

Press Release

Mahindra & Mahindra to set up North India distribution hub for spare parts business within MWC, Jaipur

Jaipur, January, 23, 2013: Mahindra World City (MWC), Jaipur, an Integrated Business City reaches another milestone with the signing of Mahindra & Mahindra Ltd to set up a distribution hub for spare parts business in 10 acres within Domestic Tariff Area of Mahindra World City, Jaipur. The new facility will be started with an investment of Rs. 30 Cr and will provide direct employment to over 300 people.

The spare parts business unit caters to the spare parts requirements of Mahindra vehicles and tractors in use by customers to provide them with the best and genuine spares through capabilities in sourcing, assembling, warehousing and distribution. As part of its expansion strategy, the business unit plans to create hubs across India to cater to the fast growing demand for genuine spare parts.

Dr Pawan Goenka, President – Mahindra Automotive & Farm Equipment Sector said, "For our new parts distribution hub for Northern markets, Mahindra World City, Jaipur was the ideal choice for us. MWC is strategically located on NH 8 and provides world class infrastructure, connectivity with key markets and a conducive ecosystem to meet all our business needs."

Speaking about the development, **Ms Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Ltd & Director, Mahindra World City, Jaipur**, said, "It is an important milestone for us in our journey of creating an industrial destination at Jaipur to have a leading customer like Mahindra & Mahindra Ltd as part of Mahindra World City, Jaipur."

About Mahindra World City, Jaipur

Mahindra World City, Jaipur is an integrated business city focused on creating economic centers of development and new urban nodes. The 2nd such development from the Mahindra World City stable, Mahindra World City, Jaipur (MWCJ) is spread over an area of 3000 acres and provides corporates with a world-class platform to expand their businesses to compete globally. Mahindra World City, Jaipur offers Special Economic Zones, a Domestic Tariff Area and

Social Infrastructure Zone and is a 74:26 joint venture between Mahindra Lifespace Developers Ltd. (a Mahindra group company) and the Rajasthan State Industrial Development and Investment Corporation Ltd (RIICO, an agency of the Government of

Rajasthan). MWCJ includes exclusive zones for IT/ITeS Companies, Engineering & related industries, handicraft companies, gem & jewellery companies and apparel companies. Besides these export oriented zones, MWCJ also has a Domestic Tariff Area (DTA) for catering to companies serving the domestic market. Mahindra World City will also have a dedicated Logistics and Warehousing Zone for the manufacturing companies in order to provide complete end to end solutions. Social Infrastructure in the form of housing, education and health institutes, recreational zones, and retail and hospitality centres also forms an integral part of the development.

Today, 43 companies have already signed-up with MWCJ in various zones viz. IT/ITeS, Engineering & Related Industries and Handicrafts, which include names like JCB, Perto, Infosys, Wipro, Deutsche Bank, State Bank of India, ICICI Bank, EXL, Nucleus Software, Nagarro Software, Truworth, Girnar Soft, QH Talbros, Dynamic Cables, Poly Medicure, Gravita India, Knit Pro, and Ratan Textiles among others.

Mahindra World City, Jaipur is one of 16 projects world-wide to be part of the Clinton Climate Initiative's (CCI) effort to create Climate Positive cities. Total investments into Mahindra World City, to date, have crossed Rs. 1000 crores.

About Mahindra Spares Business Unit (SBU)

Mahindra Spares Business Unit (SBU) is a part of the Automotive and Farm Equipment Sector of the Mahindra Group and caters to spares parts requirement of Mahindra vehicles and tractors in use for repair and maintenance. SBU procures parts from various Mahindra approved vendors and plants across India and supplies to the market through channel partners. SBU was established in August 2002 to provide Mahindra customers the best possible and quicker solutions to their spare Parts needs through its abilities in sourcing, assembling, warehousing and distribution. The total turnover handled for Financial Year 2012 is around Rs.1,300 crores. New capacity creation is being done to facilitate handling business which is expected to reach Rs.6,000 crores by 2020. SBU supplies entire range of spares for M & M vehicles in domestic and overseas markets. The product range is maintained and supplied in the market not just for profitability but also for supporting vehicles on road as per the commitment of sectors to end users.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

www.mahindra.com



For further enquiries

Roma Balwani

Senior Vice President – Group Communications

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com