

REF:NS:SEC:
2nd October, 2020

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 Commemorates its 75th Anniversary Launches the All-New Thar at Attractive Prices - AX series price starts at ₹ 9.80 Lakh (Ex-showroom Price, All India); LX series price starts at ₹ 12.49 Lakh (Ex-showroom Price, All India)

This is in furtherance to our letter dated 15th August, 2020, regarding unveiling of the All New Thar. Please find enclosed the Press Release on the "All - New Thar" issued by the Company on the captioned subject, which has been launched today.

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;	All-New Thar
b)	Date of launch;	October 2, 2020
c)	Category of the product;	Sports Utility Vehicle
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

Press Release

Mahindra Commemorates its 75th Anniversary Launches the All-New Thar at Attractive Prices

AX series price starts at ₹ 9.80 Lakh (Ex-showroom Price, All India)

LX series price starts at ₹ 12.49 Lakh (Ex-showroom Price, All India)

- To book the All-New Thar, customers can either log on to <https://auto.mahindra.com/buy/book-online?mgc=THRN> or contact their nearest Mahindra dealership
- Test Drives for the All-New Thar will start in phases across the country
- Deliveries of the All-New Thar to commence from November 1, 2020

Mumbai, October 2, 2020: Mahindra & Mahindra Ltd, a part of the USD 19.4 billion Mahindra Group, today launched the All-New Thar, the most eagerly awaited, legendary SUV, on the very day that the Mahindra Group celebrates its 75th anniversary. In its all-new avatar the Thar will be available in two trims, namely AX & LX, with prices starting at ₹ 9.80 Lakh for AX series and ₹ 12.49 Lakh for LX series (Ex-showroom Price, All India).*

Within the All-New Thar's classic silhouette lies its **contemporary styling**, a quantum leap in terms of **performance, everyday comfort & convenience, technology and safety**. It will not only attract die-hard Thar enthusiasts, but also appeal to all those who have always dreamt of owning an iconic vehicle, with all the bells and whistles of a contemporary SUV.

The All-New Thar has the following exciting features:

- All-New BS-6 compliant Engine options: The 2.0 litre mStallion TGD i Petrol engine and the 2.2 litre mHawk Diesel engine
- The All-New Thar is offered with a choice of 6 Speed Automatic Transmission or a 6 Speed Manual Transmission both mated to an authentic 4x4 Transfer case with Low Range
- The All-New Thar offers a variety of top options, for the first time. It is available with a Convertible Top or a Hard Top or Soft Top
- All-new Seating options: 4 front-facing seats & 2+4 side-facing seats
- All-new Technology Features: Drizzle resistant 17.7 cm touchscreen infotainment system, cruise control, adventure statistics display and a whole lot more
- All-new Comfort and Convenience Features: Sporty front seats, roof-mounted speakers and lots more
- New Safety Features: ABS + EBD, Dual airbags, ESP with rollover mitigation, Hill-hold and hill descent control and a whole lot more

Booking for the All-New Thar open from today, October 2, 2020 and customers will have the option to book it by either logging on to <https://auto.mahindra.com/buy/book-online?mgc=THRN> or contacting their nearest dealerships. The All-New Thar can be booked with an initial payment of ₹. 21,000 and customers will have a plethora of options to choose from in terms of a wide range variants, colours and customization options.

*Detailed pricing table is in page no. 3

Speaking at the launch of the All-New Thar, **Dr. Pawan Goenka, MD & CEO, Mahindra & Mahindra Ltd.** said, “Over the years, the Thar has been a part of Mahindra’s rich history and has found its way into the hearts of many as an object of desire. On the occasion of the Group’s 75th anniversary, we have written another chapter in its glorious history. In its all new avatar, the Thar is a notch higher in its timeless appeal, owing to its ability of being as comfortable on paved roads, as it has always been off-road. We are confident that the Thar tribe will grow stronger as a new set of customers come into its fore, in addition to the traditionalists”.

On this occasion Dr. Pawan Goenka also unveiled ‘Timeless Mahindra’ – a coffee table book that illustrates the journey of this iconic brand.

According to **Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd.**, “Brand Mahindra is tough, edgy, and unique and the All-New Thar is its flagship brand. It embodies the value of Exploring the Impossible with a greater level of refinement and sophistication. Since its unveil, the response has been phenomenal, clearly proving to be one of the most awaited launches this year. We believe our attractive pricing will appeal to the adventure lovers as also to the urban lifestyle seekers.”

The unveil of the All-New Thar trended nationwide amongst the top 3 with over 500K searches on August 15, 2020 (Source: <https://trends.google.com/trends/trendingsearches/daily?geo=IN>). To put some numbers, the All-New Thar also saw over 15 Lakh website visitors and an overall digital reach of over 2.9 Crore.

Veejay Nakra, CEO – Automotive Division, M&M Ltd. said, “We are happy to announce the opening of bookings for this eagerly awaited, iconic SUV on the day of Mahindra Group’s 75th anniversary. The test drive for the All-New Thar will start in phases and the deliveries will commence from November 1, 2020. It has been a labour of love for everyone at Mahindra and we are confident that it will make a lasting imprint as India’s most desirable, yet affordable SUV.”

Test drives for the All-New Thar will begin in phases, starting with 18 cities from today. The company will add 100 more cities on October 10, 2020 and test drives for the rest of the county will be available from October 15, 2020. For more details and updates on test drives customers can visit <https://auto.mahindra.com/test-drive?brand=thar>. The deliveries for the All-New Thar will commence on November 1, 2020.

Designed and engineered in India and manufactured out of Mahindra’s Nashik Plant, the All-New Thar will be available in six colours, namely - Red Rage, Mystic Copper, Galaxy Grey, Napoli Black, Rocky Beige and Aquamarine.

All-New Thar – Variant-Wise Prices

Price for AX series starts at ₹ 9.80 Lakh (Ex-showroom Price, All India)

4WD Manual Transmission			Ex-Showroom Price, All India
AX	Petrol	Std 6-Seater Soft Top	₹ 9.80 Lakh
		6-Seater Soft Top	₹ 10.65 Lakh
	Diesel	6-Seater Soft Top	₹ 10.85 Lakh
AX OPT	Petrol	4-Seater Convertible Top	₹ 11.90 Lakh
	Diesel	4-Seater Convertible Top	₹ 12.10 Lakh
		4-Seater Hard Top	₹ 12.20 Lakh

Price for LX series starts at ₹ 12.49 Lakh (Ex-showroom Price, All India)

4WD Manual Transmission			Ex-Showroom Price, All India
LX	Petrol	4-Seater Hard Top	₹ 12.49 Lakh
	Diesel	4-Seater Convertible Top	₹ 12.85 Lakh
		4-Seater Hard Top	₹ 12.95 Lakh

4WD Automatic Transmission			Ex-Showroom Price, All India
LX	Petrol	4-Seater Convertible Top	₹ 13.45 Lakh
		4-Seater Hard Top	₹ 13.55 Lakh
	Diesel	4-Seater Convertible Top	₹ 13.65 Lakh
		4-Seater Hard Top	₹ 13.75 Lakh

About the All-New Thar

Evolution of an Iconic Design

The All-New Thar stays true to the iconic 2-door silhouette but adds purposeful and contemporary touches and design elements to it. With a wider, better-balanced stance and a choice of hard top and convertible roof top options, the All-New Thar imposes its presence wherever it goes.

This design approach flows into the interiors as well. While retaining the commanding driving position that is an integral part of the Thar's DNA, the All-New Thar has a completely redesigned interior that mirrors the robust, retro-styled cues of the Thar's exteriors.

- Iconic Design
- LED Daytime Running Lamps
- Dual Tone Bumpers
- LED Tail Lamps

*Detailed pricing table is in page no. 3

- 45.72 cm (R18) Deep Silver Alloy Wheels
- Choice of Three Roof Options: a Hard Top, **First-in-Class** Manual Convertible Top & a Fixed Soft Top
- Front Fog Lamps
- All-New Purposeful Interiors with an All-Black theme with Silver Accents
- Faux carbon-fibre detailing around the AC vents & centre bezel

Breathtaking Performance

The All-New Thar is powered by two all-new engines which set new standards in terms of performance, refinement and reliability. A first for Thar and Mahindra, the All-New Thar is powered by the 2.0L mStallion TGD_i petrol engine, and by the 2.2L mHawk Diesel engine. These engines are offered with a choice of 6-speed manual transmission or 6-speed torque converter automatic transmission, with an authentic 4x4 manual shift transfer case with a low ratio.

- All-New mStallion TGD_i Petrol Engine produces 112 kW (150 bhp) of power & 320 Nm of torque
- All-New mHawk CRDe Diesel Engine produces 97 kW (130 bhp) of power & 320 Nm of torque
- 6-Speed Manual Transmission & 6-Speed Automatic Transmission options
- Manual Shift 4x4 Transfer Case with Low Crawl Ratio

Legendary Off-Road Capability and Refined On-Road Driving Experience

Rough trips demand tough vehicles. That's why the All-New Thar has been built on a rugged 3rd Generation chassis and tested extensively in some of the harshest terrain in India and across the world. It has an all-new suspension setup that delivers the impossible: better off-roading capability, as well as superior on-road handling and drive quality. The All-New Thar is also equipped with advanced off-road hardware that seriously improves its capability to go wherever and do whatever the driver demands of it.

- Authentic Body-on-Frame Construction- A True SUV
- Independent Front Suspension & Multi-Link Rear Suspension set-up
- 4x4 Manual Shift Transfer Case with Low Ratio
- Mechanical Locking Differential on the Rear Axle
- **First-in-Class** Brake Locking Differential
- Class-leading approach (41.8 deg), departure (36.8 deg) & ramp over (27 deg) angles
- Ground clearance of 226mm
- Water wading depth of 650mm
- All-Terrain Tyres 255/65 R18, with White Lettering: **The Largest Tyre in its Class**
- **First-in-Class** Electromechanical Driveline Disconnect

Everyday Comfort & Convenience Features

The All-New Thar has been designed to provide amazing comfort & convenience in all driving conditions, be they off-road, on the highway or in the city. Special focus has been given to making the interior design as ergonomic as possible for all passengers, not just the driver.

- Sporty Front Seats
- Front-Facing Rear Seats with 50:50 split
- Roof mounted speakers
- Height Adjustable Driver Seat with Adjustable Lumbar Support

- One-Touch Tip & Slide Mechanism on the Co-Driver Seat
- Tilt Adjustable Steering Wheel
- Power Windows
- Electrically Adjustable ORVMs
- Central Locking with Remote Flip Key

Loaded with Technology

Keeping in mind the sporty and adventurous lifestyle of its owners, the All-New Thar is loaded with technology that keeps drivers connected with the Thar, their surroundings and friends no matter where they are, through multiple first-in-class features.

- 17.7 cm Touchscreen Infotainment System with Android Auto, Apple CarPlay, USB, Navigation
- **First-in-Class** Adventure Statistics Display on the Infotainment System
- **First-in-Class** Adventure Connect: Mahindra Adventure Calendar Display
- **First-in-Class** Smart Watch & Phone Connectivity with Blue Sense App
- TFT Multi Information Display in the Instrument Cluster
- Electronic HVAC Controls
- Dust & water resistant (IP54 Standard) interiors (Infotainment system, dashboard & steering switches)
- **First-in-Class** Tyretronics: Tyre Pressure Monitoring System
- **First-in-Class** Tyre Direction Monitoring System
- Cruise Control
- Steering Mounted Audio & Phone Controls

World-Class Safety Standards

While exploring the impossible, it's best to stay as safe as possible. That's why the All-New Thar is equipped with a world-class range of active & passive safety features to keep all passengers secure and out of harm's way.

- Crash-safety compliant bodyshell
- **First-in-Class** ESP with Rollover Mitigation
- **First-in-Class** Built-in Roll-cage with 3-Point Seat belts for all passengers
- Dual Airbags & ABS
- **First-in-Class** Hill Hold & Hill Descent Control
- **First-in-Class** ISOFIX Child Seat Mounts
- Intellipark: Rear Parking Sensors

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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

Media contact information

*Detailed pricing table is in page no. 3

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