

PRESS RELEASE

Mahindra AMC launches two new schemes

Mahindra Mutual Fund Bal Vikas Yojana and Mahindra Mutual Fund Badhat Yojana

New Fund Offers open for initial subscription from April 20 to May 4, 2017

Lucknow, May 3, 2017: Mahindra Asset Management Company Pvt. Ltd. (MAMCPL), the investment manager to Mahindra Mutual Fund and the wholly owned subsidiary of Mahindra Finance, announced the launch of its two open-ended schemes '**Mahindra Mutual Fund Bal Vikas Yojana**' an open ended balanced scheme and '**Mahindra Mutual Fund Badhat Yojana**' an open ended equity scheme. The new fund offer will open from April 20, 2017 and will close on May 4, 2017. Thereafter, the scheme(s) will reopen for continuous sale and repurchase from May 18, 2017.

'**Mahindra Mutual Fund Bal Vikas Yojana**' seeks to generate capital appreciation and income generation over medium to long term through investment in equity and equity related instruments as well as debt and money market instruments. Investments in this fund can be made only in the name of the minor child and contributions in the investment account could be made by all family members and friends. The fund offers optional lock-in investment till the child turns 18 years old.

'**Mahindra Mutual Fund Badhat Yojana**' is best suited for investors who are keen to get medium to long term capital appreciation through investment predominantly in equity and equity related securities including derivatives.

Inflation often leads to erosion of capital, investment in equity funds helps beat inflation.

Ashutosh Bishnoi, CEO and Managing Director, MAMCPL said, "Every household in India has a culture of saving instilled in them. We want to leverage on this culture and explain the investment opportunities through our offerings for every customer profile. In a family, securing a child's future, safety and wealth creation are top priorities. Therefore goal-based financial planning through our products like 'Mahindra Mutual Fund Bal Vikas Yojana' and 'Mahindra Mutual Fund Badhat Yojana' helps in systematic investments to create a secure future."

He added, "Children these days have unconventional dreams and aspirations. Meticulous financial planning can help ensuring they have all the education and facilities they require to fructify their dreams. The first step however is to start as early as you can."

Mahindra Asset Management Company Private Limited, a company incorporated under the Companies Act, 1956, is the Investment Manager for Mahindra Mutual Fund. It is a wholly owned subsidiary of Mahindra and Mahindra Financial Services Limited (MMFSL).

Mahindra Mutual Fund endeavors to offer a variety of mutual fund schemes pan-India, with special focus in rural and semi-urban areas.

Statutory Details: Mahindra Mutual Fund has been constituted as a Trust under the Indian Trusts Act, 1882. Sponsor: Mahindra & Mahindra Financial Services Limited. (liability of Sponsor limited to Rs. 1,00,000/-) Trustee: Mahindra Trustee Company Private Limited. Investment Manager: Mahindra Asset Management Company Private Limited. The Sponsor, Trustee and Investment Manager are incorporated under the Companies Act, 1956.

About Mahindra & Mahindra Financial Services Limited

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), part of the Mahindra Group, is one of India's leading non-banking finance companies. Focused on the rural and semi-urban sector, the Company has over 4 million customers and has an AUM of over USD 6 billion. The Company is a leading vehicle and tractor financier and also offers fixed deposits and loans to SMEs. The Company has over 1,100 offices across the country and is the first Non Banking Finance Company from India to form a part of Dow Jones Sustainability Index.

The Company has a Joint Venture in the US, Mahindra Finance USA, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra tractors in US.

The Company's Insurance Broking subsidiary, Mahindra Insurance Brokers Limited (MIBL), is a licensed Composite Broker providing Direct and Reinsurance broking services.

Mahindra Rural Housing Finance Limited (MRHFL) a subsidiary of Mahindra Finance provides loans for purchase, renovation, construction of houses to individuals in the rural areas of the country.

About Mahindra

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 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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This product is suitable for investors who are seeking*

- Medium to Long term capital appreciation;
- Investment predominantly in equity and equity related securities including derivatives.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

ANNEXURE 1: Mahindra Mutual Fund and Badhat Yojana

(An open ended Equity Scheme)

New Fund Offer Opens on: April 20, 2017

New Fund Offer Closes on: May 4, 2017

Scheme reopens for continuous sale and repurchase on: May 18, 2017

Salient Features:

- Prudent diversified portfolio of investments across companies and sectors
- Directly and Actively managed by Expert fund managers on a daily basis
- Opportunity to co-own successful businesses through equity markets

Investment Objective: The investment objective of the Scheme is to provide medium to long term capital appreciation through appropriate diversification and taking low risk on business quality. The diversified portfolio would predominantly consist of equity and equity related securities including derivatives. However, there can be no assurance that the investment objective of the Scheme will be achieved.

Available Plans/ Options / Sub-options/ Facilities for subscription by investors:

Plan	Option	Facility
Regular	Growth(D)	-
	Dividend	Dividend Reinvestment (D) Dividend Payout
Direct (D)	Growth (D)	-
	Dividend	Dividend Reinvestment (D) Dividend Payout

D- Default

Minimum Application Amount	Rs. 1,000 and in multiples of Re. 1/- thereafter
Minimum Additional Purchase Amount	Rs. 1,000 and in multiples of Re. 1/- thereafter
Minimum Amount for Redemption / Switch-outs	Rs. 1,000/- or 100 units or account balance, whichever is lower

Loads:

Entry Load: NA

Exit Load:

- An Exit Load of 1% is payable if Units are redeemed / switched-out upto 1 year from the date of allotment;
- Nil if Units are redeemed / switched-out after 1 year from the date of allotment

Benchmark: Nifty 200

Fund Manager: Mr Ratish Varier

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- Capital appreciation and income generation over medium to long term;
- Investment in equity and equity related instruments as well as debt and money market instruments.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Mahindra Mutual Fund Ltd. **Vikas Yojana** (An open ended Balanced Scheme)

New Fund Offer Opens on: April 20, 2017

New Fund Offer Closes on: May 4, 2017

Scheme reopens for continuous sale and repurchase on: May 18,

2017

Salient Features:

- Investments can be made only in the name of your child*
- Contributions in the investment account can be made by all family members and friends
- Option to lock-in investments till child attains majority
*minor

Investment Objective: The Scheme seeks to generate long term capital appreciation through investments in equity and equity related instruments and also income from investing in debt and money market instrument. However, there can be no assurance that the investment objective of the Scheme will be achieved. The Scheme does not assure or guarantee any returns.

Available Plans: ➤ Regular ➤ Direct (D)				
Available Sub-plans under each plan: ➤Compulsory Lock-in Investment will be locked-in till the Beneficiary Child is 18 years of age and can be redeemed after the child is 18 years of age or after 3 years from the date of allotment, whichever is later ➤No Lock-in Investment will not be locked-in and can be redeemed at any point of time, at NAV based price, subject to exit load				
Available Options / Sub-options/ Facilities:				
Sub - Plan	Option		Sub-option/ Facility	
	Growth(D)	Dividend	Dividend Reinvestment(D)	Dividend Payout
Compulsory Lock-in	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
No Lock-in (D)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
D- Default				
Minimum Application Amount			Rs. 1,000 and in multiples of Re. 1/- thereafter	
Minimum Additional Purchase Amount			Rs. 1,000 and in multiples of Re. 1/- thereafter	
Minimum Amount for Redemption / Switch-outs			Rs. 1,000/- or 100 units or account balance, whichever is lower	

Loads:

Entry Load: N.A.

Exit Load:

Under Compulsory Lock-in: No exit load post lock-in period.

Under No Lock-in:

- an Exit Load of 3% is payable if Units are redeemed / switched-out upto 1 year from the date of allotment;
- an Exit Load of 2% is payable if Units are redeemed / switched-out after 1 year and upto 2 years from the date of allotment;
- an Exit Load of 1% is payable if Units are redeemed / switched-out after 2 years and upto 3 years from the date of allotment;
- Nil if Units are redeemed / switched-out after 3 years from the date of allotment.
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Fund Managers: Rahul Pal and Ratish Varier

Benchmark: 50% CNX Nifty + 50% CRISIL Composite Bond Fund Index

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.