

REF:NS:SEC:

11th April, 2018

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 Powerol launches first of its kind Gas Genset

- 6-cylinder 125 kVA Gas genset is India's First CPCB - II approved Gas Genset
- Zero particulate matter ensures negligible pollution
- Priced at Rs.9.5 Lakhs +taxes for Delhi market

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;	6-cylinder 125 kVA Gas Genset, India's First CPCB - II approved Gas Genset
b)	date of launch;	April 11, 2018
c)	category of the product;	Gas Genset
d)	whether caters to domestic/ international market;	Domestic Market only
e)	name of the countries in which the product is launched (in case of international)	Not Applicable

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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Delhi, April 11, 2018: Mahindra Powerol, a business unit of the USD 19 billion Mahindra Group, today announced its entry in the gas powered genset segment with the launch of its first CNG/NG genset in Delhi. The company launched a 6-cylinder 125 kVA Gas genset priced at Rs 9.5 Lakhs + taxes for the Delhi market.

This is India's first CPCB-II (Central Pollution Control Board Stage 2 Emission Norms) approved gas genset. Manufactured at the company's plant in Chakan, the zero-particulate matter in the genset will result in negligible pollution.

Speaking at the launch, **Hemant Sikka, President – CPO, Powerol & Spares Business, Mahindra & Mahindra Ltd. said**, "Today's launch is not only a testimony to Mahindra's commitment to a greener future, but is also intended to drive positive change in the society. I strongly believe that demand for these gas gensets is bound to increase, which will augur well for both citizens and businesses alike".

Mahindra's unique Gas Powered Gensets – One for the future

Gas gensets will have tremendous advantage over the diesel powered gensets as the operating cost of a gas Genset is 45% lower than diesel powered generators. In addition, the noise level is 4 dbA lower than a conventional genset.

These gensets will attract customers from **Delhi, Gujarat, NE States, Maharashtra as well as other cities where CNG/NG is easily available.**

Mahindra Powerol believes in its customer first philosophy and to achieve maximum customer satisfaction, it has one of the widest service networks comprising **more than 200 dealers with over 400 touch points nationally.**

The **centralized call centre team is on alert 24x7** and is well equipped to provide immediate support to customers. This team of experts can help to choose the most optimal and well-suited solution to help the customer in the least time possible.

Unique Features of Mahindra's Gas Powered Gensets

Water cooled Turbocharger

- This technology, used for the first time in gas gensets helps in achieving 0% power deration
- Makes the genset more compact

Low Noise emission

- Optimised design helps in reducing the noise by 4 dbA without any increase in genset size and additional silencer

Low exhaust emissions

- Zero emission of harmful particulate matter and smoke

- 35% lesser emissions of pollutants like NOx, HC and CO

Maximum fuel efficiency

- Electronically controlled air fuel ratio
- Closed loop lambda feedback system

Lowest Operating Cost

- Operating cost is 45% lower than that of conventional Gensets

About Mahindra Powerol

The company entered the field of power generation in 2001-02. Starting from FY 2002, the business has grown exponentially to become a Rs.1400 crore business in FY 2017-18. Today, engines from Mahindra Powerol power diesel generating sets from 5kVA to 320 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors across India and overseas.

Mahindra Powerol was awarded the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by the Union of Japanese Scientists & Engineers (JUSE) that recognizes businesses that have successfully implemented Total Quality Management (TQM). The company has also won various awards like Frost & Sullivan "Voice of Customer" award, Master Brand, Power Brand. It has also been declared a Super Brand. Besides Telecom, Mahindra Powerol DG sets are powering customers from a diverse cross-section of industries and segments like banks, buildings and Construction, Public Sector Units, hospitals, hotels, homes and manufacturing units in India and global markets.

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

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