



All-rounder Mahindra XYLO presented to Man of the Match Rory Kleinveldt at pre-IPL Game in South Africa



Mr. Ashok Thakur, Chief Executive Officer, Mahindra South Africa, presents the Mahindra XYLO to Man of the Match, Rory Kleinveldt

April 15, 2009, Johannesburg: Mahindra South Africa, a subsidiary of the US\$ 6.7 billion Mahindra Group, presented Man of the Match, Rory Kleinveldt with the recently-launched Mahindra XYLO at Saturday's pre-IPL warm-up cricket game between the Cape Cobras and the Rajasthan Royals.

Rory Kleinveldt of the Cape Cobras took the coveted prize of the Mahindra XYLO for his outstanding bowling performance which saw him take four wickets for only 22 runs in his four allotted overs, as well as for scoring a blistering 22 runs in the Cobras' innings.

According to **Mr. Pravin Shah, Executive Vice President, International Operations, Automotive Sector, Mahindra & Mahindra Ltd.**, the company is very proud to be associated with this exciting pre-IPL season match between the Cape Cobras and the Rajasthan Royals which set the tone for the forthcoming IPL which kicks off in Cape Town on 18 April.

"India and South Africa has a long and proud history of cooperation, and as such, Mahindra South Africa is delighted to sponsor this coveted prize. Leveraging on the strength of our Indian roots, we are a fully-fledged organisation operating in South Africa and are proud to be a part of the local landscape," said **Mr. Shah**.

The Mahindra XYLO, a versatile and spacious MPV, was launched in South Africa in March. South Africa, in fact, witnessed the very first overseas launch of the XYLO. The XYLO range



consists of a luxury 7/8-seater E8 version, and the versatile 8-seater people mover, the E2. Both models are powered by a 2.5-litre CRDe engine.

Mahindra South Africa has achieved significant growth in the country since it commenced operations in October 2004 and has established a countrywide presence of over 30 dealers.

The company has also expanded into other sub-Saharan countries, currently exporting vehicles to Zimbabwe, Zambia, Botswana, Swaziland and Namibia. Mahindra SA is also well represented on the agricultural front with a range of tractors currently available in the country.

For more information on the Mahindra XYLO, please visit www.mahindra.co.za

About Mahindra SA

Mahindra SA is a majority owned subsidiary of Mahindra & Mahindra of India, which was established in 1945. The company is a fully-fledged organisation operating in South Africa, leveraging on the strength of its Indian roots and 64 year history.

The company has dealers in all nine provinces of South Africa, which are fully-fledged facilities that handle sales, service and spare parts. With over 30 dealerships, in cities and in towns across South Africa, Mahindra has a growing national footprint that is moving ever deeper into communities as they continue in their drive to offer value-for-money products and services to their customers.

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Mahindra South Africa also has a powerful network in place to ensure the effective and efficient distribution of all parts in all areas of South Africa.

Mahindra South Africa has achieved significant growth in the country since its establishment in October 2004, and since then, the company has sold a total of approximately 11,000 plus vehicles.

About The Mahindra Group

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.



Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation

Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

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