

Mahindra to launch its all new TUV300 on September 10



Mumbai, August 14, 2015: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced that it would launch its all new utility vehicle, the TUV300 on September 10, 2015 from its state-of-the-art automotive plant in Chakan, Maharashtra. Based on an all new platform, the TUV300 has been designed and developed in-house and its research and development has been carried out at the world class Mahindra Research Valley (MRV) in Chennai.

Speaking on the announcement, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** mentioned, "The TUV300 is one of the most eagerly anticipated launches of this year. Signifying a true 'Make-in-India' product, the design of the TUV300 is inspired by a battle tank. We are confident that this product launch will create excitement in the market as well as amongst our customers".

Based on an all new platform, the design of the TUV300 is based on the tough and stylish Mahindra DNA. The TUV300 will be powered by an advanced hi-tech mHawk engine.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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