

REF:NS:SEC:
15th November, 2018

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Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
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Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
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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: Classic Legends ushers in next gen Jawa Motorcycles

The Company on 15th November, 2018, has been informed by its subsidiary viz. Classic Legends Private Limited ("CLPL") on the launch of Jawa, Jawa forty two and Jawa Perak Motorcycles under the "Jawa" brand by CLPL. The Company is voluntarily furnishing details in this regard 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 as under:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such events(s)
a)	name of the product;	Jawa, Jawa forty two and Jawa Perak motorcycles under the "Jawa" brand
b)	date of launch;	15 th November, 2018
c)	category of the product;	Motorcycle
d)	whether caters to domestic/ international market;	Domestic market
e)	name of the countries in which the product is launched (in case of international)	None

Further, a Press Release issued by CLPL in this regard is also enclosed.

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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PRESS RELEASE

Classic Legends ushers in next gen Jawa Motorcycles

The all-new range of Jawa Motorcycles: Jawa and Jawa *forty two* launched in India

Global Legend. Iconic Brand. Reborn.

Mumbai, November 15th, 2018: Classic Legends Pvt Ltd is proud to announce the start of a new chapter in the story of a distinctive silhouette in motorcycling, that of Jawa Motorcycles, with the launch of two brand new motorcycles in India.

The **Jawa** and **Jawa *forty two*** break cover as the brand's new torchbearers, bringing back the classic appeal of Jawa with a retro-cool twist. These modern machines have the authentic Jawa character that balances performance, capability and quality. An all-new 293cc, liquid cooled, single cylinder, DOHC engine nestled within a double cradle chassis is tuned to bring out the classic riding thrills, making the new Jawa a true modern classic.

The Jawa and Jawa *forty two* are priced at **INR 1,64,000** and **INR 1,55,000** respectively and the booking will begin online at www.jawamotorcycles.com from 15th of November 2018.

The company also unveiled the factory custom **Jawa Perak**, powered by a 334cc, liquid cooled, single cylinder, DOHC engine which develops 30bhp and 31nm of torque. The Perak is priced at **INR 1,89,000**, and the booking will open at a subsequent date.

Mr. Anand Mahindra, Chairman, Mahindra Group said, *"It's rare to get an opportunity to resurrect a legend. Jawa is an authentic and iconic brand that represents the desire and yearning in all of us for freedom and adventure."*

Mr. Anupam Thareja, Founder, Classic Legends Pvt Ltd. and Founder and Managing Partner, Phi Capital, said, *'Jawa Motorcycles has enjoyed a huge fan following and generations have relished riding these iconic motorcycles. Modern classics are becoming more and more popular since people today are looking for character, style and fun. We are excited about the new Jawa Motorcycles that we have unveiled here today.'*

Mr. Boman Irani, Chairman & Managing Director, Rustomjee Group said, *'It is a proud moment for me and my family that Jawa Motorcycles is making a comeback. The brand was first introduced in the country by my father and went on to define an era that not just pervaded a motorcycle cult but also popular culture & cinema that got the nation together. We are certain that Jawa will receive as much love as it had got in the past and will appeal to the seasoned motorcycles aficionados and the millennials alike.'*

Mr. Ashish Joshi, Chief Executive Officer, Classic Legends Pvt. Ltd. said, *"It is indeed a historic moment and we are happy to bring Jawa back in India. This seems like the right timing to have come up with this range of motorcycles, as the Indian premium motorcycle market is not only growing but also evolving in consumer tastes and preferences. We are quite upbeat to offer these classics to the motorcycle enthusiasts in the country."*

The new Jawa model line-up for India



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Both Jawa models have been designed and developed from scratch keeping in mind the distinctive character, unique sound, styling and riding experience. The new Jawa and Jawa *forty two* are tuned as retro and modern classics respectively for today's discerning riders.

Every element, right from the beautifully sculpted engine, an all new chassis and suspension combination and timeless design has been carefully honed for an exhilarating riding experience. The Jawa and Jawa *forty two* are infused with modern technology, advanced safety delivering enhanced riding confidence, while maintaining their authentic Jawa style and classic charm.

Jawa & Jawa *forty two*:

Jawa: The timeless style and iconic character of the original Jawa is reborn in this new Jawa. With an evolutionary aesthetic that retains the authenticity and familiarity of the past – classy, elegant, sophisticated, majestic - this one is tuned for the legacy seekers. The Jawa in its form and function is the quintessential classic with old world character and truly modern performance.

Jawa *forty two*: This is the classic that breaks boundaries and experiments. With quirkiness in its design and unconventional traits the *forty two* is a - toned, muscled, sporty, aggressive version of a classic if there was ever to be one! The *forty two* is meant to appeal to the heart as well as the head.

New Jawa Engine: The 293cc liquid cooled, single cylinder DOHC engine

With a 293cc liquid cooled, single cylinder, DOHC engine, built from the ground up in collaboration with the best of Italian engineering, it is going to be an all new, and at the same time, a classic Jawa experience. It packs 27 bhp and 28 Nm of torque with a generous mid-range and a flat torque curve for an unwavering, consistently powered ride. But at the core of its heart and along the length of its classic lines and with every beat of its signature twin exhaust, it is unmistakably the Jawa you will love. The engine platform is built ready for the BS6 norms.

The Unique Sound:

Sound is a signature trigger for emotions and especially true for motorcycles. The quest for the new 4-stroke Jawa sound took us to Verona, Italy, where a duo of maverick sound engineers, walked with us through all stages right from the origin of the Jawa sound through countless cycles of harmonic pipe combinations and multiple other permutations to discover a sound that was worthy of the new Jawa.

The Design Philosophy:

We had two options: start from the point where it ended. Or start where it would have gone had it not ended when it did. From a design perspective, it's got that golden ratio that transcends through time. With the lines you can recognise it's a Jawa. Our new Jawa and Jawa *forty two* take the legendary story to the next chapter - without losing the original character of the Jawa. Today's Jawa connects you to the legacy of over 90 years, and it is built with everything that comes with modern engineering. We made sure that a Jawa retains all that is great about the name. One still gets the breath-taking looks on a bike that is dependable enough for everyday use as well as easy and fun to ride just like the old times.

The Jawa has been one of the most sought-after motorcycles among the icons of Indian cinema from the 70s through the 90s and can be seen burning the tarmac in some legendary movies. The Jawa brings about the quintessential pedigree of class, style and attitude.

About Classic Legends Pvt. Ltd.

Classic Legends Pvt. Ltd. is an Indian company established a couple of years ago, to re-introduce iconic marquee motorcycle brands in the market. Classic Legends aims to become India's first true lifestyle company and provide opportunities to consumers to relive the heritage of classic brands by co-creating exciting product and service offerings along with the motorcycling ecosystem.

Jawa is a motorcycle brand from Czech Republic, erstwhile Czechoslovakia, with a 90-year legacy, which in its heydays exported classic, well-engineered and rugged motorcycles to more than 120 countries. It entered the Indian markets in the early 1960's. The twin aspects of Jawa motorcycles - its beautiful design and strong performance character helped it not only to win hearts but also win many world titles.



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From its marquee brands portfolio, Classic Legends is currently bringing alive the Jawa, not simply as a brand but a way of life. Classic Legends has leveraged the best of its partner capabilities in design and engineering along with the global expertise, to launch products that capture the DNA and ethos, of the original Jawa.

Website Link: <https://www.jawamotorcycles.com/>

Facebook Link: <https://www.facebook.com/jawamotorcycles/>

Twitter Link: <https://twitter.com/jawamotorcycles>

Instagram Link: <https://instagram.com/jawamotorcycles>

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