

REF: NS: SEC:

29th August, 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
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: Intimation of Incorporation of a subsidiary company

With reference to the captioned subject, we would like to inform you that Bristlecone Limited, a subsidiary of the Company has informed today that they have incorporated a subsidiary viz. Bristlecone Middle East DMCC in Dubai, United Arab Emirates, on 18th July, 2016.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 are given in Annexure A to this letter.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: As above

Annexure A

Acquisition (including agreement to acquire):

Sr No	Details of Events that need to be provided	Information of such events(s)
a)	Name of the target entity, details in brief such as size, turnover etc.;	Bristlecone Middle East DMCC Authorised Capital: AED 50000, 50 Shares of AED 1000 each.
b)	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	Bristlecone Middle East DMCC is incorporated as a subsidiary (100%) of Bristlecone Ltd, which in turn is a subsidiary of Mahindra & Mahindra Limited. This initial subscription by the subsidiary mentioned above does not fall within related party transactions. The promoter/promoter group of the Company have no interest in the above entity save and except what is stated above.
c)	industry to which the entity being acquired belongs;	Information Technology Services
d)	objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the Company);	Bristlecone Middle East DMCC is incorporated to provide Business Consulting, Software Implementation and related support Services.
e)	brief details of any governmental or regulatory approvals required for the acquisition;	N.A.



f)	indicative time period for completion of the acquisition;	N.A.
g)	nature of consideration - whether cash consideration or share swap and details of the same	Cash
h)	cost of acquisition or the price at which the shares are acquired;	Bristlecone Ltd has 100% participation in Bristlecone Middle East DMCC amounting to AED 50000.
i)	percentage of shareholding / control acquired and / or number of shares acquired;	Bristlecone Ltd is a 100% shareholder of Bristlecone Middle East DMCC.
j)	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Bristlecone Middle East DMCC is incorporated to promote Business Consulting, Software Implementation and related support activities. Date of incorporation - 18 th July 2016

