



FOR IMMEDIATE RELEASE

MAHINDRA USA & RUSH LIMBAUGH SALUTE MILITARY ON MEMORIAL DAY
Tractor To Be Given Away

HOUSTON, TX (May 9, 2014) – Rush Limbaugh is teaming up with [Mahindra USA](http://www.mahindrausa.com) to give away one Mahindra Max 22 tractor to an active duty or veteran of the U.S. military on Memorial Day 2014. The tractor is fully equipped, including a front-end loader and mid-mower. The giveaway is open to entries in Rush Limbaugh's Mahindra Tractors Military Salute Giveaway between now and May 25, 11:59 pm at <http://www.rushlimbaugh.com/pages/static/mahindra>. The winner will be selected in a random drawing on May 26, 2014.

Mahindra USA, the number one selling tractor brand in the world based on volume, is an active supporter of the military and offers the "Mahindra Pride Military Appreciation Program," recognizing the commitment of members of the armed forces. The Military Appreciation Program offers an extra \$200 rebate for active and retired U.S. military personnel with the purchase of a new Mahindra tractor and qualifying implement through December 31, 2014. In addition, Mahindra USA supports Operation Finally Home with its "Build To Rise" program, which provides custom-built, mortgage-free homes to our heroes and their families.

"We are honored to partner with Rush Limbaugh on the Military Salute Giveaway and give a special thanks to our nation's heroes on Memorial Day. This is a great addition to our Mahindra Pride Military Appreciation Program and another way we can support our service men and women," said Cleo Franklin, Vice President, Marketing and Strategic Planning, Mahindra USA. "A pillar of Mahindra's Rise initiative is to honor the people in our lives that make a difference in our communities, and our military and veterans truly make a difference, every day."

"I'd like to thank Mahindra, the world's number one selling tractor, for their generosity. And God bless all of you who protect our freedom. We are pleased to join with Mahindra USA in giving away one of their spectacular tractors to a deserving active duty or veteran of our military," said Rush Limbaugh.

To learn more about the "Mahindra Pride Military Appreciation Program," please visit MahindraUSA.com/financing/programs or MahindraPromotion.com.

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About Mahindra USA

Mahindra USA (MUSA) is part of the US \$ 16.7 billion Mahindra Group's Automotive and Farm Sector - the number one selling tractor company in the world, based on volumes and the only tractor manufacturer in the world to win the industry's top two quality awards – the Deming Application Prize and the Japan Quality Medal, care of Union of Japanese Scientists and Engineers. Houston, Texas based Mahindra USA (MUSA) is a wholly owned subsidiary of Mahindra & Mahindra Ltd. and began selling tractors in the USA in 1994. MUSA has since grown rapidly due to high customer satisfaction levels and strong customer referrals. Mahindra USA has four distribution points in North America to help meet the needs of its customers and the growing demand for its products. Mahindra's professional-grade tractors range from 22 HP – 100 HP and include the revolutionary new Max series tractors. The Mahindra Max 22 and Max 25 are the first real tractors in the sub-compact market and feature true tractor performance and capabilities. The Mahindra Max 22 and Max 25 are joined by the industry's first mid-compact tractor, the Mahindra Max 28 XL, which has compact tractor performance and versatility in a near compact tractor size. All Mahindra Tractors are built with heavy-duty components that allow them to outperform other tractors in their class and are designed to provide consumers with the ability to push more, pull more and lift more, so they can do more, in less time. To learn more about Mahindra USA, please visit www.mahindrausa.com.

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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 16.7 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](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category. **Visit us at** www.mahindra.com

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