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Press Release

For Immediate Dissemination

Mahindra's Sub 4 metre car is named 'Verito Vibe'

Newest entry from the Mahindra stable all set to hit Indian roads next month

Mumbai, April 12, 2013: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, has announced that its new Sub 4 metre Verito will be named the '**Verito Vibe**'. The much awaited launch of the '**Verito Vibe**' is scheduled next month. The '**Verito Vibe**' is indigenously designed and developed by M&M and is smartly packaged in a sub-4 metre length on the proven Verito platform.

The '**Verito Vibe**' will be packaging the well acclaimed strengths of class-leading space and comfort, robust build and the ever reliable 1.5 Litre dCi Diesel Engine. The **Verito Vibe** will sport some first in class styling elements in this younger and sportier avatar.

Mahindra has decided on the name '**Vibe**' for its newest offering, with the aim of conveying a distinctive youthful and vibrant imagery. '**Vibe**' targets the socially aware, young consumer of today.

Speaking on the '**Verito Vibe**', **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.**, said "Customer centric innovation has always been at the heart of any product development at the Mahindra Group. The Verito Vibe marks our entry in the high volume sub 4 metre segment. While developing this product we have paid particular attention to making this car look different and we are sure that it will appeal to customers with its young and sporty looks and that too without compromising the benefits which our existing Verito has to offer. "

About Mahindra Group

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world.

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For further enquiries

Roma Balwani

Chief Group Communications Officer

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com