

REF:NS:SEC:
27th April, 2016

Tel: +91 22 24901441
Fax: +91 22 24975081

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 the All New Big Bolero Pik-up, its Supreme Workhorse
Competitively priced at Rs. 6.30 lac (BS4 ex-showroom Pune)**

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	Big Bolero Pik-up
b)	date of launch	27 th April, 2016
c)	category of the product	The product belongs to the Pick-up category
d)	whether caters to domestic/ international market	The product can cater to India and India like markets
e)	name of the countries in which the product is launched (in case of international)	As of now it has been launched in the domestic market only

This is for your information.

Kindly acknowledge receipt.

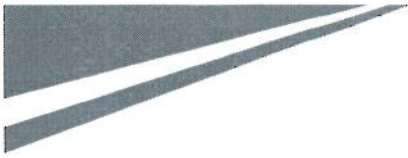
Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Mahindra Launches the All New Big Bolero Pik-up, its Supreme Workhorse

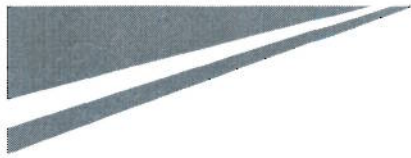
Competitively priced at Rs. 6.30 lac (BS4 ex-showroom Pune)

SYNOPSIS

The Big Bolero Pik-up has several best-in-class features, which make it a strong value proposition for potential customers:

- **Highest payload capacity in the category of 1,500 Kgs** – The Big Bolero Pik-up will be available in 2 variants – one with 1,250 kg payload and other with 1,500 kg payload
- **Biggest cargo body in the category** – Big Bolero Pik-up comes with a 2765 mm long (9 feet) cargo body which will allow customers to load bigger items
- **Superior Performance** – The Big Bolero Pik-up is powered by the proven MDI Turbo-charged engine that delivers 46.3 KW (63 HP) of Power and 195 Nm of Torque for the BS-3 variant and 52.2 KW (70 HP) of Power and 195 Nm of Torque for the BS-4 variant
- **Better Ergonomics & Driving Comfort** - It provides superior comfort through spacious ergonomically designed big cabin, sliding & reclining seats and power steering as a standard feature across all variants
- **New Looks & Interiors** – The Big Bolero Pik-up comes with the new facelifted exteriors and premium interiors with new instrument panel and colour theme
- **Greater Peace of Mind is guaranteed** through 3 years unlimited kilometers warranty on engine and driveline in the BS-3 variant and 1 year unlimited kilometers warranty in the BS-4 variant
- **Big on safety** with Engine immobilizer for BS-4 variants

April 27, 2016, Pune: Mahindra & Mahindra Ltd., the leader in the Indian pick-up segment, today announced the launch of the **Big Bolero Pik-up**, which offers superior value proposition to its customers. The Big Bolero Pik-up promises to raise the benchmark in the category with its class-leading cargo body length of 9 feet (2765 mm) and payload capacity of 1,500 kgs as well as its stylish looks and comfortable cabin. The Big Bolero Pik-up will retain the core values of the erstwhile Bolero Pik-up – its tough and rugged DNA, high earning potential and low maintenance and will be competitively priced at Rs. 6.15 lacs (BS-3 ex-showroom Pune) and Rs. 6.30 lacs (BS-4 ex-showroom Pune).



With a 69% market share (FY2016) in the pick-up segment, Mahindra has been the leader in the market and has launched many industry first products and technologies in the pick-up segment. These include the innovation of flat bed pick-ups, 4WD, CBC, introduction of the first micro hybrid technology, first AC pick-up, first CNG pick-up and a range of models to choose from, in the portfolio. The company gauged the need gap in the market for extra space in cargo and payload and provided the customers with the Big Bolero Pik-up. Designed to cater to the needs of stand operators, businessmen and traders the Big Bolero Pik-up will be available in 2 variants – offering payload capacities of 1,250 kgs and the industry-first 1,500 kgs. Further, as a supreme workhorse that aptly balances superior performance with low maintenance, the Big Bolero Pik-up will be powered by Mahindra's trusted and proven MDI Engine which has an output of 46.3 kW @ 3200 rpm (63 HP) for BSIII variant and 52.2 Kw @ 3200 rpm(70 HP) for BSIV variant. The Big Bolero Pik-up also boasts of a big ergonomically designed cabin, stylish interiors and power steering as a standard feature across all variants, making it an ideal work companion for customers.

Speaking on the launch, **Pravin Shah, President & Chief Executive (Automotive), Mahindra & Mahindra Ltd.** said, " Being the leader in the pick-up segment for over a decade, we have made our systems and processes robust to understand and address the evolving needs of our customers. Infact, we keep introducing new products and technologies at regular intervals to enable our customers to progress in life. The launch of the Big Bolero Pik-up with superior value proposition is a veritable step towards this direction. The big cargo box and high payload capacity, combined with the fuel efficient high performance engine will enable the customers to earn more, while the spacious and comfortable cabin will offer a fatigue free drive. With this launch, we have further upgraded our pick-up range to offer best-in-class value and efficiency to the customers."

The Big Bolero Pik-up will be manufactured at Mahindra's Kandivali Plant. In addition to the 1,250 Kg and 1,500 Kg variants, the Big Bolero Pik-up will also be available in CBC (Cowl Body chassis) variant which will help the customers to build the Cargo Body according to their need and application. The Big Bolero Pik-up has several best-in-class features, which makes it a strong value proposition for potential customers.

- Highest payload capacity of 1,500 Kgs in the category
- Biggest cargo body of 9 feet length in the category
- MDI Turbo-charged engine that delivers 46.3 KW (63 HP) of Power, 195 Nm of Torque for the BS-3 variants and 52.2 KW (70 HP) of Power, 195 Nm of Torque for the BS-4 variants
- Big ergonomically designed cabin, stylish interiors and power steering as a standard feature across all variants
- 3 years unlimited kilometers warranty for BS-3 variants, and 1 year unlimited kilometers warranty for BS-4 variants
- Engine immobilizer for BS-4 variants

About the Big Bolero Pik-up

Big on Style

The Big Bolero Pik-Up range with its attractive fascia with multi-reflector headlamps, the Mahindra signature grille and stylish metallic bumper is big on style. The strengthened fender extensions on the wheel arches give a macho look to the vehicle. It comes with superior paint quality due to the use of CED (Cathodic Electro Deposition) paint technology at Mahindra's Kandivali plant. This technology improves corrosion resistance, paint finish and gloss significantly. Its variants also have trendy dual tone interiors with a new elegant gear knob which enhances the appeal of the cabin.

Big on Cabin Comfort & Convenience

The Big Bolero Pik-up has been enhanced for better ergonomics and easy drive-ability with the introduction of power steering in even the base variant. Further, the low turning radius makes it ideally suited for city roads. It comes with bucket seats with slider, recliner and headrest which make the longest of journeys very comfortable. It has a magazine pocket, mobile holder and charging point for convenience. The vehicle also has washable floor mats, which help in keeping the cabin clean and it has an ELR (*Electronic Lock Retractor*) seat belts for both the driver's and co-driver's safety.

Big on Performance & Earnings

The Big Bolero Pik-up range offers power packed performance as it comes with a trusted and proven MDI Engine. With its 46.3 KW (63 HP) Power for BS-3 and 52.2 kw (70 HP) power for BS-4 and 195 Nm of Torque as well as robust build, the vehicle provides good fuel efficiency of 13 km per litre*. With a big cargo body – i.e., industry first 2765 mm (9 feet) length and class leading payload of 1,500kg, the Big Bolero Pik-up is a sure winner. Further its superior earning potential makes it a popular choice amongst customers.

Low on Maintenance

The range has a much lower operating and maintenance cost and requires an oil change only after every 10,000 kms and gear oil change after every 40,000 kms, resulting in higher earnings for customers. Not only this, it comes equipped with 3 years unlimited kms warranty. Spare parts are readily available and are extremely affordable.

Big on Range (wide range of variants to match each customer need)

The Mahindra Big Bolero Pik-up range comes in options of 2wd flat bed & CBC models. Bolero Pik-up also has a 4 WD variant which will be introduced in new looks and interiors shortly. This kind of range ensures that the customer is able to choose and buy the variant as per his application & need. All models in the range cater to different customer needs. For example, the CBC model can be used in the form of water tankers, refrigerated pickups, generator van, poultry vans, etc. The 4 wheel drive variant comes into play in hilly and muddy areas, where the terrain is difficult to negotiate and helps customers stay ahead. The largest selling Flat Bed model caters to the needs of small and medium class businessmen and market load operators alike by providing them with a larger load tray and powerful performance. We also have a CNG model in the range which not only gives great performance but also helps in building a cleaner environment.

Today, Mahindra has one of the widest network spread for sales and service support and the Big Bolero Pik-up customers can avail of it. In keeping with the company's customer centric initiatives, the company offers special finance and exchange offer to help its customers upgrade and provides accidental insurance benefit of

Rs. 10 lakh under its UDAY (CRM program) and a 45 minute express service QWIK to reduce the customer's turnaround time. The aim is to influence the customer's life positively and all these enable the customers to progress in life, while building a long-term relationship with brand Mahindra.

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 16.9 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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For further enquiries please contact:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com