

**PRESS RELEASE****Mahindra Mutual Fund Launches New Equity Scheme 'Mahindra Rural Bharat and Consumption Yojana,' for investors seeking long term capital appreciation**

- **Investment predominantly in equity and equity related securities including derivatives of entities engaged in and/ or expected to benefit from the growth in rural India.**
- **Investible sectors from rural India include Farm, Rural Infrastructure, Consumption and Financial Services.**
- **New Fund Offer opens for initial subscription from October 19, 2018 to November 02, 2018**

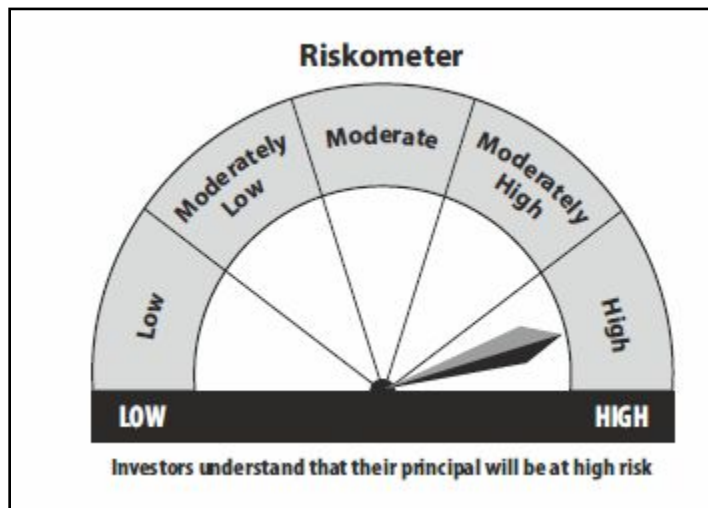
**Mumbai, October 09, 2018:** Mahindra Mutual Fund, a wholly owned subsidiary of Mahindra and Mahindra Financial Services Limited (MMFSL) launches new open ended equity scheme 'Mahindra Rural Bharat and Consumption Yojana,' for investors who are seeking long-term capital appreciation by investing predominantly in equity and equity related instruments of entities engaged in and/ or expected to benefit from the growth in rural India. The Scheme would endeavour to generate capital appreciation by investing several sectors that are likely to be benefitted over a longer term due to improvement in per capita income of rural India and various structural reform initiatives such as the soil card/crop insurance/higher MSP/e-Mandi etc. Indicative list of business activities considered under the Rural India include Farm sector, Rural Infrastructure, Consumption and Financial Services. The New Fund Offer opens on October 19, 2018 and closes on November 02, 2018. The scheme will reopen for continuous sale and repurchase within 5 business days from the date of allotment.

**Mr Ashutosh Bishnoi, MD & CEO, Mahindra Mutual Fund said,** 'Mahindra Rural Bharat and Consumption Yojana' provides investors an opportunity to participate in India growth story by investing in well diversified debt portfolio of fundamentally strong, high liquid and well-known companies. We believe the scheme offers an attractive long term investment opportunity, hence, investors seeking reasonable income and capital appreciation must participate in the offered scheme."

Mahindra Rural Bharat and Consumption Yojana aims to invest in quality instruments of moderate to high safety investment grade, and generate optimum returns with less volatility at the lowest quantum of risk. The selection of securities based on Risk Guard Process – An in-house Research and Process Framework

Investors with moderate risk appetite, looking to diversify their portfolio, and seeking an alternate to traditional investment options that have the potential to deliver better risk adjusted returns should look forward to 'Mahindra Rural Bharat and Consumption Yojana' scheme.

The scheme would invest minimum 80% in Equity and Equity Related Instruments of entities having exposure towards rural India and upto 20% in Equity and Equity Related Instruments of entities other than having exposure to rural India and Debt and Money Market Securities.



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

### About Mahindra Mutual Fund

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 5.5 Million customers and has an AUM of over USD 8.5 Billion. The Company is a leading vehicle and tractor financier and also offers fixed deposits and loans to SMEs. The Company has 1,291 offices and reaches out to customers spread over 3,50,000 villages & 7,000 towns across the country.

Mahindra Finance is the only Non-Banking Finance Company from India to be listed on the Dow Jones Sustainability Index in the Emerging Market Category. Mahindra Finance has been ranked 14th on the list of India's Best Companies to

work for 2018, by Great Place to Work® Institute. We have also been recognized as an Aon Best Employer 2017 and among the Best BFSI Brands 2018 by The Economic Times.

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 and semi-urban areas of the country.

Mahindra Asset Management Company Private Limited (MAMCPL), a wholly-owned subsidiary of Mahindra Finance, is acting as the Investment Manager of Mahindra Mutual Fund.

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

## About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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