

REF:NS:SEC:

19th 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's All-New Thar crosses 15,000 Bookings

This is in furtherance to our letters dated 15th August, 2020, 2nd October, 2020 and 6th October, 2020, regarding unveiling of the All New Thar.

Please find enclosed the Press Release issued by the Company on the captioned subject.

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

Press Release

Mahindra's All-New Thar Crosses 15,000 Bookings

Mumbai, October 19, 2020: Mahindra & Mahindra Ltd. (M&M), part of the USD 19.4 billion Mahindra Group, today announced that its legendary SUV, the All-New Thar has now crossed 15,000 bookings, since its launch on October 2, 2020.

Today 57% of all buyers of the All-New Thar are first time car buyers and a significantly large share of all bookings are for the Automatic variants.

Commenting on the booking milestone, **Veejay Nakra, Chief Executive Officer, Automotive Division, Mahindra & Mahindra Ltd.** said, "We are delighted with this overwhelming response received for the All-New Thar, having crossed 15,000 bookings as on date. What is particularly interesting is that there is an acceptance of the All-New Thar amongst a larger base of lifestyle seekers, beyond the traditional lovers of this iconic brand. Given this overwhelming response, we are substantially ramping up our capacity".

As one of the most anticipated launches in the industry, the All-New Thar has garnered a lot of interest from buyers and auto experts alike. Since its launch on October 2, 2020, the All-New Thar has received over 65,000 enquiries and more than 8 lakh website visitors.

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

Mohan Nair
Vice President (Communications)
Mahindra & Mahindra Ltd.
Landline – + 91 22 28468510
Email – nair.mohan@mahindra.com