



Pecco Bagnaia on the podium after his epic first race victory

MAHINDRA MAKES HISTORY WITH FIRST WIN AT ASSEN

Aspar Mahindra Moto3 team rider Pecco Bagnaia won at the MotoGP™ World Championship Series race in Assen on June 26, 2016. He made history by claiming his first grand prix win, which also marked the first win for the Mahindra Moto3 team. It was the first ever win for an Indian constructor in the history of the sport.

MAHINDRA RACING INVITES FANS TO DESIGN FORMULA E LIVERY

Mahindra Racing conducted its global #DrivenByDesign competition as a part of their fan engagement activity. As fans were invited to help design the season three livery, Adrià Haro Jorba's (Spain) entry was chosen out of 280 other designs that were received during the 10-day competition, from a total of 40 different countries. The competition was judged in conjunction with Pininfarina, part of the Mahindra Group, giving Haro Jorba once-in-a-lifetime trip to spend the day at Pininfarina's headquarters in Turin, Italy.

MAHINDRA MANAGEMENT VISITS LONDON ePrix

Mahindra Racing hosted some very special VIP guests at the London ePrix. Anand Mahindra, Chairman, Mahindra Group and key Mahindra management visited the Formula E race and enjoyed the second ever podium finish with the team.



Pecco Bagnaia bags Podium Finish

MAHINDRA RIDER BAGS PODIUM FINISH

Aspar Mahindra rider Pecco Bagnaia claimed his second top-three podium finish of the four-race-old season at the Spanish Grand Prix on April 24, 2016. Pecco Bagnaia took a third podium finish in the sixth race of the 2016 season at the Italian Grand Prix on May 22, 2016.

NEW RACER FOR SEASON THREE

Felix Rosenqvist, the rising Swedish racing star joined Mahindra Racing for season three of the FIA Formula E Championship with returning team-mate Germany's Nick Heidfeld. Rosenqvist has settled into the new M3 Electro car quickly, posting some of the fastest lap times during the first pre-season test at Donington in the UK. The 2016-17 FIA Formula E Championship will start on October 9th, 2016 in central Hong Kong.



MAHINDRA RACING ACHIEVES BEST EVER PODIUM FINISH IN LONDON

Mahindra Racing finished the 2015-16 FIA Formula E Championship season in July with its best ever podium and highest finish in London. Bruno Senna finished second in the race held at Battersea Park.



New Formula E line up includes Nick Heidfeld and Felix Rosenqvist; Bruno Senna celebrates podium in London

AUTOMOTIVE AND FARM SECTORS



Dr. Pawan Goenka (centre), Executive Director, M&M Ltd, with senior company officials at the launch of DIGISENSE, Mahindra's Connected Vehicles Technology Platform

MAHINDRA LAUNCHES INDIA'S FIRST ZERO-EMISSION, ALL-ELECTRIC SEDAN

Mahindra Electric launched eVerito - the all-electric, zero-emissions sedan on June 2, 2016. The eVerito is available in three variants and can be purchased from Mahindra dealerships in New Delhi, Mumbai, Bangalore, Pune, Kolkata, Chandigarh, Hyderabad, Jaipur and Nagpur. Built with green, connected, convenient and cost effective vehicle technology, it can be fast charged in 1 hour 45 minutes (0-80 per cent) and a full charge lasts 110 kms. With a running cost of Rs. 1.15/km, it can achieve a top speed of 86 kmph.



Pravin Shah, President and Chief (Automotive), Mahindra & Mahindra Ltd. and Arvind Mathew, Chief Executive Officer, Mahindra Electric at the launch of the eVerito, the all-electric, zero emission sedan in Delhi

MAHINDRA LAUNCHES A CONNECTED VEHICLES TECHNOLOGY PLATFORM - DIGISENSE

M&M announced the launch of Mahindra DiGiSENSE, an integrated technology platform that connects Mahindra vehicles, tractors, trucks and construction equipments to the cloud. Available across Mahindra's breadth of mobility products from commercial and passenger vehicles to tractors and construction equipments, its launch makes the Company the first OEM in India to integrate its product line-up onto a cloud-based technology platform.

The application will empower Mahindra customers to digitally build knowledge 24X7 about the performance and location of their vehicles. The application will initially be available in the Jeeto and Imperio in the small commercial vehicles space; the Arjun Novo in the tractor space; the Mahindra Blazo in the heavy commercial vehicles space; and the Earthmaster in the construction equipment space. Currently available as a subscription-based service, DiGiSENSE will eventually be available across the entire line-up of Mahindra's vehicles.

M&M PARTICIPATES IN INTERNATIONAL WELDING COMPETITION

Mahindra & Mahindra Ltd. (M&M) participated in 4th Beijing 'Arc Cup' International Welding Competition organised by Beijing ARC Xinxing Science & Technology Co. Ltd., China from June 18 - 22, 2016. Rajesh Rajjiwale and Omkar Sawant from TUV BIW Shop Mahindra Vehicle Manufacturers Ltd. (MVML), Chakan, were selected to represent the Company in the Arc Cup. With over 300 competitors participating from 24 different nations, the competition was taken as an opportunity for our skilled welders to get aligned to international standards. Our participants were recognised as Outstanding Players in the competition.

M&M LAUNCHES e2o ELECTRICITY CAR IN THE UK

Mahindra & Mahindra entered into the UK automotive market with the launch of e2o ElectriCity Car. Anand Mahindra, Chairman, Mahindra Group unveiled the pricing and specifications of the car at an event held at London's Design Museum on April 15, 2016. Mahindra said, "I am very proud to announce that the e2o is now available in the UK and this marks a true milestone for the Mahindra Group. Sustainability is at the heart of Mahindra's business practices and with the introduction of the e2o to the UK market, we are offering a product that perfectly encapsulates our corporate philosophy." Designed specifically for easy urban commuting and featuring a host of connected technologies, the Mahindra e2o is available in two versions. The entry-level e2o City is priced at £12,995, while the higher-spec TechX version retails at £15,995. The car is available for purchase at www.mahindrauk.com.



Anand Mahindra, Chairman, Mahindra Group, Richard Bruce, Director - UK Government's Office of Low Emission Vehicles, Arvind Mathew, Chief Executive Officer, Mahindra Reva and Pravin Shah, President & Chief Executive (Automotive), M&M Ltd at the launch of the Mahindra e2o ElectriCity car in UK



KM Team: Rajeev Shirvaikar, S S Narayan, Dr. N Saravanan, Indresh Gangwar, KS Venu, Vinesh Kumar, Prem Kumar & Syedali Shajahan.
Validation Team: Rajiv Modi, Rajakumar K, K Sudharsan, Anand Baste & S Rajan

MRV CHENNAI BAGS TWO PRESTIGIOUS AWARDS

Mahindra Research Valley (MRV), Chennai won two prestigious awards for 'Best Knowledge Management Framework' and 'Outstanding Knowledge Management Projects', at the Global Knowledge Management Congress and Awards, 2016. The event was held in Mumbai, India on June 23, 2016. MRV combatted competition from more than 100 nominations from across the globe to bag the two awards.

MAHINDRA ADVENTURE CONCLUDES K-2-K DRIVE

Mahindra Adventure concluded the first edition of the 'Mahindra Adventure Kashmir to Kanyakumari Drive' held from July 9 – 24, 2016. The drive was held to promote 'Road Safety' with emphasis on wearing seat belts and helmets. The expedition was flagged off from Srinagar with 27 expedition ready vehicles, and covered over 4,500 kms passing through 10 states to reach Kanyakumari in 16 days.



Participants of the Mahindra Adventure Kashmir to Kanyakumari expedition



MTBD team lead by Nalin Mehta - CEO; Rajesh Mangal - Sr. VP, Sales & Marketing; Rajeev Malik - Sr. GM, Marketing with the 14 scholarship winners during the ceremony at Pune

2ND EDITION OF MAHINDRA SAARTHI ABHIYAAN COMPLETED

After successfully accomplishing Mahindra Saarthi Abhiyaan in 2015, Anand Mahindra, Chairman, Mahindra Group had announced the 2nd Edition of the initiative for 2015-16. The initiative rewards a scholarship of Rs. 10,000 to daughters of truck drivers who have completed their 10th Standard. Over 1,800 applications were received for the 2nd Edition and 1,300 applicants qualified for the scholarship. The ceremonies were steered by Mahindra Truck and Bus Division (MTBD) and dealer team members. The local transport association representatives and the key customers of trucking industry were invited to grace the scholarship felicitation ceremony.

BLAZO PENETRATING AT REGIONAL LEVEL WITH MARKETING INITIATIVES

Mahindra & Mahindra Ltd. took various initiatives to amplify the product proposition of Fuel Smart technology in BLAZO that was launched at the Auto Expo 2016. Initiatives like road show, regional launches, customer, and media meets were held to reach out to the regional levels. A unique road show was conducted across 66 Towns covering 140+ locations. Regional launches and customer meets were conducted in 33 cities covering 11 states with 5,200 customers in attendance from the transport eco system. Media meets were also held at Hyderabad, Jaipur, Chandigarh, Kolkata, and Bangalore where Nalin Mehta, CEO Mahindra Truck and Bus Division addressed the media delegates.



Nalin Mehta (R)-CEO MTBD and Rajesh Mangal (L)-Sr. VP Sales & Marketing MTBD, during the media meet at Jaipur

miniSMART

 **Android** Solution for Workshop **DIAGNOSTICS**



»» **CLOUD BASED
AUTHENTICATION**

»» **CLOUD BASED DIAGNOSTICS
ACROSS THE WORLD**

MAHINDRA LAUNCHES A DIGITAL SOLUTION MINISMART FOR VEHICLE DIAGNOSTICS

Mahindra's Automotive sector launched an android app solution called the miniSMART for vehicle diagnostics, where SMART stands for – System Monitoring and Reporting Tool. miniSMART enables technicians to quickly identify complex vehicle electronics faults thereby leading

to more efficient workflow at workshops. This app includes cloud support and wireless bluetooth VCI and aims to enrich customers' product experience by leveraging technology. Mahindra is the first OEM in India to launch such a technology for workshop diagnostics.

Additionally, miniSMART is on the path to make a huge impact in PROSPER segment vehicles. These vehicles are built on superior common rail technology and often face the challenge of not being able to be serviced by local technicians.