

**MAHINDRA NORTH AMERICAN TECHNICAL CENTER
ANNOUNCES YEAR TWO OF THE
URBAN AGRICULTURE GRANT PROGRAM IN DETROIT**

For Immediate Release

Contact: Rich Ansell, 313-268-4530

TROY MI (May 23, 2016) Richard Haas, President and Chief Operating Officer of the Mahindra North American Technical Center (MNATC), based in Troy, MI, announced, in conjunction with Mahindra USA, the renewal of the company's Urban Agriculture Grant Program today. Non-profit groups engaged in urban agriculture projects in Detroit, Highland Park and Hamtramck are eligible to apply.

Haas said, "Mahindra's support of Detroit's thriving urban gardening and farming movement is a logical extension of the company's global directive to foster positive change in the communities in which we operate. The Urban Agriculture Grant Program is a natural fit for us, given Mahindra's position as a world leader in tractor production."

In the grant program's first year, MNATC partnered with Mahindra USA, the company's Houston, TX-based tractor division, to donate a total of \$100,000 to six deserving recipient organizations. Donations were in the form of cash grants, a Mahindra tractor with attachments, and a Mahindra mPact XTV utility vehicle.

"We couldn't be more pleased with the outcomes reported to us by last year's grant recipients," Haas said. "Thousands of city residents benefited from the programs we helped fund, and the Mahindra equipment improved efficiency and productivity, which is critical for these farms given the short Michigan growing season. We want to build on that momentum and support our current and future grant partners' efforts to make a difference in the lives of as many Detroit residents as possible."

-more-

To be eligible for consideration for funding through the 2016 Mahindra Urban Agriculture Grant Program, an organization must be an IRS-recognized non-profit; operate in Detroit, Highland Park or Hamtramck; and be engaged in, or supportive of, the growing and distribution of fresh food that benefits, in whole or in part, residents of one or more of those cities. Interested non-profits may obtain applications and grant guidelines [here](#).

Completed applications must be returned to Mahindra by June 17, 2016, for consideration in this year's funding cycle.

###

About Mahindra North American Technical Center

The Mahindra North American Technical Center, which opened in Troy, Michigan, in 2012, is the company's first U.S.-based technical center and is a key part of the Mahindra's neural network of innovation that links automotive facilities in India, Korea and Europe. The Technical Center is a key element in Mahindra's growth plans to develop and market world-class vehicles globally. Visit us at www.mahindranatc.com

About The Mahindra Group

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 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 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 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.

Visit us at www.mahindra.com