



Mahindra & Mahindra Ltd.
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REF:NS:SEC:
28th December, 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.

Dear Sirs,

Sub: MAHINDRA ANNOUNCES NEW LEADERSHIP TEAM UNDER DR. PAWAN GOENKA

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


f NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Note

Mahindra announces new leadership team under Dr. Pawan Goenka

Regroups businesses under 3 sectors, Automotive, Farm Equipment and newly formed Agriculture Sectors

Rajan Wadhera appointed President, Automotive Sector, following Pravin Shah's retirement

Mumbai, December 28, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced a restructuring of its businesses under Dr. Pawan Goenka, Managing Director, M&M Ltd. The company formed a new sector, the Agriculture Sector. This is in addition to its two existing sectors, namely - Automotive and Farm Equipment Sectors.

The company has also announced the appointment of Mr. Rajan Wadhera as the incoming President of the Automotive Sector. Mr. Wadhera will take over from Pravin Shah, the current President & Chief Executive (Automotive) M&M Ltd, as he retires on March 31, 2017.

Subsequent to the restructuring announcement, the respective business heads have also been re-designated.

Accordingly, Rajesh Jejurikar will now be the President of the Farm Equipment Sector and Ashok Sharma, the President, of the Agriculture Sector. All three sector Presidents in their respective capacities will report to Dr. Pawan Goenka. All changes will be effective April 1, 2017.

Mahindra Trucks and Buses and the Construction Equipment businesses will now be an integral part of the Automotive Sector and will report to Mr. Rajan Wadhera.

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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Our Social Media Channels:

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Facebook - <https://www.facebook.com/MahindraRise>

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Automotive & Farm Equipment Sectors

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