

March 28, 2005

FES/SPARES/ COOLANT

Circular to all Dealers

Sub: Mahindra Tractor Plus Accessories

We at M&M always look for improving and expanding dealer business portfolio that will help improving dealer profitability & customer loyalty. Moving towards this we are pleased to inform you the launch of **Mahindra Tractor Plus Accessories** that will become additional source of income to our dealers apart from the sales /service parts stream.

The first product under this **Mahindra Tractor Plus** is the Radiator Coolant.

These coolants are specially formulated for our tractors, and are recommended for use by our R&D after rigorous testing. All tractors are filled with this coolant before despatch from plant.

Advantages:

- Longer Radiator Life.
- Reduced Friction in Water Pump.
- Low Water Pump noise
- Long Life of Water Pump Bearing & Seal.
- Reduced Down Time & maintenance.

You can procure this coolant from M/s Lubz Corporation (India), Mumbai who are the current suppliers. The ordering procedure, price list, terms & conditions of business are attached for your ready reference. Sample Order & registration form with the firm are also attached.

We would request you to place your orders on the party at the earliest under intimation to respective Area Office.

Thanking you,

Yours faithfully,

For Mahindra & Mahindra Limited

TARUN CHANDRA
Dy. General Manager
Farm Equipment Sector