



PRESS RELEASE

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## **Mahindra Finance, Maruti Udyog rural partnership gets its first roadshow in Kerala**

**Mumbai, August 10, 2006:** Mahindra & Mahindra Financial Services Ltd (MMFSL), part of the \$3.04 billion Mahindra group and a leading player in the rural and semi-urban market, and Maruti Udyog Ltd (MUL), the leader in the Indian passenger vehicle market, launched their alliance by organizing a series of roadshows across the state of Kerala.

These roadshows will coincide with the festival of Onam in the state. Onam signals the onset of the harvesting season and provides the best platform for MMFSL and Maruti to reach out to both its existing and potential customers.

**Mr. Santhoshmon George, Regional Manager, Mahindra & Mahindra Financial Services Ltd** said, "The alliance will benefit the customers as they get access to our yet unparalleled branch network in Kerala and our innovative finance schemes. The thought is to reach out to those customers in some of the interior markets of Kerala where they do not have easy access and choice to avail finance."

**Mr. Anand Prakash, Regional Manager (South – 3), Maruti Udyog Ltd** said, "The tie up with MMFSL will ensure that we can access customers in smaller pockets. Customers, in turn, get access to our dealership network in all strategic locations in the state. All in all, it is the customer who benefits from this arrangement."

The roadshows have been designed as a unique mobile exhibition format that works at the village level to showcase the brand experience for the consumers. A van fabricated with messages in the local language, full color high impact graphics will move covering the entire state of Kerala in a span of 25 days. Each district in the state would be covered during the process.

During this demonstration, the customers could avail of complete information on the quick loan approval process of MMFSL and its easy documentation process. At the same time, customers will also have an opportunity to take test drives of their favorite Maruti vehicles on the spot. This will ensure that both the finance as well as the vehicle would be available right at the doorstep of the customer thereby offering high levels of customer convenience.

MMFSL and Maruti entered into an agreement wherein MMFSL will utilize the dealer network of MUL and its service mark Maruti Finance to market its auto loans. MMFSL will have the non-exclusive license to use Maruti Finance mark to sell its products. Both MMFSL and MUL can participate in joint promotion schemes as mutually decided to promote and market auto loans for Maruti vehicles.

MMFSL, which was recently listed on the NSE and the BSE, has a network of 356 branches pan-India. A significant aspect is that all the 356 branches are computerized and of these over 200 are connected online through a centralized connectivity to the main MMFSL server in Mumbai.



About Mahindra & Mahindra Financial Services Ltd

Mahindra & Mahindra Financial Services Ltd (MMFSL) is one of India's leading non-banking finance companies focused on providing finance for utility vehicles, tractors and cars in the rural and semi-urban sector. MMFSL is a subsidiary of Mahindra & Mahindra, a leading tractor and utility vehicle manufacturer. The company has positioned itself between the organized banking sector and local money lenders, offering customers competitive, flexible and speedy lending services. MMFSL has a network of 356 branches spread across India and has entered into a total of 500,000 customer contracts since inception. MMFSL listed on National Stock Exchange and Bombay Stock Exchange on March 17, '06.

About Maruti Udyog Ltd

Maruti Udyog Limited, a subsidiary of Suzuki Motor Corporation of Japan, is India's largest car company with nearly 55 per cent of the domestic passenger car market. The company offers 11 models across segments, sold through over 380 outlets in 230 towns and cities. Maruti has been rated first in Customer Satisfaction for six years in a row in J D Power Asia Pacific Surveys. The company supports safe driving through a dozen Driving Schools across the country and two Driving Training and Research Institutes in Delhi. Maruti's turnover was US \$ 2.78 billion in 2005-06. It is listed on the Bombay Stock Exchange and National Stock Exchange.

About The Mahindra Group

The US \$3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. It has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With around 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs around 30,000 people and has eight state-of-the-art manufacturing facilities in India spread over 500,000 square meters. The Mahindra Group has ambitious global aspirations and has a presence in 20 countries spread across four continents. Mahindra products are today available in every continent except Antarctica. M&M has made strategic acquisitions of plants in China and the United Kingdom, and has 2 assembly plants in the USA. Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault, France, and International trucks, USA. The Group is celebrating its 60th anniversary in 2005-06.

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