

REF:NS:SEC:
29th January, 2019

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 FURIO Truck with Unprecedented "More Profit or Truck back" Guarantee

Please find attached 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 is as under:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Mahindra Furio
b)	date of launch;	29 th January, 2019
c)	category of the product;	Furio is a range of Intermediate Commercial Vehicles trucks from Mahindra
d)	whether caters to domestic/ international market;	Domestic market
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 Launches FURIO Truck with Unprecedented “More Profit or Truck back” Guarantee

Furio Marks Mahindra’s Entry into the ICV segment

Prices start at Rs 17.45 lacs for FURIO12, 19ft HSD variant and Rs. 18.10 lacs for FURIO14, 19ft HSD variant (ex-showroom, Pune)

- ◆ FURIO range of ICVs offer first time ever, Profit guarantee in highly competitive Indian CV industry
- ◆ Tops it up with a 5 years/ 5 lakh kms free AMC along with 5 years / 5 Lakh kms transferrable warranty, a first in the Indian CV Industry
- ◆ Mahindra FURIO ICV range has been developed with an investment of **Rs. 600 crores**
- ◆ Powered by the super-efficient, light weight, low friction **MDI Tech** engine, with popular FuelSmart technology offering, in a way, 3-engines-in-1 truck
- ◆ Rigorously tested for over **30 lakh kms across various terrains in India**
- ◆ To be manufactured at Mahindra’s world class facility in Chakan
- ◆ Designed by Pininfarina for Indian road conditions, FURIO to set new benchmarks in world class design and engineering excellence with one of the safest, most ergonomic and comfortable cabins
- ◆ FURIO range will be showcased through ‘Industry First’ immersive VR experience to customers, drivers and other stakeholders
- ◆ To be supported by an ever growing and wide service and spares network comprising over 100 **3S dealerships, 184 authorized service centers, 2,900** roadside assistance points, a spares network of **1,600** retail outlets and **37** strategically located **Parts Plazas**

Mumbai, January 29, 2019: Mahindra’s Truck and Bus Division (MTB), a part of the USD 20.7 billion Mahindra Group, today announced the commercial launch of the FURIO, its brand-new range of Intermediate Commercial Vehicles (ICVs) with an unprecedented guarantee of More Profit or Truck Back.

FURIO marks the company’s entry into the ICV segment and is set to make Mahindra a full range commercial vehicle player. To be available across India from today, FURIO prices start at Rs 17.45 lacs for the FURIO12 19ft HSD variant and Rs.18.10 lacs for the FURIO14 19ft HSD variant (ex-showroom Pune).

Mahindra FURIO is the culmination of focused efforts over the past 4 years from more than 500 Mahindra engineers and 180 suppliers with an investment of Rs. 600 crores. It is notable that earlier MTB had introduced its BLAZO range of Heavy Commercial Vehicles with the hugely successful and popular ‘Mileage Guarantee’, which subsequently helped double its market share.

Speaking on the occasion, **Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd said**, “The launch of the new FURIO range of ICV trucks with an unprecedented customer value proposition of “Get More Profit or Give the Truck Back”, is a unique and pioneering

promise, which reflects our serious commitment to the segment and confidence in our product. It is also an outcome of substantial investments in the CV business. Today we are probably the first and possibly the only CV brand in the world to have an end-to-end presence from 3 wheelers to 49 T truck. With Pininfarina design, the FURIO is set to be a game changer for us and perhaps for the industry, giving the new truck one of the safest, most ergonomic and comfortable cabins that will set new standards.”

Speaking at the launch of the ICV range, **Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.**, said, “The ICV category is highly competitive making the entry of a new player seem difficult. However we are confident of making our mark with an unprecedented Customer Value Proposition, focusing on maximizing earnings and ensuring the peace of mind of our customers. Our strong technological acumen and ability to gather and process customer insights have helped us devise category best products. With the launch of the Mahindra FURIO, with guaranteed higher profit, I am confident that the ICV segment will never be the same again.”

According to, **Vinod Sahay, CEO, Mahindra Truck and Bus and Construction Equipment Divisions, Mahindra & Mahindra Ltd.**, “Mahindra FURIO is designed around the unaddressed needs of ICV customers. They have been longing for a truck that can deliver higher earnings, lower Total Cost of Ownership (TCO), the highest warranty, lowest maintenance and yet have world class, no-compromise safety and comfort, all in one truck. Mahindra FURIO, with its unmatched package of customer value propositions and a very competitive initial price offer, is precisely that. We are confident enough to guarantee higher profits or take the truck back and that in itself is a defining moment for the industry”

FURIO not only offers best-in-class mileage, the highest Payload, lowest TCO with rugged aggregates but also ensures best-in-class Safety and Comfort in a segment which has the maximum high-speed applications among all CV segments in India. It also comes with the first time ever 5 years/ 5 lakhs kms free maintenance guarantee (free AMC) and 5 years / 5 lakhs km transferrable warranty.

About the FURIO

FURIO will improve the operating economics of customers through its highest payload capacity, best-in-class mileage, lowest maintenance costs and better engine power management across different load and road conditions. Keeping this in mind, the new Mahindra **MDI Tech** FURIO Engine is equipped with the patented Mahindra FuelSmart technology to optimize fuel consumption. The highlight of this technology is the multimode switches to optimize fuel consumption and engine power availability as per load and road conditions. Apart from this, the MDI Tech engine is light weight, and low friction to further enhance its efficiency. It also offers high torque at low RPMs leading to higher performance in both inter-city and intra-city traffic conditions.

FURIO is built with rugged and durable aggregates for longer vehicle life, at the same time offering Highest Payload in the entire segment to carry more and earn more.

The Pininfarina designed FURIO is set to be a game changer for MTB and for the industry, giving the new truck the safest, most ergonomic and comfortable cabin that will set new standards. Apart from being the most profitable truck by virtue of its best-in-class Fuel efficiency, lowest TCO and highest payload, the brand new FURIO also comes with many thoughtful features built around the truck driver to provide more comfort and also enhance safety and productivity. The walk-through cabin with flat driver resting seat is an example of the intelligent use of cabin space. It also entails the provision of storage facility as standard OE fitment and provision for seating 3 persons including the driver. To top this, the brand new FURIO also

features a sleeper berth in a day cabin – this is an industry first. FURIO also comes with some more industry first features such as cornering lamps for better night driving visibility, 10 bar pressure bigger brakes for safest braking and standard radial tyres which lead to better safety as well as further improvements in fuel efficiency.

With the expertise of Pininfarina, the FURIO cabin is also designed in a manner which has much better air flow inside the cabin and a lower rake angle which ensures the lowest cabin temperature. This results in a much cooler cabin (at least 5 degree cooler than other ICVs) which improves driver's and co-driver's comfort while driving in hot Indian tropical weather conditions even in a non-ac mode. This along with a cabin which has at least 10% more passenger space than any other cabin in the class makes driving the FURIO a delightful experience which customers and drivers have not yet experienced in this segment.

Last but not the least, FURIO will be showcased to customers, drivers and other stakeholders through Immersive Virtual Reality (VR) experience. This will be an Industry-first initiative, of showcasing the unique features, advantages and benefits of the product using the innovative, 360 degree immersive VR technology thereby imparting a delightful, consultative and consistent product demonstration experience.

Please use the following hashtags/handles for social media updates:

#Mahindratrukbus
@MahindraTrukBus
@MahindraRise

Awards and Accolades

Right from its inception, Mahindra Truck and Bus, has been pushing the envelope to redefine the ways of trucking business and commercial vehicle industry in India, as a challenger brand. These include the world class truck series, Mahindra BLAZO, the pioneering and unmatched mileage superiority guarantee, multiple guarantees on after-sales service or spares availability and a comprehensive insurance package, MCOVER, to ensure uninterrupted uptime and complete peace of mind for its customers. To top it all, MTB also boasts of the lowest total cost of ownership to ensure higher savings and earnings for trucking customers.

Under the overarching umbrella of the brand philosophy of RISE, MTB has pioneered several initiatives meant for driving positive change in the transport ecosystem. The Mahindra Transport Excellence Awards have emerged as the Oscars of Indian Transport, recognizing and rewarding outperformance amongst multiple stakeholders. The MPOWER management development program series in conjunction with prestigious IIM, Ahmedabad is aimed at encouraging the next-gen of transporters to take forward their family business with their own vision, empowered by the knowledge gained at IIM, Ahmedabad. The Saarthi Abhiyaan CSR initiatives has rewarded thousands of daughters of truck drivers with a scholarship, to help them chase their dreams!

All these have ensured several awards and accolades for the brand. Be it the prestigious **CV-Apollo Awards** for outperforming products like BLAZO, the **Best Technology Innovation award** for FUELSMART Technology by IATIA, the **ABP News Brand Excellence Award**, **Economic Times Promising Brand Award**, **White Page International - India's Most Admired Truck Brand & Inspirational Business Leader award**, **AIMA Award for Breakthrough Innovations**, **Best Innovation Award** from **World Auto Forum**, or the recent

award for **Most Consistent Excellence in Digital Publishing at the 9th India Digital Awards of IAMAI**, recognition has been pouring in, during the brief 9-year journey of the brand.

About Mahindra Truck and Bus

Mahindra Truck and Bus Division, a division of the US \$20.7 billion Mahindra Group that provides an entire line of integrated trucking solutions. The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. With high performance vehicles, agile after sales service, extended warranty and several other brand benefits, Mahindra has set a new benchmark in the Indian Trucking industry.

Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect. The HCV product range has been engineered for Indian requirements with the underlying philosophy of; 'Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division has already reached over 45,000 HCV trucks on the Indian roads. The company is in process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GVW, with variants that meet the varying needs of cargo and specialized load applications. The new range of medium and heavy commercial vehicle is being manufactured at the new green field plant at Chakan. The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4,000 crore and is producing other Mahindra products as well. This helps the Mahindra Group to leverage the benefits of synergies of an integrated manufacturing facility. The company offers 6 Years or 6 lakh km Transferable Warranty on its HCV Range, which is an industry first. It also offers a very cost-effective AMC, lowest cost of ownership and a powerful insurance package, MCOVER.

In the LCV segment, Mahindra Truck and Bus Division has a market share of 9.4%. It is all set to further strengthen its position all across India with over 1,85,000 vehicles already on the roads. The entire range of LCV Load vehicles and Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad. Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes over 100 3S dealerships, 184 authorized service centers, 37 M-Parts Plazas and 2900 roadside assistance points and spares network of more than 1600 retail outlets to further improve the reach and support for customers on important trucking routes. The company also boasts of India's first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahindralcv.com.

About Mahindra

The Mahindra Group is a USD 20.7 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 has 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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

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