

REF:NS:SEC:

19th December, 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.

Sub: Mahindra's much-awaited SUV, the S201 is christened XUV300

Key Highlights:

- Offers a comprehensive package of
(1) Head-turning, Cheetah-inspired Design (2) 'Fun-to-drive' Performance
(3) First-in-class Hi-Tech Features (4) Best-in-class Safety (5) Class-defining Interiors
- Available in both Petrol & Diesel versions
- To be launched in 1st half of February 2019

The Company today unveiled the brand name of its highly-anticipated new offering, code-named S201, as the XUV300 (pronounced as XUV, 3 double 'Oh').

No product is being currently launched but the Company is voluntarily furnishing details in this regard as per clause 3.2 of Para B of the SEBI Circular No. CIR/CFD/CMD/ 4/2015 dated 9th September, 2015 read with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, in Annexure A to this letter.

Please also find enclosed a Press Release issued in this regard.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

Annexure A

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Mahindra XUV300
b)	date of launch;	As announced in the press release, the launch is scheduled in the 1 st half of February 2019
c)	category of the product;	This is a compact SUV
d)	whether caters to domestic/ international market;	Product is not yet launched in India, hence this is not applicable
e)	name of the countries in which the product is launched (in case of international)	Not Applicable



Mahindra's much-awaited SUV, the S201 is christened XUV300



Head-turning, Cheetah-inspired Design



Class-defining, Premium Interiors

Key Highlights:

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Mumbai, December 19, 2018: Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today unveiled the brand name of its highly-anticipated new offering, code-named S201, as the XUV300 (pronounced as XUV, 3 double 'Oh').

The XUV300 shares its platform with the SsangYong Tivoli which is a globally successful product that has sold over 260,000 vehicles in 50+ countries since its launch in 2015. The Tivoli has also received multiple safety and ergonomic awards including a Grade 1 (highest) safety award from the 2015 KNCAP (Korean New Car Assessment Program), automotive safety test.

The XUV300 carries forward the characteristics of the XUV500 with its cheetah-inspired design, cheetah-like agility, thrilling performance and advanced technology features. The XUV300's headlamps integrate with the fog lamps forming a Cheetah-like tear-duct, while the pronounced wheel arches are inspired from the muscular haunches of the Cheetah. Its modern grille, sculpted bonnet, pronounced shoulder & body lines along with an elevated stance, give the XUV300 a bold and charismatic road presence. In addition, its dual LED DRLs and bold LED tail lamps, create an indelible visual signature.

Speaking at the name reveal, Dr. Pawan Goenka, Managing Director, M&M Ltd. said "The XUV300 is our latest offering in the next generation of aspirational Mahindra vehicles, after the Marazzo and the Alturas G4. Our new breed of vehicles are products of engineering excellence, offer high refinement and are built on global platforms. XUV500 enjoys huge equity in consumers' minds and now with the XUV300, the XUV brand will evolve into a family of vehicles that stands for sophistication with performance."

Rajan Wadhera, President Automotive Sector, M&M Ltd. said "The XUV300 is an all-new product that is built on a global platform and comes with many segment firsts. The XUV300's head-turning, cheetah-inspired design, 'fun-to-drive' performance, first-in-class hi-tech features, best-in-class safety and class-defining interiors, make it an exciting & comprehensive package that will find a strong connect and appeal among consumers. We will offer the XUV300 in both petrol and diesel options."

The XUV300 will be manufactured at the company's manufacturing facility at Nasik, in Maharashtra and will be launched in the 1st half of February 2019.

Social Media Addresses for Mahindra XUV300:

- **Brand website** - www.mahindraXUV300.com
- **Facebook** – @mahindraxuv300.official
- **Twitter** – @Mahindra_XUV300
- **Instagram** – @mahindraxuv300
- **Hashtags** - #MahindraXUV300

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 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, defense, 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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