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REF:NS:SEC:
4th April, 2022

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra launches new Alfa CNG in Cargo and Passenger variant

Please find enclosed the Press Release (PR) issued by Mahindra Electric Mobility Limited (MEML), a subsidiary of Mahindra and Mahindra Limited, on the captioned subject, which has been launched today. This intimation is being given since MEML is in the process of being merged into the Company.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September 2015 are given below:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the product;	Mahindra Alfa CNG Load Plus and Passenger DX BS6
b)	Date of launch;	4 th April, 2022
c)	Category of the product;	CNG 3-wheeler
d)	Whether caters to domestic/ international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international)	Not Applicable

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

PRESS RELEASE

Mahindra launches new Alfa CNG in Cargo and Passenger variant

Mumbai, April 4 2022: Mahindra Electric Mobility Ltd, part of the Mahindra Group, today announced the launch of its new Alfa CNG Passenger and Cargo variants, based on its popular Alfa brand. The new variant is attractively priced at **₹ 2,57,000.00 for the Alfa Passenger DX BS6 CNG and ₹ 2,57,800.00 for the Alfa Load Plus (ex-showroom Lucknow)**. Additionally, an Alfa Cargo and Passenger owner can **save up to ₹ 4,00,000.00 extra in 5 years on fuel expenses** when compared to diesel cargo 3-wheelers vehicles. The vehicles will be available across Mahindra dealerships in Uttar Pradesh, Andhra Pradesh, Karnataka, Telangana, Rajasthan, Maharashtra, Gujarat, Delhi, Bihar, Jharkhand, Kerala and Madhya Pradesh.

Suman Mishra, CEO of Mahindra Last Mile Mobility Limited commented, "The launch of new Alfa CNG Cargo and Passenger makes us a full range player by offering our customers multiple options including electric, diesel and CNG to meet their different mobility needs. With the increasing density of CNG stations in some parts of India, the Alfa Cargo and Passenger will be an excellent choice for those looking at huge savings."

Mahindra Alfa CNG highlights

1. **Unmatched savings of up to ₹ 4 00 000.00 in 5 years**
 - Save up to ₹ 4 00 000.00 in 5 years on fuel expenses when compared with a diesel 3-wheeler (CNG = ₹ 68.1/kg, and diesel = ₹ 90.92/litre, as of March'22 in Lucknow)
2. **Best-in-segment mileage**
 - The **Alfa DX passenger delivers 40.2 km/kg while the Alfa Load Plus gives a mileage of 38.6 km/kg** (as per ARAI tests). This promises a very attractive operating range.
3. **Best-in-segment engine capacity and torque**
 - The **395 cm³, water-cooled engine is the biggest in its class** and promises long-term reliability.
 - The **engine offers best-in-segment torque of 23.5 Nm**, with as much as 20 Nm available at lower speeds to help stay ahead of the traffic.
4. **Unparalleled reliability, durability**
 - Based on the rugged Alfa platform with a **best-in-segment sheet metal thickness of 0.90 mm**, the Passenger CNG as well as Cargo variants offer high durability.

- With **800+ dealer touch points across India**, maintenance of the Mahindra Alfa CNG is in easy reach.

About Mahindra Electric

Mahindra Electric, a part of the USD 19.4 Billion Mahindra Group is a global pioneer in the development and production of electric vehicles. Mahindra Electric is India's only EV manufacturer with indigenously developed EV technologies that have won global accolades. Over the years, Mahindra Electric has developed one of the most diversified portfolio of electric vehicles with the e2oPlus hatch, the Treo range of 3-wheelers and the electrified eVerito sedan for the passenger & the commercial segment. Venturing into the paradigm of alternative technology has helped Mahindra Electric enable a clean, green & a smarter tomorrow for India.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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