unveiled a powerful and distinctive new visual identity for its forthcoming range of Born Electric Vehicles.

Revealed at the Mahindra Futurescape in Cape Town, South Africa – a showcase of Mahindra's Go Global vision in Auto and Farm – the new visual identity was introduced for the first time on the 'Vision Thar.e'. Along with the unveiling of the new visual identity, Mahindra also launched an inspiring brand anthem and sonic identity. These were masterfully conceived in collaboration with music maestro and Padma Bhushan and Padma Shri recipient, AR Rahman, winner of Oscar, National Films, Academy Awards, Grammys, BAFTA, Golden Globe to name a few.

The new visual identity serves as a hallmark of quality and innovation for customers opting for electric vehicles. It symbolizes a blend of revolutionary engineering, cutting-edge technology, and environmental responsibility, offering a distinct and appealing option for those driven towards a sustainable future. It encapsulates Mahindra's ambition to lead in the electric vehicle revolution, providing a clear and unique value proposition for modern, eco-conscious consumers.

Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd., said, “*This new visual identity, symbolising Infinite Possibilities, is the proud embodiment of our Go Global vision, representing our exciting, energizing, and efficient range of electric vehicles where iconic design meets revolutionary engineering and intuitive technologies. In parallel, the new Anthem – “Le Chalaang” is a depiction of the new visual identity, creating a sonic representation to resonate with new-age customers who deeply care for the planet.*”

Pratap Bose, Chief Design Officer, Mahindra & Mahindra said, “*The new identity is a visual exploration of different dimensions, proudly showcasing our all-new global electric range. The new visual identity will address a global audience with its deep symbolism. The infinity sign represents the constant flow of energy; the racetrack denotes our racing pedigree and the exhilaration of*

performance, and the circularity indicates intelligent sustainability, which is powered equally by science and creativity towards a positive planet. This new identity is future-facing, sustainable, distinctive, and fun!"

Different Dimensions of the New Visual Identity:

- The infinity symbol – represents the constant flow of energy, the fluid synergy of the driver and the SUV in multisensory harmony.
- The racetrack - highlights the racing pedigree imprinted in Mahindra's DNA and the pursuit of exhilarating electrified performance.
- The circularity of intelligent sustainability – powered equally by science and creativity towards a positive planet.
- The Mahindra 'M' – rock-solid heritage reimagined for next-generation mobility.

The Brand Anthem:

Conceived in collaboration with music maestro AR Rahman, the Brand Anthem emphasizes the profound connection between music and the human experience. It defines the very concept of a “Chalaang” that symbolizes the spirit of Rise. With lyrics by Anvita Dutt Guptan (Hindi) and Kavingar Snehan (Tamil), the music is composed by AR Rahman, and sung by multiple award-winning artists, the Brand Anthem called “Le Chalaang”, represents the leap towards unleashing an electrifying future through a timeless exploration of new possibilities.

- **Lyrics:** Anvita Dutt Guptan (Hindi), Kavingar Snehan(Tamil)
- **Music:** A. R. Rahman
- **Singers:** Alexandra Joy, Simran, Ria (Hindi), Alexandra Joy and Rakshita Suresh (Tamil)
- **Anthem name:** Chalang

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