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Press Release

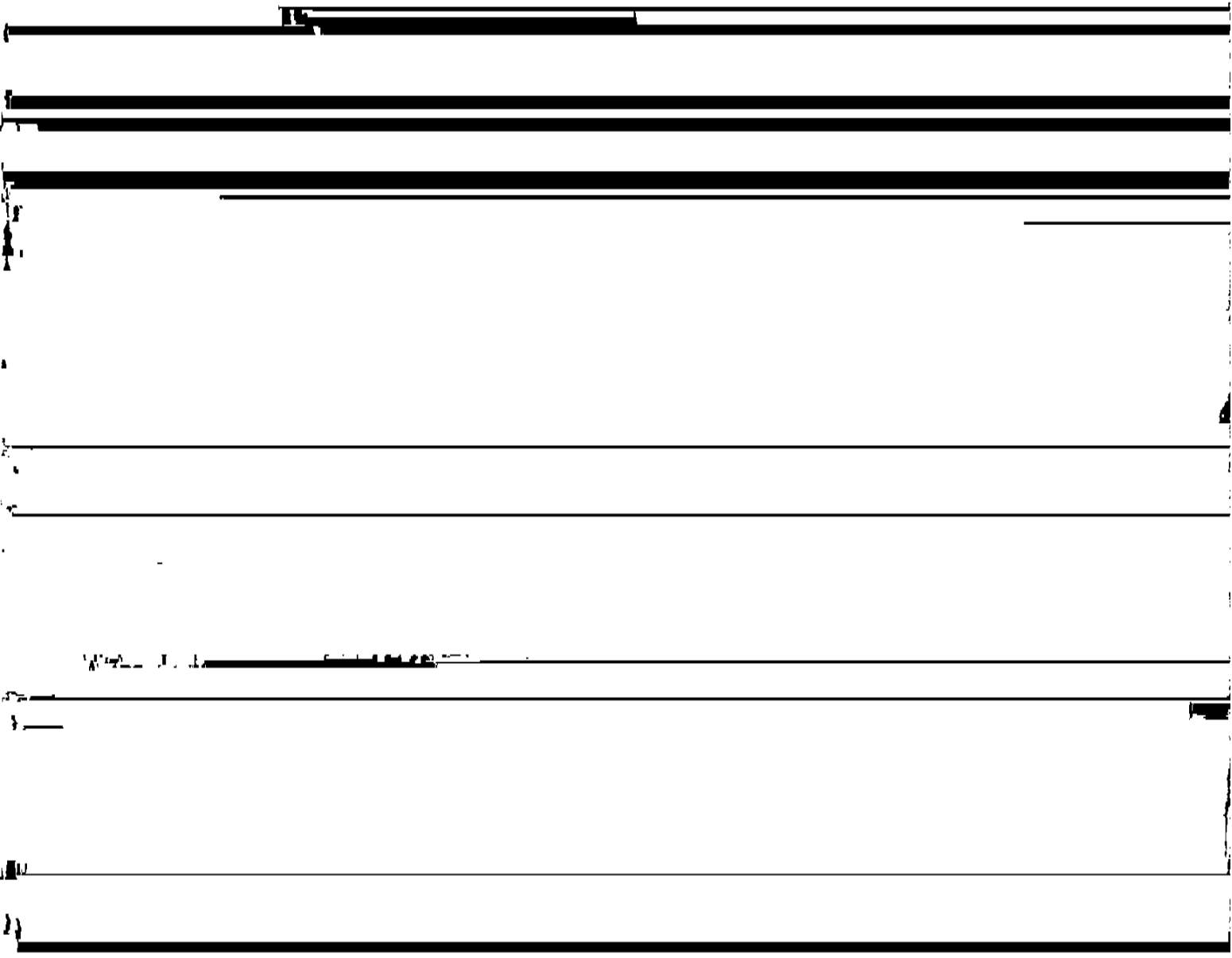
For Immediate Dissemination

Mahindra launches H-Series Xylo with the advanced technology mHawk engine

New engine and exciting features now available at the same price

Synopsis:

New H-Series Xylo now powered by world class mHawk engine





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segment. Equipped with higher power and better efficiency, we are sure that the new Xylo H-Series will be a popular choice amongst the discerning personal buyers".

The all new transmission (5MT 320) providing effortless gear shifting in the H-Series Xylo, will further improve driving comfort. The mHawk engine was previously introduced in the top-end E9 variant of the Xylo. The rationale behind the nomenclature of the Xylo H-Series derives from its engine, where 'H' connotes the world class mHawk engine with high power, high performance and high mileage. The Xylo H-Series will be available in one new colour -- **Dolphin Grey**, (H8 & H9) apart from being available in 5 other attractive colours.

**ARAI certified for BS4 variant*

About the Xylo

One of the most complete MPV models in India, the Xylo offers luxurious space and comfort to customers. It has been a runaway success since its launch in January 2009 and today, there are over 1.25 lakh Xylos on Indian roads. In the journey towards 1 lakh vehicles on Indian roads, the Xylo has won several awards and accolades along the way. It has won the 'MPV of the Year' award from ET Zigwheels and the 'UV of the Year' award from CNBC Overdrive and NDTV Profit.

It was also awarded the 'Family Car of the Year' by BBC Top Gear. The Xylo was rated highest in Customer Satisfaction and Best Suited for Urban Women' in the HT Mars survey for two consecutive years - 2010 and 2011. The Xylo has also entered the Limca Book of Records for fastest West East rally by a 4 wheeled vehicle.

Most recently, the Xylo was awarded the prestigious 'Master Brand' award for 2012 – 13 by CMO Asia and the World Brand Congress, while the Xylo E9 variant was awarded the 'Variant of the Year' award at the Auto Bild Golden Steering Wheel Awards 2013 – the only category where the winner was exclusively chosen by the editorial team, with the Xylo E9 garnering the maximum points. The list of accolades continued with the stylish New Xylo receiving the India Design Mark Award 2013.

The stylish new Xylo sports 50 new changes and features including five variants powered by two distinct engine options. The Mahindra Xylo boasts a wide array of unique features, including best-in-class third row space, flat bed seats, Digital Drive Assist System (DDAS), foldable flight trays, Intellipark Reverse Assist, Airbags, ABS with EBD and surround cool dual ACs, dual mobile charging points, amongst other features. Most importantly, the Xylo offers 2 engine options - the industry leading and powerful 120 PS mHawk engine and the fuel efficient mDI CRDe engine - which lends more power to the vehicle, unmatched by others in the category. These best in class features, coupled with excellent ground clearance makes it an ideal vehicle for city driving as well as long drives. Further, the Xylo H9 also boasts of a pioneering Voice



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Command Technology for vehicle commands, enabling customers to control over thirty features

experience.

The Mahindra Xylo brand is all about fun, style and having a good time with friends and family, and the brand's philosophy is to enable people to have the 'Time of their Life'. The Xylo is also strongly represented by its customers in the virtual world, having crossed the significant milestone of 1.4 million fans on Facebook. Today, the brand's popularity is also evident on the Xylo You Tube channel which has garnered over 2 million views and the website which has received over 5 lakh visitors in just the last 8 months.

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.