

((An Open ended Equity Linked Savings Scheme with a lock-in period of 3 years)

PRESS RELEASE

Mahindra AMC declares 10% dividend in Mahindra Mutual Fund Kar Bachat Yojana

Mumbai, November 8, 2017: Mahindra Asset Management Company Pvt. Ltd. (MAMCPL), the investment manager to Mahindra Mutual Fund and the wholly owned subsidiary of Mahindra Finance, announced a dividend of 10 % (Re. 1 per unit on face value of Rs.10) in its open ended equity linked saving scheme – Mahindra Mutual Fund Kar Bachat Yojana – Direct and Regular plan(s).

The record date for the proposed dividend is November 10, 2017. All investors in the dividend option of the regular and direct plan(s) as on the record date will be eligible for the dividend, subject to the availability of distributable surplus and may be lower to the extent of distributable surplus available as on the record date. Pursuant to payment of dividend, the NAV of the dividend option(s) of the scheme/plan(s) would fall to the extent of payout and statutory levy, if any. The NAV of the scheme under the regular plan - dividend option and direct plan- dividend option stood at Rs. 12.1928 per unit and Rs. 12.4847 per unit respectively as on November 3, 2017.

"When we launched the Mahindra Mutual Fund Kar Bachat Yojana, our investment approach was to focus on building a high quality diversified portfolio in this fund with a long term perspective. And although over the last one year many investors have come into the fund at rising market valuations, our high quality approach has allowed us to book profits and offer a dividend payout in the dividend option. Even in the future we will continue to look for such opportunities to create an income for our investors" said Ashutosh Bishnoi, CEO and Managing Director, MAMCPL"

Mahindra Mutual Fund Kar Bachat Yojana seeks to generate long-term capital appreciation through a diversified portfolio of equity and equity related securities. The scheme does not guarantee or assure any returns.

- Potential Capital Appreciation: Scheme invests in a diversified equity portfolio thereby offering you the possibility of growing your investments regularly.
- Tax Benefit: Investments in this scheme are entitled for tax deduction under section 80C of Income Tax Act, 1991*. All redemption proceeds are tax free!
- Lock-in Feature: This feature endeavors to protect your investments from impact of short term market volatility. Lock-in of only 3 years! Other traditional tax savings options may have longer
- Long term capital appreciation
 - Investment predominantly in equity and equity related securities

Riskometer

holding periods. *Please consult your financial /tax advisor before investing.

Investors understand that their principal is at moderately high risk

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 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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