

REF:NS:SEC:
23rd 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 its new range of High Power Diesel Generators

- Strengthen presence in higher kVA segment with its 400 kVA, 500 kVA & 625 kVA offerings
- Generators equipped with world class Perkins engines

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;	400/500/625 kVA Diesel Generators powered by Perkins® 2000 series engines
b)	date of launch;	April 23, 2018
c)	category of the product;	Diesel Generators
d)	whether caters to domestic/ international market;	Currently it caters to the 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

Mahindra Powerol launches its new range of High Power Diesel Generators

- Strengthen presence in higher kVA segment with its 400 kVA, 500 kVA & 625 kVA offerings
- Generators equipped with world class Perkins engines

Mumbai, April 23, 2018: Mahindra Powerol, a business unit of the USD19 billion Mahindra Group, today announced the extension of its higher kVA Diesel Generators (DG) range with the launch of the **400/500/625 kVA DG** powered by Perkins® 2000 series engines. Designed at its R&D hub at Mahindra Research Valley in Chennai and manufactured at its Chakan plant near Pune, this new range of Generator sets with 12.5 Litre to 18 litre Perkins engine is the latest addition to Mahindra Powerol's higher kVA product series.

Perkins® 2000 Series electronic engines are renowned in the market for their world class quality and efficiency. They are turbocharged and air-to-air charge cooled with certifications up to Euro Stage IIIA/U.S. EPA Tier 3 and to India's CPCB-II emissions standards. Developed from a proven heavy-duty industrial base, the engines offer superior performance and reliability. These engines are an ideal choice for customers looking at prime and standby power DG range of 400-625 kVA.

Speaking at the launch, **Hemant Sikka, President – CPO, Powerol & Spares Business, Mahindra & Mahindra said**, "At Powerol, our strategy is to strengthen our product offerings in the higher kVA range. With today's launch of 400/500/625 kVA Gensets, we now have top quality gensets from 5kVA to 625kVA. This gives us a great opportunity to grow in new segments and offer a wide and world-class range of gensets to our customers".

The smart DG with smart service

The new range of DG Sets is equipped with Mahindra's **unique DiGi-SENSE technology** which makes it a Smart DG. The performance of Smart DG sets can be monitored real-time remotely from anywhere, thereby improving the uptime of the DG Sets.

Primarily a service driven industry, the purchase decision of DG sets depends on service network and after sales service commitment. Mahindra Powerol DG sets are supported by **one of the widest service networks of more than 200 dealers with over 400 touch points nationally.**

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

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 625 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. Moreover, the brand has dominated the Indian telecom industry for the last 11 consecutive years.

Mahindra Powerol was awarded the prestigious Deming Prize in 2014, 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 overseas.

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

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