

Press Release

Mahindra showcases its Full Range of Mobility Solutions (2 Wheelers to Passenger Vehicles to Commercial Vehicle) at the Ideal Vision Show, driven by Mahindra

The first ever lifestyle and auto show presented jointly by the Ideal Group and Mahindra & Mahindra Ltd.

- Displays Mahindra's range of world class products spanning across 2 wheelers to passenger vehicle to Trucks and Buses
- Showcases its range of Passenger Vehicles - **XUV500**, the Premium SUV and **TUV 300**, the Powerful SUV, for the first time in Sri Lanka.
- Launches the **4x4 Mahindra Pik Up**, in the double cab segment, for the first time in the global market.
- Set to support clean air quality in Sri Lankan cities with mass-market **electric city car – e2o**
- Unveils the Mahindra Racing inspired the stunning - **Mahindra Mojo** motorcycle.
- Mahindra's New **Big Bolero Pick Up**, **Cosmo Bus**, **Optimo Tipper** and **Alfa Plus-3 wheeler carrier**, were amongst the other vehicles showcased at the event.

15th July, 2017, Colombo: Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today showcased its full range of global mobility solutions at Ideal Vision, Driven by Mahindra, a first of a kind lifestyle auto show, being held between July 15 and July 16, 2017. As a unique umbrella the event showcased the entire global range of 2 wheelers to passenger vehicles to Electric vehicles to Pick Ups to Trucks & Buses from the Mahindra stable alongside other businesses of the Ideal Group.

The product display included Mahindra's popular SUVs, namely the TUV300, a Powerful SUV and the XUV500, a new age Premium SUV built for the achievers. In the Double Cab segment, Mahindra also launched its 4x4 Mahindra PikUp for the first time in the global market, along with the new Big Bolero Pick Up, with bigger features and benefits and the Alfa Plus, the 3-wheeler carrier. In the Medium and Heavy Commercial Vehicle segment the company showcased its Cosmo Bus and Optimo Tipper. Mahindra also marked its entry in the segment of electric mobility solutions with the showcase of its all electric city car, e2o. In the 2-wheeler segment the company launched the bold & stunning Mahindra Mojo motorcycle.

An experience created exclusively for the customers of Sri Lanka, the Ideal Vision show, driven by Mahindra, gave a chance to experience brand Mahindra and Ideal Group in its entirety. It distinctly helped build the tough & rugged DNA of Mahindra vehicles through some engaging display and acts. In addition, there were other entertainment zones for children and adults alike.

Speaking on the occasion, **Arvind Mathew, Chief of International Operations - , Mahindra & Mahindra Ltd, said,** "The Ideal Vision Show, driven by Mahindra is the perfect opportunity to showcase Mahindra's global range of mobility solutions to the people of this island nation. Sri Lanka has been one of our top 3 export destinations for the past few years. Here our Mahindra vehicles have carved a distinct niche for itself with its unique combination of tough & rugged utility and style. I am sure that this new property

will further enable us to highlight our offerings, gauge the aspirations of our customers and help us connect with our customers by entrenching brand Mahindra in this market”

Speaking on the occasion, **Nalin Welgama, Founder and Executive Chairman Ideal Group**, said- “Throughout the year there are several motor shows. However, for the first time in Sri Lanka, we will be showcasing the range of vehicles marketed solely by Ideal; a step taken by no other automotive major. We are also proud to be the first auto major in Sri Lanka to introduce a franchised electric vehicle from the house of Mahindra, a global conglomerate which manufactures the widest spectrum of automobiles ranging from the 2 wheelers, 3 wheelers, light trucks, heavy trucks & buses, UVs, construction equipment, SUVs and cars”. **Mr. Welgama** went on to say that an impressive line-up of electric vehicles from Mahindra will be introduced in the next few months in keeping with current world trends! “

Speaking for the occasion, **Sanjay Jadhav, Vice President, Head of International Operations - AFS (South Asia), Mahindra & Mahindra Ltd, said.** “It is a proud moment for us to partner along with Ideal Motors in 1st of its kind Lifestyle Auto Show in Sri Lanka. It further strengthens our position and commitment as brand in this island nation. Being a leading automotive player in the market it has always been our endeavor to lead the way and create a compelling value proposition in an otherwise crowded segment. We are a global brand, expanding locally in Sri Lanka. We have appointed Sagar Bhadkamkar, as the country head for Sri Lanka Operations, along with on-ground team to focus on needs and aspiration of the consumers of the island nation and we will be soon opening our local office in Colombo.”

Amongst the others associated with Ideal Vision - A Mahindra Lifestyle Show are Platinum sponsors Fairfirst Insurance, together with a host of other sponsors which include Seylan Bank, Nawaloka Hospitals, Abans, Kandos, Valvoline, Stafford Trading, Causeway Paints and Sinwa.

ABOUT THE DISPLAYED PRODUCTS

Mahindra XUV500

Designed with the agility of the Cheetah, the XUV500 has a powerful 2.2 Liter mHAWK diesel engine and is based on a monocoque platform. The vehicle features advanced technology that allows it to function perfectly in tropical driving conditions. The vehicle includes state of the art technologies, like a voice command audio and cruise control system that allows you to talk to your vehicle.

Mahindra TUV300

Inspired by the design of a battle tank, the TUV300 is a tough, bold and stylish SUV that commands attention wherever it goes. Its imposing bumpers, high ground clearance and toughened high strength steel body allow it to tackle any challenge thrown at it. The TUV300 boasts of uncompromising bold SUV style with a 7-seater (5+2) configuration. The tough, masculine design with its imposing front fascia, overall strong and bold lines, chiselled surfaces, high ground clearance and rear-mounted spare wheel lend the TUV300 cues of a “true-blue” SUV. Among other exterior design highlights are its aggressive bold grille with chrome inserts, static bending headlamps, stylish ski racks and sporty alloy wheels. The interiors of the TUV300 are inviting, modern and premium.

Mahindra Pick Up:

The Mahindra Pick-up combines rugged underpinnings with a muscular engine to give you a go-anywhere ability. The famed mHAWK engine pumps out 120 HP of power and 270 Nm of torque accompanied by a flat torque curve. This coupled with electronic transfer case means you can seamlessly switch between 2WD and 4WD High and Low modes and tackle the toughest of terrain. The Mahindra Pick Up is designed to work through the weekday and weekend too. Designed on the Scorpio Platform, it's a perfect co-worker with its great performance and high fuel efficiency

Mahindra e2O:

Mahindra e2o is a manifestation of Mahindra's vision of the Future of Mobility, expressed by the 5C's framework - Clean, Convenient, Connected, Clever and Cost Effective.

Customers can now literally plug in their Mahindra e2o's to charge, like they would their cell phones, laptops or tablets. It is as easy as that – since the Mahindra e2o can charge from any 15A power socket available in any home. With just 5 hours required for fully charging your Mahindra e2o – your trusted car will be ready to be driven over 100 kms, more than enough for the average daily commute.

Mahindra Alfa Plus

Alfa Plus, a longer deck variant of its 3 Wheeler Alfa Load carrier. Developed to enhance the value proposition for its customers, Alfa Plus has been designed for intra-city load transport, especially suited for the captive segments like the distributors of mineral water, gas cylinders and consumer goods. With the longest cargo box in its class, the Alfa Plus offers a 20% increase in carriage of load volume in every trip, thereby increasing earnings for its customers. While a bigger wheelbase adds to the vehicle's stability thereby offering a smoother ride and increased safety, the ergonomically designed spacious cabin offers a fatigue free long distance drive.

Mahindra Big Bolero Pik-Up

Build to fulfil bigger desires of life with big payload, big cargo box, big power, and other bigger features. It promises bigger performance with proven MDI Turbo charged engine delivers 63 HP (46.3 KW) of Power and 195 Nm of Torque. Better ergonomics and driving comfort - It provides superior comfort through its spacious ergonomically designed big cabin, sliding and reclining seats and power steering as a standard feature across all variants. New looks and interiors – The Big Bolero Pik-up comes with new exteriors and premium interiors and incorporates a new instrument panel and color theme.

Mahindra Optimo Tipper

It takes care of specific applications such as sand mining and construction and comes fitted with power steering and has high gradeability of 33% to conquer the all kinds of roads. The Optimo Tipper is backed with engine specifications of CRDi 3.3 Litre 4-Cylinder BS-III motor, churning out 90 bhp and 260 Nm torque. It has the best loading capacity in its class with 100 CFT and payload of 715 Kg with its more powerful engine. The compact over all architecture gives extra agility to reach to the last mile. With better styling, bold looks, life legroom, and adjustable seat, it fits in best in class comfort features. It can be used at construction sites to carry stones, gravel, cement as well as metals, ores, coals, etc. at mining sites.

About Ideal Group:

Since November 2009, Ideal Motors has been the Sole Authorized Distributor for Mahindra Motor Vehicles and Motor Cycles manufactured by Mahindra & Mahindra Company Ltd India. To date Ideal Motors have sold over 60,000 vehicles in the country and today, Mahindra has emerged as the market leader in above one tonne category with over 50% market share, whilst maintaining a 45% market share in the below one tonne category.

The group turnover of the Ideal Group is currently more than **USD 150 million** per annum.

About Mahindra:

The Mahindra Group is a USD 19 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 has 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 agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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

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