

Mahindra flags off Asia's first 100% bio-diesel SUV and India's first bio-diesel tractor

Mahindra & Mahindra, the leading Indian automotive manufacturer for over 60 years, today announced a landmark breakthrough in Indian alternate fuel technology. M&M today formally announced its emphasis on bio-diesel and unveiled the bio-diesel Scorpio and Bolero DI vehicles for 100% real world usage trials.

Mumbai, Maharashtra, IND, 2007-02-07 17:54:09 (IndiaPRwire.com)

Mahindra & Mahindra, the leading Indian automotive manufacturer for over 60 years, today announced a landmark breakthrough in Indian alternate fuel technology. M&M today formally announced its emphasis on bio-diesel and unveiled the bio-diesel Scorpio and Bolero DI vehicles for 100% real world usage trials.

The Scorpio with indigenously developed CRDE technology is the first Asian vehicle in its class to run on 100% bio-diesel. M&M also unveiled a 5% bio-diesel tractor along with the utility vehicles, another first in the country.

Mahindra & Mahindra spearheaded two projects for its Bio-Diesel Programme, one in conjunction with the Indian Institute of Technology, Kanpur one of world's top technology institutes, and the other with Indian Oil Corporation's R&D Centre and Lubrizol.

The vehicles were formally launched by the Honourable Union Minister for Petroleum and Natural Gas, Mr. Murli Deora in the presence of Mr. Keshub Mahindra, Chairman of the Mahindra Group; Mr. Bharat Doshi, Executive Director-Finance and Corporate Affairs, and President-Trade & Financial Affairs Sector, M&M; Mr. Anjanikumar Choudhari, President, Farm Equipment Sector, Mahindra & Mahindra Ltd., Dr. Arun Jaura, Senior Vice President Product Development, Mahindra & Mahindra, Auto Sector, Mr. Manrao, Senior Vice-President, Product Development & R&D Services, Mahindra & Mahindra, Farm Equipment sector and other dignitaries.

Congratulating the pioneering efforts of Mahindra & Mahindra in the sector, Mr. Murli Deora, said, 'The Mahindra vehicles are a landmark in the government's sustainable energy goals. Such innovative use of technology will serve as a benchmark in India's push for a sustained and more responsible use of valuable energy resources, will help energy security and national security. I am especially proud that this is an indigenous effort by the best minds in the private sector, the academia and the government.'

Mr. Keshub Mahindra said, 'This is a landmark day in M&M's history. We have grown in step with India since its inception and our business activities have been addressing the concerns of the Indian people. Our alternate fuel program addresses India's fuel consumption needs and is, therefore, a natural extension of our priorities. Given the national importance of this initiative, we have proposed to the national government large-scale implementation throughout the country.'

Mr. Bharat Doshi, said, 'The Bio-Diesel Programme is one of Mahindra's investments in India's sustainable economic development. India is one of the world's fastest developing markets with an automotive industry that hinges on sustainable fuel consumption. Mahindra's bio-diesel fuelled vehicles, serve a national cause for reducing dependence on oil imports.'

Mahindra & Mahindra is fully committed to fuel conservation as a responsible corporate citizen with a leadership in the automotive segment for over 60 years.

'Mahindra has always nurtured a technology-driven commitment to fuel conservation,' said Dr. Jaura. 'We have an over 700-strong R&D team with the proven in-house capability to develop contemporary bio-diesel engines & emissions reduction capability. The bio-diesel vehicles are a result of M&M's pioneering research and unmatched expertise in India's alternate fuel and engine development domains.'

Speaking about the strides on the tractor segment, Mr. Manrao said, 'Mahindra's tractor division has been an Indian market leader and at the forefront on serving the needs of rural development. With rural technology development as an objective, M&M has initiated its Bio-Diesel programme for Tractors and the 5% bio-diesel tractor is a result of this drive'.

The vehicles will be run in real world environment that will involve severe and demanding terrain including hot and cold weather operations at high altitudes. M&M is a pioneer in R&D of alternate propulsion technologies in India and had also set up its own bio-diesel pilot plant way back in 2001. M&M carried out extensive studies on traditional engines and vehicles and realized the need to develop vehicles for contemporary and fuel efficient diesel engines like CRDe, meeting the world's latest emission norms. M&M has been seriously looking at technologies that will help enhance focus on converting bio-mass to bio-fuels.

'The vehicles being flagged off today by M&M emphasize the company's commitment to the customer, environment, commitment to innovation and our commitment to encouraging collaborative research with energy providers and academia in bio-fuels & other technology areas in India,' concluded Dr. Jaura.

- END -

About The Mahindra Group

The US \$3.8 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. The Group 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 over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs over 30,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. It has made strategic acquisitions across the globe including Stokes Group (UK) and Jeco Holding AG (Germany). 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 SA, France, and International Truck and

Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies.

(* Annualised for current fiscal)

For further enquiries, contact:

Ms. Roma Balwani
Sr. GM, Corporate Communication
Mahindra & Mahindra Ltd
Phone: (+91-22) 24975176
Fax: (+91-22) 2490 0830
Email: balwani.roma@mahindra.com

For more information, Please contact:

Roma Balwani

Head, Corporate Communications - Mahindra & Mahindra Ltd.

+912224900830

You can also visit www.mahindra.com for more information.