

REF:NS:SEC:

6th October, 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 launches eSupro - India's 1st All Electric Cargo and Passenger Van

- Mahindra eSupro platform to have two zero emission variants - eSupro Cargo Van and eSupro Passenger Van
- Both the eSupro cargo and passenger vans have a range of 112 kms on a full charge, ideal for intra-city transportation
- Priced at Rs. 8.45 lacs for the cargo van & Rs. 8.75 lacs for the passenger variant (ex-showroom Delhi, post state subsidy and FAME incentives)**

Please find enclosed a Press Release issued by the Company.

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 below:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product	eSupro
b)	date of launch	October 6, 2016
c)	category of the product	Electric Cargo and Passenger Van
d)	whether caters to domestic/international market	The product is currently being launched in India.
e)	name of the countries in which the product is launched (in case of international)	N.A.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITEED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

Z:\Stock-Exchange\SE - Press Release - Mahindra launches eSupro (06.10.2016).docx

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CIN No. L65990MH1945PLC004558

Press Release

Mahindra launches eSupro - India's 1st All Electric Cargo and Passenger Van

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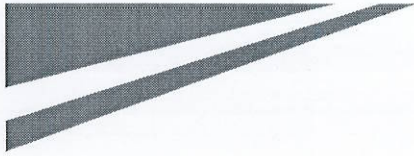
October 6, 2016, New Delhi: Mahindra & Mahindra Ltd (M&M Ltd), part of the USD 17.8 billion Mahindra Group, today announced the launch of eSupro – India's first zero emission, all electric cargo and passenger vans. The eSupro platform will usher in a whole new concept in cargo transportation and people movement, and will drive Mahindra's vision of Future of Mobility.

The eSupro platform will cater primarily to the B2B segment and would be available across Mahindra dealerships pan India with immediate effect.

Speaking at the eSupro launch, **Pravin Shah, President and Chief (Automotive), Mahindra & Mahindra Ltd.** said, "As one of the pioneers in integrated mobility solutions in India, it has always been our endeavor to make electric vehicles more accessible. The launch of eSupro will usher in a whole new concept in emission-free cargo transportation and people movement. Going forward, the eSupro will provide a much needed fillip to companies in the B2B and e-commerce segment."

He further added, "Today with our range of electric vehicles we can reach out to an entire spectrum of consumers across segments in people and goods movement. I am confident that the eSupro will effectively address issues such as increasing carbon footprint and reducing dependence on fossil fuels."

Arvind Mathew, Chief Executive Officer, Mahindra Electric, mentioned, "Owing to its host of commercial applications and its suitability for last mile connectivity, the eSupro platform is ideally suited for deployment in e-commerce, courier services and transportation companies for intra city use. Going forward zero emission vehicles will drive the Future of Mobility, reduce emission and build an ecosystem for electric mobility in India, at par with its foreign counterparts."



Charging the eSupro is as simple as charging a mobile phone. On a full charge, the Mahindra eSupro can travel for up to 112 kms (based on vehicle loading) and can achieve a top speed of 60 kmph. Powered by the latest electric drive train technology from Mahindra Electric, a high-torque electric motor and a direct drive transmission, the eSupro can effortlessly cruise through city traffic. The cargo and passenger vans are priced at Rs. 8.45 lacs & Rs. 8.75 lacs (ex-showroom Delhi, post state subsidy and FAME incentive)** respectively.

Mahindra & Mahindra has been one of the pioneers of electric vehicle technology in India, and its current range of product in this segment includes the e2o, eVerito and now the eSupro. All these vehicles embody Mahindra's vision of the 'Future of Mobility' which includes the framework of Green, Connected, Convenient and Cost Effective vehicle technology.

About the eSupro Range

Zero on Emissions: The eSupro van is a battery powered electric van, which makes it emission free and eco-friendly.

Direct Drive Transmission: Direct drive transmission with a single speed gearbox and sophisticated speed management of the motor allows you to cruise through traffic effortlessly without shifting gears.

Home Charging: Charging the eSupro is as simple as charging your mobile phone. Just plug it into a 15amp plug point and get a 0-100% charge in just 8 hours 45 mins*.

Electric Drive Motor: Exceptional power of 25kW & 90 Nm(Torque) makes your drive smooth with a top speed of 60kms/hr. On full charge this van can run 112 kms.

Regenerative Breaking: This revolutionary technology (First in India) charges eSupro's battery every time its brakes are applied, helping the van literally recover the energy it dispenses.

Unique Instrument Cluster: Stylish instrument cluster provides important information such as: Status of Charge (Battery), Distance to Empty (DTE), Speed, Gear Engaged, Total Running and efficiency.

Lithium Ion Batteries: The eSupro comes with a 72V battery pack of long-life, maintenance-free lithium-ion batteries.

Boost Mode: Added power to handle steep inclines with ease.

Revive R: Emergency feature gives 7kms of extra range once you are out of charge.



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:

Twitter - <https://twitter.com/MahindraRise>

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

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