

Mahindra and Cisco to Collaborate in Areas Such as Smart Cities, Virtual Dealership, Sports and Entertainment, and Cloud Services

Multifaceted Collaboration to Combine Cisco's Technology Prowess with Mahindra's Leadership, Reach and Expertise

08 March, 2011 – Mumbai (INDIA): Mahindra & Mahindra Ltd. and Cisco today announced the signing of a comprehensive Memorandum of Understanding (MOU) under which the parties intend to collaborate on go-to-market strategies in areas that include smart cities, virtual dealership, sports and entertainment, and cloud services. The multifaceted strategic interlock brings together Cisco's technology prowess and Mahindra & Mahindra's leadership and expertise across diverse industries and market segments in India.

Anand Mahindra, vice-chairman & managing director, Mahindra Group, said, "By collaborating with Cisco to build smarter, connected communities, virtual dealerships and other projects, we are empowering our stakeholders – dealers, customers, partners and others to use technology for the greater good, thereby enabling them to rise. I am absolutely delighted that the first project under this initiative is intended to be the Mahindra Innovation Park, which will create new benchmarks through its smart solutions."

"The Internet of Things and the power of network are transforming the way we live, work, learn and play. Cisco envisages that all future successful communities will run on networked information. Using Cisco's Smart+Connected Communities framework, we have led several projects that drive social, economic and environmental sustainability, using technology as the key enabler, **said Wim Elfrink, executive vice president, Emerging Solutions & chief globalisation officer for Cisco.** "The collaboration with the Mahindra Group will be a game-changing one and I really look forward to working closely with M&M to transform cities and communities and to innovate new ways of offering services, using network as the platform."

"This announcement with Cisco demonstrates the solution-centric approach of our IT sector companies - Mahindra Satyam and Tech Mahindra. The four key areas of Smart Cities, Virtual Dealership, Sports & Entertainment and Cloud services, are critical in our ICT vision and we look forward to working with Cisco to achieve it faster and better," said **Mr. Ulhas Yargop, President, IT Sector, Group CTO and Member, Group Executive Board, Mahindra Group.**

Cisco's Internet Business Solutions Group (IBSG) and Mahindra have initiated collaboration on a pioneering virtual sales experience as a complementary channel to Mahindra dealerships. The innovative sales experience will aim to expand M&M's customer touch points, enhance brand visibility and provide customers with a superior experience.

Under the non-binding MOU, Cisco and Mahindra will explore opportunities to collaborate on comprehensive differentiated offerings in the Sports and Entertainment market to provide a range of industry-specific offerings. These include the Cisco Connected Stadium platform and

the StadiumVision® solution using the network as a platform, with additive elements for access control, wireless, RFID, smart-card ticketing and loyalty programs, points of sale, and hospitality.

Additionally, Cisco and Mahindra will explore opportunities to develop cloud-based solutions and services around S+CC, virtual sales and sports and entertainment as a service in a private-public-hybrid cloud in both build operate transfer and Managed Services models. Mahindra and Cisco will also explore working together to build the private cloud roadmap for M&M Group across different Businesses: Mahindra & Mahindra, Tech Mahindra and Mahindra Satyam.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defense, energy, finance and insurance, industrial equipment, logistics, real estate, retail, steel, and two wheelers. A US \$7.1 billion multinational group based in Mumbai, India, Mahindra employs more than 112,000 people in over 79 countries. In 2010, Mahindra was named among the Forbes Asian Fab 50 and the Credit Suisse Great Brands of Tomorrow. Its flagship company Mahindra & Mahindra Limited has recently earned the distinction of being the only Indian automobile manufacturer to feature in the top 10 list of the Carbon Disclosure Leadership Index in India,- 2010, created by the Carbon Disclosure Project (CDP).

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About Cisco Systems

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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