26th July, 2020

The General Manager - Department of Corporate Services, BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

Scrip Code: 532720

Dear Sirs,

Sub: Intimation as per Regulation 84 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended (the "SEBI ICDR Regulations") and Compliance under Regulation 47 and Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ["Listing Regulations"]

Ref: Newspaper Advertisement - Opening of Rights Issue of Equity Shares of the Company

This is furtherance to the Meetings of the Board of Directors ("Board") of Mahindra & Mahindra Financial Services Limited ("the Company") held on 1st June, 2020, and 18th July, 2020, approving the offer and issue of Equity Shares of the Company by way of a Rights Issue to eligible Equity Shareholders of the Company as on the Record Date for an aggregate amount not exceeding Rs. 3,089 crores, in accordance with the SEBI ICDR Regulations, as amended and other applicable laws including circulars issued by SEBI from time to time ("Issue").

In relation to the Issue and in accordance with Regulation 84 of the SEBI ICDR Regulations, the Company has published an advertisement today, viz. 26th July, 2020, in the following Newspapers:
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Names of Newspapers</th>
<th>Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Financial Express being an English National daily newspaper with wide circulation.</td>
<td>Bangalore, Mumbai, Kolkata, Hyderabad, Chandigarh, Pune, Kochi, New Delhi, Chennai, Ahmedabad, Lucknow</td>
</tr>
<tr>
<td>2.</td>
<td>Jansatta being a Hindi National daily newspaper with wide circulation.</td>
<td>Kolkata, New Delhi, Lucknow, Chandigarh</td>
</tr>
<tr>
<td>3.</td>
<td>Tarun Bharat being the Marathi national daily newspaper with wide circulation (Marathi being the regional language of Mumbai, where the Company’s Registered Office is situated).</td>
<td>Mumbai</td>
</tr>
</tbody>
</table>

In compliance with Regulations 47 and 30 of the Listing Regulations we enclose copies of the abovementioned statutory advertisement for your record.

The Advertisement may also be accessed on the website of the Company at the link: https://mahindrafinance.com/investor-zone/corporate-governance.

Kindly take the same on record.

Thanking you,

Yours Faithfully,

For Mahindra & Mahindra Financial Services Limited

Arnazaz M. Pardiwalla
Company Secretary & Compliance Officer

End: a/a
NOTICE TO THE ELIGIBLE SHAREHOLDERS OF THE COMPANY

ISSUE OPENS ON
Tuesday, July 28, 2020

LAST DATE FOR ON MARKET RECONCILIATION*
Friday, August 7, 2020

ISSUE CLOSES ON
Tuesday, August 11, 2020

* Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

<table>
<thead>
<tr>
<th>Application Supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regd. Office: Flat No. 1, 1st Floor, Building No. 4, Mahindra Mahindra Financial Park, Mahindra Mahindra Centre, Mahindra Mahindra Campus, Perumbakkam, Chennai - 600 059</td>
</tr>
<tr>
<td>Contact Person: Amit Bhargava, Company Secretary</td>
</tr>
<tr>
<td>Website: <a href="http://www.mmrdfin.com">www.mmrdfin.com</a> Corporate Identity Number: U55101TN1988PLC010242</td>
</tr>
</tbody>
</table>

ASBA

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

<table>
<thead>
<tr>
<th>Application Supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regd. Office: Flat No. 1, 1st Floor, Building No. 4, Mahindra Mahindra Financial Park, Mahindra Mahindra Centre, Mahindra Mahindra Campus, Perumbakkam, Chennai - 600 059</td>
</tr>
<tr>
<td>Contact Person: Amit Bhargava, Company Secretary</td>
</tr>
<tr>
<td>Website: <a href="http://www.mmrdfin.com">www.mmrdfin.com</a> Corporate Identity Number: U55101TN1988PLC010242</td>
</tr>
</tbody>
</table>

REGISTRAR TO THE ISSUE

NOMURA \n
20, Ballygunge Place, Kolkata 700 019 \n
Chief Executive Officer: Srinivas Reddy A S \n
Contact Person: Siddharth\n
Email: asiaregistrar@nomura.com \n
Website: www.registrar-nomura.com

ISSUE OPENS ON
Tuesday, July 28, 2020

LAST DATE FOR ON MARKET RECONCILIATION*
Wednesday, August 5, 2020

ISSUE CLOSES ON
Thursday, August 6, 2020

* Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

<table>
<thead>
<tr>
<th>Application Supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regd. Office: Flat No. 1, 1st Floor, Building No. 4, Mahindra Mahindra Financial Park, Mahindra Mahindra Centre, Mahindra Mahindra Campus, Perumbakkam, Chennai - 600 059</td>
</tr>
<tr>
<td>Contact Person: Amit Bhargava, Company Secretary</td>
</tr>
<tr>
<td>Website: <a href="http://www.mmrdfin.com">www.mmrdfin.com</a> Corporate Identity Number: U55101TN1988PLC010242</td>
</tr>
</tbody>
</table>

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.

CHENNAI/KOCHI

Simple, Safe, Smart way of Application - Make use of it!!!

Application supported by Bank challan (Banker’s) of a leading bank in India with a remark “Application for Mahindra and Mahindra Financial Services Limited”. The challan should be endorsed with the same details as mentioned in the application

NOTE: TO THE INVESTORS - THIS OFFER IS AVAILABLE EXCLUSIVELY ON SATISFACTION OF ASBA REQUIREMENTS. THE APPLICATIONS NOT SATISFYING THE SAME WILL NOT BE CONSIDERED.
NOTICE TO THE EQUITY SHAREHOLDERS OF THE COMPANY

ISSUE OPENS ON TUESDAY, JULY 28, 2020
LAST DATE FOR ON MARKET RENUNCIATION* Friday, August 7, 2020
ISSUE CLOSES ON* Tuesday, August 11, 2020

WESTERN UNION MAY PLEASE NOTE THAT THE EQUITY SHARES CANNOT BE TRANSACTIONS ON THE StockCHARTS EXCHANGE.

* The allotment of shares in the issue will be made through a random balloting process. The primary market subscriptions will be closed on Thursday, August 6, 2020, at 4:00 p.m. and the result of the random balloting will be announced on the website of the SEBI at www.sebi.gov.in on or before August 11, 2020.

ASBA | Simple, Safe, Smart way of Application - Make use of it !!!

Applications submitted by Premia and Net ASBA subscriber will be subject to a different process. For details, please contact your bank or the registrar of the issue.

Facilities available to retail investor:

- Allotment through Premia and Net ASBA
- Pre-filled ASBA form to be submitted through Premia and Net ASBA
- Subscription through net banking
- Substitutions in the subscription form submitted by retail investor will not be entertained
- Applications under different names cannot be considered
- It is the responsibility of the retail investor to ensure the accuracy of the information provided
- The application must be submitted in the name of the investor and the amount must be in multiples of the minimum application
- Applications submitted through Premia and Net ASBA will be treated as final

APPLICATION CLOSED ON: Tuesday, August 11, 2020 at 4:00 p.m.

To download the Application Form, please visit the company's website at www.mahindrafinancial.com/asba

For applications submitted through Premia and Net ASBA, the application form should be submitted at the earliest possible time, to ensure that the application is received and processed in time.

ASBA is a simple, safe, and smart way of application. Use it now.
NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

ISSUE OPENS ON TUESDAY, JULY 28, 2020

LAST DATE FOR ON MARKET RESCINDUAL TUESDAY, AUGUST 7, 2020

ISSUE CLOSES ON FRIDAY, AUGUST 11, 2020

**Important Dates**
- **Issue Open Date**: Tuesday, July 28, 2020
- **Last Date for On-Market Rescindual**: Tuesday, August 7, 2020
- **Issue Closes Date**: Friday, August 11, 2020

**Application**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares
- **Application Format**: Physical or Electronic
- **Application Period**: 9 days

**Eligibility**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Application Process**
- **Application Procedure**: Eligible Shareholders can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.

**Eligible Shareholders**
- **Eligible Shareholders**: Shares held as of the record date (July 13, 2020)
- **Maximum Application**: 10,000 shares

**Application Procedure**
- **Eligible Shareholders** can apply either through the Physical or Electronic mode.
- **Physical Application**: Submit the relevant application form at any of the designated venues.
- **Electronic Application**: Use the designated platform to submit the application online.
MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

ISSUE OPENS ON
Tuesday, July 28, 2020

LAST DATE FOR ON MARKET RENUNCINATION
* Tuesday, August 7, 2020

ISSUE CLOSES ON
Tuesday, August 11, 2020

NOTE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

This is a public advertisement in the press in accordance with the provisions of the Companies Act and the SEBI (Substantial Acquisitions of Shares and Takeovers) Regulations, 2011, for the issuance of 1,36,00,000 fully paid-up equity shares of face value of Rs. 10 each of the Company ("Equity Shares") for cash at a price of Rs. 15 per Equity Share (including a premium of Rs. 5 per Equity Share) aggregating to Rs. 204,00,00,000 (One Rupee Twenty Four Crore Only) to the Equity Shareholders of the Company in the ratio of One (1) Equity Share per Every One (1) Equity Share held by the Eligible Equity Shareholders of the Company on 20th century Stock Exchange, on July 27, 2020 ("REFERENCE DATE") for the purpose of raising fresh equity capital. For details, refer our prospectus dated May 26, 2020.

The overall issues are planned to be completed by July 27, 2020.
Mahindra FINANCE
MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

ISSUE OPENS ON
Tuesday, July 28, 2020

LAST DATE FOR ON MARKET RENUNCATION*
Friday, August 7, 2020

ISSUE CLOSES ON
Tuesday, August 11, 2020

*As per the instructions issued by the Registrar of Companies for the purpose of this issue, the last date for on market renunciation shall be (a) T-15 days from the publication date, i.e., Tuesday, July 28, 2020 and (b) the last date for on market renunciation as per the other instructions issued by the Registrar of Companies shall remain unchanged.

ASBA*
Simple, Safe, Smart way of Application - Make use of it

Applications Reported by Bank/Agent (ASBA) is a better way of applying to be spared the hustle of来到 bank account, investors can apply the same

LEAD MANAGERS TO THE ISSUE

Kotak Mahindra Capital
AXIS Capital

REGISTRAR TO THE ISSUE

BKC

COMPANY'S COMPULSORY COMPETENT AUTHORITIES

Our Appointed Representative

Lead Manager to the Issue

Registrar to the Issue

Compliance Officer


*ASBA is not applicable for retail applications.

Mahindra & Mahindra Financial Services Limited

For further details, please visit www.mahindracapital.in or call 1800 11 8911.

This is a translation of the original document. The actual document may contain additional information or instructions that are not fully translatable or may require further context for interpretation. The translation provided is for reference purposes only and may not accurately reflect the complete or precise meaning of the original text.
ISSUE OF 17,769,984 FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH OF OUR COMPANY (“EQUITY SHARES”) FOR CASH AT A PRICE OF ₹ 69 PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 6 PER EQUITY SHARE) AGGREGATING TO ₹ 1,23,02,99,208 ON RIGHT BASIS TO THE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1:1 FOR EVERY FULLY PAID-UP EQUITY SHARE HELD BY THE EQUITY SHAREHOLDERS OF OUR COMPANY SUCH AS TO BE HELD AS OF TUESDAY, JULY 07, 2020 (“THE RECORD DATE”) FOR THE PURPOSES HEREOF, THE TENDER OFFER REFERRED TO ABOVE SHALL TERMINATE AT 3:00 PM (THE “TENDER CLOSING TIME”) ON FRIDAY, JULY 10, 2020 (“THE TENDER CLOSING DATE”)

Exclude full subscription.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

ISSUE OPENS ON

Tuesday, July 28, 2020

LAST DATE FOR MARKET RENUMERATION

Friday, August 7, 2020

ISSUE CLOSES ON

Tuesday, August 11, 2020

"ASBA" Simple, Safe, Smart way of Application - Make use of it !!!

Applications Supported by Bankers Amount (ASBA) is a better way of applying to simply by directly linking the bank to the bank account, investors can use the same.