

REF:NS:SEC:
13th July, 2021

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 the new 'Bolero Neo' at a starting price of ₹ 8.48 Lakh

Please find enclosed the Press Release 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 event(s)
a)	Name of the product;	Bolero Neo
b)	Date of launch;	July 13, 2021
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: as above

Press Release

Mahindra launches the new 'Bolero Neo' at a starting price of ₹ 8.48 Lakh

- *The Bolero Neo is built on the 3rd generation chassis shared with Scorpio & Thar and it comes with the proven Mahindra mHawk engine.*
- *Modern unmissable presence exterior design with Premium Italian design interiors.*
- *Available across Mahindra dealerships pan India, from today.*

Mumbai, July 13, 2021: Mahindra & Mahindra Ltd., one of the leading automobile companies in India and the world's largest tractor company by volume, today launched the new 'Bolero Neo'. Available at all Mahindra dealerships across India from today, the new Bolero Neo is launched at an introductory price of ₹ 8.48 Lakh (Ex-Showroom Price, All India) for the N4 variant. The new Bolero Neo will cater to the evolving customers looking for an SUV that is tough and authentic yet modern and trendy. The existing Bolero will continue to sell along with the Bolero Neo in the market.

Veejay Nakra, Chief Executive Officer, Automotive Division, M&M Ltd., said, "The Bolero Neo combines the new age customer's affinity towards a tough, powerful, go-anywhere capable SUVs with their persona and aspirations for a modern and trendy SUV. The design, performance, and engineering enhancements in the new Bolero Neo make it a modern, unmissable and authentic SUV for the bold and fearless Young India. The addition of Bolero Neo to our brand portfolio will help us retain Bolero amongst the top 10 selling SUV's in the country."

Packed with modern design, powerful technology and plush features, the Bolero Neo is made for the young evolving customers. These include a stylish new design and premium interiors crafted by Italian automotive designer Pininfarina, comfortable cabin and safety technology such as standard dual airbags, anti-lock braking system (ABS) with electronic brake distribution (EBD) and cornering brake control (CBC) and ISOfix child seat. It is built on 3rd generation chassis shared with Scorpio and Thar and it comes with the proven Mahindra mHawk engine.

Velusamy R, Chief of Global Product Development, Automotive Division, M&M Ltd., said, "Built on the third-generation chassis which it shares with the Scorpio and Thar, the Bolero Neo has powerful attributes that set it apart. Its rugged body-on-frame construction, the proven Mahindra mHawk diesel engine and Multi Terrain Technology give Bolero Neo the ability and confidence to conquer rough terrain. Comprehensively loaded with all the key features, the Bolero Neo reiterates our unstinted commitment towards product quality, performance, core SUV attributes and value."

What makes Bolero Neo an Authentic yet modern SUV?

- Modern unmissable presence design, premium Italian design interiors & host of comfort, convenience and connected features
- Solid Performance with mhawk100 engine with 73.5 kW (100 BHP) power & 260 Nm torque
- Tough go-anywhere capability with 3rd Gen Chassis which goes on Scorpio and Thar
- Multi-Terrain Technology (MTT)
- Remarkable Safety & low cost of ownership
- Low cost of maintenance

The enhancements in the new Bolero Neo is reflected not just in design cues like an imposing stance and body cladding but also in the 100hp mHawk engine, tough built body and a go-anywhere set-up, thanks to the Body On Frame construction, rear wheel drive and multi-terrain technology.

The new Bolero Neo will offer a spacious 7-seater configuration and will be available in three variants (N4-base, N8-mid, N10- top) and seven colour options (namely Rocky Beige, Majestic Silver, Highway Red, Pearl

White, Diamond White, Napoli Black and Royal Gold (coming soon). It will be available at Mahindra dealerships starting July 13, 2021.

An optional variant N10 (O) with Multi terrain technology (Manual Lock differential) will be launched subsequently.

FEATURES OF THE NEW BOLERO NEO

Lavish on the Inside:

- Premium Italian interiors
- Center console with silver accents
- Premium fabric Seats
- Comfortable 7-seater
- Tilttable steering
- Height-adjustable driver seats
- Armrest in the front and middle rows
- Attractive twin pod instrument cluster
- Electrically adjustable ORVM
- Front and rear power windows
- Rear wash and wipe with defogger
- Remote lock and keyless entry
- Muscular side and rear footsteps
- Spacious expandable boot space

Contemporary twist in the exteriors:

- Authentic SUV design and imposing stance
- Static bending headlamps with DRLs
- Stylish alloy wheels
- Sporty spoiler
- Signature Bolero body cladding
- Remove dual tone colours
- Commanding hood
- Powerful fog lamps

Advanced Technology: Stay in touch, Stay informed, Stay entertained

- Advanced 17.8 cm (7") touchscreen infotainment system
- Cutting edge cruise control
- Driver information system
- Hi-tech Voice messaging system
- Blue sense mobile app
- Eco Mode
- Micro hybrid technology with ESS (Electronic Start-Stop)
- Intellipark reverse assist
-

Safety: Built to reassure you every mile of the way

- High strength steel body shell
- Dual airbags for driver and co-driver
- ABS with Electronic Brake Distribution (EBD)
- Automatic door locks
- High speed alert warnings

- Dependable cornering brake control
- ISOFIX child seat
- Static bending headlamps
- Follow me headlamps
- Digital immobiliser
- Seat belt reminder

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

Media contact information

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