



Press Release

For Immediate Publication

Mahindra Automotive Australia Launches Next Generation Mahindra Pik-Up

July 23, 2009, Mumbai: Mahindra Automotive Australia (MAA), a Joint Venture between Mahindra & Mahindra Ltd. (M&M), one of India's leading auto brands and TMI Pacific, today launched its Next Generation Mahindra Pik-Up utility vehicle with additional safety features, numerous interior enhancements and a fresh new look.

M&M entered the Australian market two years ago with the launch of the Mahindra Pik-Up which was distributed by TMI Pacific (a division of the Tynan Motor Group). Mahindra vehicles are now imported and distributed by the JV company, Mahindra Automotive Australia. The amalgamation, which took place in late 2008, has strengthened the growth and distribution of Mahindra vehicles in Australia.

Having proven itself under the toughest of Australian conditions, the Mahindra brand has garnered a strong consumer following and advocacy over the past two years in the market. Coupled with its 4x4 capabilities, the latest Pik-Up will be marketed under a new campaign headline 'Made for the **hardest** places on Earth'. The single, dual cab, or cab chassis 4x4 or 4x2 variants will be available to Australian buyers from August.

Mr. Pravin Shah, Director of Mahindra Automotive Australia & Executive Vice President, International Operations, Automotive Sector, Mahindra & Mahindra (M&M) Ltd., said, "Mahindra has carved a distinct niche for itself in markets across the globe with its value proposition of rugged utility and style at an affordable price. With its trendy new look and attractive features, the Next Generation Pik-Up is no exception and demonstrates our commitment to growing our brand further in the Australian market, which is of strategic importance to us.

Today, M&M is the leader in the utility vehicle segment in India with a rich manufacturing heritage spanning more than 60 years. Over the years, Mahindra has built an enduring 4x4 legacy and has become the byword for performance and reliability in India and the world. Although the Mahindra brand is in its infancy in Australia, it is a federation of companies with interests in manufacturing, finance, information technology and hospitality, amongst other industries. It is one of India's leading companies, well positioned to support a market such as Australia."

A Director of Mahindra Automotive Australia (MAA) and Chairman of TMI Pacific, Mr. Michael Tynan, said, "We're pleased with the way our plans for Mahindra have rolled out since launch. We have offered good value to consumers, sponsored quintessentially Australian events, promoted cleverly and, best of all, grown a group of loyal and happy customers.

We're very proud to be introducing the next generation model which now further addresses the needs of Australian workhorse buyers. We're dedicated to listening to their requirements and thus, elevated safety, driver convenience and visual appeal were areas addressed to satisfy our customers. We believe that drivers will be extremely pleased with the results and the Pik-Up will deliver even better value for money in the workhorse utility market segment."



Mahindra

Ms. Claire Tynan, Mahindra Automotive Australia's CEO, said "We are continuously impressed with Mahindra's commitment to manufacturing high quality offerings and to developing their international markets. Its rich 4x4 heritage which has been built over several decades has proved that it can perform on tough terrain in countries across the globe including India, Italy, Brazil, Chile, South Africa and now Australia where it is steadily gaining a large following."

New Interior Features

The Next Generation Mahindra Pick-Up boasts updated interiors with ergonomically designed seats, which have been designed after meticulous 'Body Pressure Mapping'. Longer seatbelts, new dual-tone, electronically powered ORVMs (outer rear vision mirrors), and a 2-Din audio containing a stereo system with full CD / MP3 player and radio, USB and SD card port provide maximum convenience and comfort. The hand brake and gear lever have a new smart, sporty look.

New Exterior Design

Enhancing the vehicle's distinctive look is a new grille, with a characteristic silver centre piece that features the brand's logo. The road armour wrap-around bumpers provide the Next Generation Mahindra Pick Up with an updated and muscular appearance, and the striking new bonnet scoop adds grunt to the vehicle's aggressive bearing. Sports headlights, fog lamps and 'pull type' door handles provide additional curves and muscle to the new design. The Next Generation Mahindra Pick Up is now available in an attractive new shade, Toreador Red, which will appeal even more to tradies and sportspeople who switch to 'weekend warriors' in their leisure time.

The load tray dimensions of a 1.725 m³ of double-walled tray for the single cab, and 1.125m³ for the dual cab still provides class-leading cargo capacity.

The vehicle is based on the same platform as its predecessor with a 2.51 common rail turbo diesel engine producing 79kW / 106hp at 3800rpm and 247Nm of torque from 1800 to 2200 rpm. The five speed manual transmission continues.

A Preferred Service Network is soon to be introduced so owners can venture further afield, secure in the knowledge that adequate back-up is available. All of the information will be available on a newly relaunched, highly informative and user friendly web site at www.mahindrapikup.com.au.

About Mahindra Automotive Australia

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra & Mahindra and Australian distributor, TMI Pacific. M&M has an 80% stake in the joint venture, while TMI Pacific has a 20% stake. It was formed in late 2008 to continue the growth and distribution of the Mahindra range of vehicles in Australia.

With over 20 dealers in rural and metro NSW, VIC and QLD, and others in SA and WA to be announced shortly, the company is well positioned to offer a value for money workhorse to both rural and tradesman markets across the country.



About The Mahindra Group

The US \$6.3 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.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

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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