

REF:NS:SEC:

12th September, 2016

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
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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: Mahindra launches the New Bolero with mHAWK^{D70} engine at an aggressive price of Rs. 6.59 lakhs

The New Bolero Power+ starts at an aggressive price of Rs. 6.59 lakhs (ex-showroom Navi Mumbai for SLE BS 4 variant excluding octroi & other levies)

Please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the above on record.

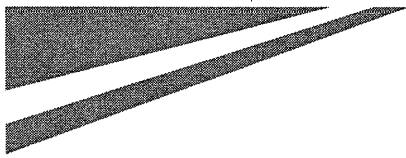
Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 **NARAYAN SHANKAR**
COMPANY SECRETARY

Encl: a/a

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Press Release

For Immediate Dissemination

Mahindra launches the New Bolero with mHAWK^{D70} engine at an aggressive price of Rs. 6.59 lakhs

The New Bolero Power+ starts at an aggressive price of Rs. 6.59 lakhs (ex-showroom Navi Mumbai for SLE BS 4 variant excluding octroi & other levies)

SYNOPSIS:

The new Bolero Power+ with the mHawk^{D70} engine:

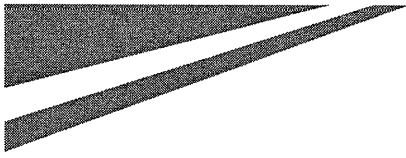
- ❖ **Delivers 13% more power:** The reliable mHawk^{D70} engine ensures a peppier drive with 52.5 kW (70 bhp) power and 195 Nm torque.
- ❖ **More mileage** - 5% more mileage
- ❖ **7 seater with better cushioning** – It has **the same interior space** as the current Bolero, offering 7 seats with better cushioning.
- ❖ **Better Maneuverability** – Now weave in and out of traffic and narrow lanes without much effort
- ❖ **Enhanced warranty** - 3 years or 1 Lakh kms whichever is earlier

September 12, 2016, Mumbai: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today unveiled - the New Bolero with the mHawk^{D70} engine. This has been christened – **The New Bolero Power+**

Its reliable mHAWK^{D70} engine delivers 13% more power and 5% more mileage over the existing Bolero. The New Bolero Power+ also offers a peppier drive and better maneuverability. At the same time, it comes with the same interior space to seat 7 people as in the existing Bolero.

The New Bolero Power+ with the mHawk^{D70} engine will be available in 3 variants – SLE, SLX & ZLX across Mahindra dealerships pan India starting today, at an aggressive price of Rs.6.59 lakhs (ex-showroom Navi Mumbai for SLE BS4 variant).

Speaking on the new launch Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra Ltd. said, "The Bolero has been India's No.1 SUV for 10 years in a row from 2005-06 to 2015-16 and the all New Bolero Power+ is an evolution of this powerful brand. In our endeavour to enhance the product value proposition, we have introduced the New Bolero Power+ with the mhawk^{D70} engine delivering more power, more mileage & a peppier drive. I am sure that the New Bolero Power+, with its overall better value proposition, will heighten its appeal not only amongst its core customers but also excite more buyers."



About the New Bolero Power+

Reliable mHawk^{D70} Engine

Powered by the reliable mHawk^{D70} engine from the proven mHawk engine family, the New Bolero Power+ offers 13% more power over the existing Bolero, delivering 52.5kW (70bhp) with a torque of 195 Nm and 5% higher mileage. This delivers a peppier drive along with the dependability of the mhawk^{D70} engine.

Better Maneuverability

The New Bolero Power+ is also more maneuverable making weaving in and out of traffic a breeze.

7 seater with better cushioning

The New Bolero Power+ has the same space as the existing Bolero and offers 7 seats with better cushioning to support your body contours.

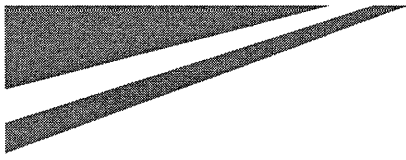
Styling

The New Bolero Power+ continues to have a bold SUV stance with its signature front grille and masculine bumpers, while the blue vision headlamps and the contemporary body decals add to its stylish and sporty looks. The interiors aptly accentuate the stylish exteriors with the dual tone interiors.

Technology features

The technology features include a digital instrument cluster, a Driver Information System (DIS), a voice messaging system and the fuel-saving Micro Hybrid technology on ZLX. This technology allows the vehicle to intelligently switch the engine into the standby mode, when not required – ensuring lower fuel consumption while being more environment-friendly too. The New Bolero Power+ also comes with an engine immobilizer which shuts down the engine if any key other than your key is used ensuring safety of the vehicle.

With all these and more, the New Bolero Power+ aggressively priced at Rs. 6.59 lakhs (*ex-showroom Navi Mumbai for SLE BS 4 variant excluding octroi & other levies*) is a much better value for money proposition.



About the Bolero

Since its launch in August 2000, the Bolero has evolved significantly, incorporating features and aesthetics in line with the changing lifestyle and aspirations of the Indian consumers over the years. This has resulted in the Bolero being India's highest selling SUV for 10 years in a row, since 2005-06. Today there are over 9 lakh Boleros on the road.

The brand's popularity is also visible in the online space. The Mahindra Bolero community on popular social networking site, Facebook, has almost 2 million fans sharing their adventures and experiences in their Boleros. The legacy of Bolero is far reaching. Bolero is also a preferred vehicle for the military and para military forces for years.

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 17.8 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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