

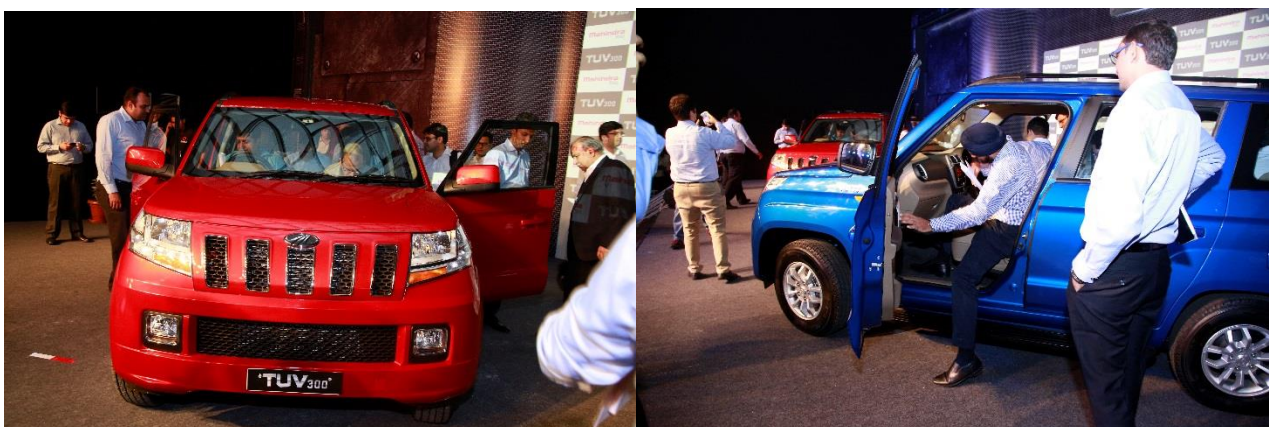
'TUV300' launch event - organised by M&M Investor Relations Team on 10th September 2015.

The M&M Investor Relations team had organised for the Analyst/Investor community, a visit to Mahindra Vehicle Manufacturers Ltd (MVML), Chakan, for the launch of the new compact SUV 'TUV300' on 10th September 2015.

The launch event was well represented with the participation of about 41 Senior Auto Analysts / Investment professionals and 3 out of 4 domestic Credit Rating Agencies. The event was hosted by Dr. Pawan Goenka – Executive Director, M&M Ltd.



The session started with a presentation on the Chakan Plant. At the launch event, Mr. Vivek Nayer, Chief Marketing Officer (Automotive), made a presentation on TUV300. This was followed by a Q&A session, wherein Dr. Pawan Goenka, Mr. Pravin Shah, President & Chief Executive, (Automotive) & Mr. Vivek Nayer answered queries related to TUV300 product.



The product was then unveiled to the visitors followed by a test drive session of the TUV300 where the visitors actually experienced and got a feel of the product.

TUV300 salient features:

Designed in-house and built on an all-new platform, the design of the TUV300 is inspired by a battle tank which gives it a tough, bold & stylish character. It inherits Mahindra's legendary tough and rugged DNA while its authentic "true-blue" SUV stance establishes its extraordinary road presence. Available at Mahindra dealerships across India with immediate effect, the TUV300 price starts at Rs. 6.90 lac (ex showroom Pune*) for the T4 variant. The TUV300 will be available in the following variants: T4 & T4+, T6, T6+ & T6+ autoSHIFT, T8 & T8 autoSHIFT.

For more information on TUV300 kindly visit the website: www.mahindratuv300.com

