

Ref. NS: SEC
16th September, 2024**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.**The Luxembourg Stock Exchange**
35A Boulevard Joseph II,
L-1840 Luxembourg.**London Stock Exchange Plc**
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra launches All-New Veero, Redefining the LCV<3.5 t segment; Prices start at ₹ 7.99 Lakh

Please find enclosed a Press Release issued by the Company on the captioned subject.

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 are given below:

Sr. No.	Details of Events that need to be provided	Information of Such Event(s)
a)	Name of the Product;	Veero
b)	Date of Launch;	16 th September, 2024
c)	Category of the product	Light Commercial Vehicle<3.5 t
d)	Whether caters to domestic/international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international)	NA
f)	Product Investment	₹ 900 Crores

The Presentation and Pictures of the Vehicle would be available at the following link:
<https://drive.google.com/drive/folders/1pbNKJYZta6GY3ztNT571uYN31-sztwQ?usp=sharing>

You are requested to kindly note the same.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED****NARAYAN SHANKAR**
COMPANY SECRETARY

Encl.: a/a

PRESS RELEASE

**Mahindra launches All-New Veero, Redefining the LCV<3.5 t segment;
Prices start at ₹ 7.99 Lakh**

~ Introducing India's First Multi-Energy Modular CV platform ~

- **All-New Urban Prosper Platform (UPP):**
 - Designed as India's first Multi-Energy CV platform, including Diesel, CNG, and Electric.
 - Modular platform offering a range of payload options (1 to 2 t+) and deck sizes.
 - Delivers safety beyond regulatory compliance, advanced comfort, and unmatched TCO.
- **Mahindra Veero with 'Soch Se Aage' Promise:** Redefining the Light Commercial Vehicle (LCV <3.5 t) in every aspect, it is designed to set new standards in cost of ownership, capability, performance, safety, comfort, and technology.
 - **Unmatched Savings:** Best-in-class mileage of 18.4 km/l* for diesel and an impressive 19.2 km/kg* for CNG, with best-in-class 20,000 km regular service intervals for maximum profitability. Connectivity with 50+ iMAXX features enhances productivity.
 - **Exceptional Performance & Capability:** Class-leading payload capacity of 1,600 kg, with the option of a 1.5-litre mDI diesel engine that delivers 59.7 kW and 210 Nm of torque, or the Turbo mCNG engine with best-in-class power of 67.2 kW and 210 Nm of torque.
 - **Segment-First Safety:** Features include a driver airbag, reverse parking camera, and adherence to the more stringent AIS096 compliance crash safety standards.
 - **Premium Cabin Experience:** First-in-segment features include a 26.03 cm touchscreen, power windows, and steering-mounted controls. A spacious, comfortable, ergo cabin with a certified D+2 seating arrangement and a best-in-class reclining driver's seat.
 - **Power of Choice:** Two fuel types (Diesel and CNG); two cargo lengths (3035 mm and 2765 mm); three cargo types (Standard Deck, High Deck, and CBC) cater to different business needs.

Pune, September 16, 2024: Mahindra & Mahindra Ltd., India's leading manufacturer of utility vehicles and leaders in the LCV <3.5 t segment, today announced the launch of the Mahindra Veero, starting at ₹ 7.99 Lakh. Designed to redefine the LCV <3.5 t segment, the Veero offers unparalleled savings with best-in-class mileage, exceptional performance powered by robust multiple engine options, industry-leading safety features, enhanced occupant protection, and a premium cabin experience.

Mahindra's innovative Urban Prosper Platform (UPP) is India's first ground-up multi-energy modular CV platform. Designed to offer best-in-class total cost of ownership and segment-first safety beyond regulations, the platform sets a new benchmark in the industry. It is engineered to support payloads from 1 t to 2 t+ in multiple deck lengths and accommodates multiple powertrain options, including diesel, CNG, and electric.

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Mahindra Veero sets a new industry standard with first-in-segment tech and features such as a driver-side airbag, reverse parking camera, a 26.03 cm touchscreen infotainment system, steering-mounted controls, and power windows. The Mahindra Veero also boasts best-in-class features, including a payload capacity of 1,600 kg, 3035 mm cargo length, 18.4 km/l* mileage for diesel, and a 5.1 m turning radius, making it highly versatile and ideal for urban operations.

Veejay Nakra, President - Automotive Division, Mahindra & Mahindra Ltd., said, *“The Mahindra Veero will further strengthen our leadership in the LCV <3.5 t segment. Built to help customers maximise earnings, it offers best-in-class payload, exemplary mileage, and superior maneuverability. With multiple segment-first technology and features, the vehicle ensures a premium cabin experience, unmatched safety, exceptional performance, and capability. The Mahindra Veero is designed to be a category disrupter ahead of all other offerings in this segment, truly living up to the promise of being ‘Soch Se Aage’.”*

R Velusamy, President - Automotive Technology and Product Development, Mahindra & Mahindra Ltd., said, *“The Mahindra Veero, built on the all-new Urban Prosper Platform, is a testament to our commitment to innovation and versatility. Designed to support multiple powertrain options, including electric in the near future, it addresses the diverse operational needs of businesses, offering flexibility like never before. Safety has been a top priority in its development, with industry-leading standards ensuring maximum protection for all occupants. Engineered to excel in even the most challenging conditions, the all-new Veero sets new benchmarks in its category, especially in comfort, performance, safety, and long-term reliability.”*

Mahindra Veero is a bold statement for entrepreneurs who dare to think beyond the conventional. The positioning, "Soch Se Aage," encapsulates this spirit, as the vehicle goes beyond traditional expectations. The Mahindra Veero offers features and capabilities that the category has never witnessed, ensuring the well-being of customers and their prosperity while instilling pride of ownership.

Power of choice:

Fuel Type	Diesel, CNG
Cargo Length	XL (2765 mm), XXL (3035 mm)
Cargo Type	CBC, Standard Deck, High Deck
Payload Capacity	1.6 t, 1.55 t (Diesel) 1.5 t, 1.4 t (CNG)

Pricing details (ex-showroom) below, starting from ₹ 7.99 Lakh:

Variant	V2			V4	V6
	CBC	SD	HD	SD	SD
XL (2765 mm cargo)	₹ 7.99 Lakh	₹ 8.49 Lakh	-	-	-
XXL (3035 mm cargo)	₹ 8.54 Lakh	₹ 8.69 Lakh	₹ 8.89 Lakh	₹ 8.99 Lakh	₹ 9.56 Lakh

Airbag option on V2 and V4 at additional Rs. ₹ 15000.

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Annexure 1

Variants and Top Features

V2 - Value Conscious	V4 - Comfort Seeker (In addition to the features on V2)	V6 - Ambitious Aspirer (In addition to the features V4)
<ul style="list-style-type: none"> • Driver Seat Slide & Recline • Flat Fold Seats - Sleeping provision • Door Arm-rest • Vinyl Seat Covers • Mobile Dock • 12V Socket • PVC Floor Carpet • Piano Black Cluster Bezel • Driver side A-Pillar Grab Handle • Co-driver Side A-Pillar & Roof Grab Handle • Driver Airbag (optional) 	<ul style="list-style-type: none"> • Heater & AC • Driver Seat with Adjustable Headrest • Hybrid (Fabric + Vinyl) Seat cover • Premium Floor Carpet • Upper Glove Box • Fast Charging USB C-Type • Co-driver ELR Seat Belt • Driver Airbag (optional) 	<ul style="list-style-type: none"> • Driver Airbag • 26.03 cm Touchscreen Infotainment • Power Windows • Reverse Parking Camera • Steering Mounted Controls • iMAXX Connected Vehicle • Immobilizer • Fully-Trimmed Cabin • Piano Black Centre Console

Annexure 2

About Mahindra Veero:

Unmatched Savings:

Mahindra Veero sets a new benchmark in savings with its best-in-class mileage, ensuring maximum profitability for businesses. The diesel variant delivers an impressive 18.4 km/l*, while the CNG variant achieves 19.2 km/kg* with a certified range of over 500 km. Mahindra Veero minimizes downtime and maximizes productivity with its best-in-class 20,000 km regular service interval. An advanced engine Stop-Start system, driver fuel coaching, and Eco mode help save fuel and maximise profitability. Additionally, Mahindra Veero comes with a standard 3-year/1 Lakh km warranty, providing peace of mind and further contributing to significant cost savings over time.

Additionally, the Mahindra Veero is equipped with iMAXX connected solutions, with over 50 features that allow customers and fleet owners to conveniently monitor their vehicles using the iMAXX application on smartphones. The application is available in six languages – English, Hindi, Tamil, Kannada, Telugu, and Malayalam – making it easier for users across India to operate.

Exceptional Performance & Capability:

Performance and capability are at the core of Mahindra Veero, which is engineered to outperform competitors in every aspect. Whether powered by the robust 1.5-litre mDI diesel engine that delivers 59.7 kW and 210 Nm of torque, or the Turbo mCNG engine with its best-in-class power of 67.2 kW and 210 Nm of torque, Mahindra Veero is built to handle the toughest jobs with ease. The vehicle's best-in-class payload of 1,600 kg for diesel and an impressive 1,500 kg for CNG allows businesses to transport more goods per trip, leading to

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higher profits. Its superior maneuverability, with the lowest-in-class turning circle radius of 5.1 meters, ensures easy navigation through narrow city streets.

Furthermore, Mahindra Veero offers customizable cargo options available in both standard deck and high deck, including the longest cargo beds in its class, with both 2765 mm (9 feet) and 3035 mm (10 feet) cargo options available in standard deck. The high deck option provides additional flexibility, allowing businesses to carry large loads with ease, making Mahindra Veero an ideal choice for a wide range of business needs.

Segment-First Safety:

Mahindra Veero is equipped with a range of segment-first safety features that ensure the highest levels of protection. The inclusion of a driver-side airbag provides extra safety in case of collisions, whether on city roads or highways. Mahindra Veero adheres to the more stringent AIS096 compliance crash safety standards, offering maximum protection for occupants. Additionally, the highest usage of High-Strength Steel (HSS) in the cabin, chassis, and cargo body, combined with superior engineering, enhances the vehicle's toughness, delivering superior safety, ride comfort, handling confidence, and vehicle durability. The vehicle also features a reverse parking camera, enhancing safety and convenience in tight spaces. Other advanced safety features include a False Start Avoidance System, an immobilizer to prevent unauthorised starts, and best-in-class driver visibility for better control and awareness.

Premium Cabin Experience:

Mahindra Veero is equipped with first-in-class features that elevate comfort and convenience for drivers spending long hours on the road. These include a 26.03 cm touchscreen infotainment system, steering-mounted controls, and power windows, all designed to enhance the driving experience. The vehicle also offers a certified D+2 seating arrangement, ensuring compliance with legal requirements while providing a spacious cabin that maximizes comfort.

To further enhance comfort, Mahindra Veero comes equipped with both air conditioning with heater and demister, ensuring a comfortable cabin environment in all weather conditions. The reclining driver's seat and provision for sleeping make long journeys and breaks more manageable, while ample storage space ensures that drivers have room for their essentials.

Standout Design:

Mahindra Veero boasts an unmissable presence with its bold stance and modern styling, making it stand out in the crowded SCV segment. The striking front end features a distinctive grille and vertical headlamps, giving Mahindra Veero a commanding road presence. The design is further elevated by premium and comfortable seats, ensuring a superior driving experience. Inside, Mahindra Veero offers car-like fully trimmed interiors that provide a touch of luxury in a utilitarian vehicle. The vehicle is also equipped with a first-in-segment full TFT cluster, bringing essential information directly to the driver's view.

Social Media Addresses for Mahindra Veero:

- Brand website: <https://auto.mahindra.com/pick-up-trucks/VEERO.html>
- Instagram: @mahindraveero
- Facebook: Mahindra Veero
- Twitter: @MahindraVeero
- YouTube: @MahindraVeero

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- Hashtags: #MahindraVeero #SochSeAage

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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