

Press Release

For Immediate Publication

Mom & Me makes it a special Christmas for moms-to-be in Hyderabad

Wow Mamma Contest & Cordlife session on stem cell banking livens up Banjara Hills outlet

Hyderabad, December 25, 2014: Mom & Me by Mahindra Retail is the premier shopping destination for expecting and new mothers in India. The Mom & Me store at Banjara Hills celebrated Christmas with a very special shopping experience for young mothers-to-be in the city.

Hundreds of young pregnant women were invited to participate in the **Wow Mamma** show off your baby bump contest and maternity styling tips were shared with by the emcee who also gave away Mom & Me gift vouchers and goodie bags. **Cordlife**, the largest network of Cord Blood banks in the APAC region conducted a session on the benefits of banking the umbilical cord which is a rich source of stem cells.

Customers also won a confirmed entry to the **Neolife** Maternity Fashion Show to be held on December 27 at Radisson Blu. The NeoLife fashion event has been jointly conceptualized by CordLife and Child Magazine, to celebrate pregnancy through the idea of "feeling fabulous while pregnant". Over 50 moms will walk the ramp and showcase Mom & Me's Maternity range. Mom & Me is associated with the event as the official retail & fashion partner for the Neolife fashion event.

"Prakash Wakankar, CEO, Mahindra Retail said, *"Maternity is such a memorable period in the life of a mother and Mom & Me is dedicated to making it special with knowledge, products and services which can help make the life of a pregnant lady or a new mother much easier. We are delighted to celebrate Christmas with the young mothers of Hyderabad at our Mom & Me store in Banjara Hills. This culminates in them being able to view our maternity range being showcased at the Neolife Maternity Fashion Show that we are the fashion and retail partner for. We look forward to more such partnerships to engage with our customers."*

Mom & Me from Mahindra Retail is a unique store with the purpose of making the journey of motherhood more enjoyable. It is a one-stop shop for mothers to be, young mothers, infants and children up to the age of nine, with products for all their needs under one roof. Mom & Me is home to the world's best brands in various categories, and it also develops its own products, ensuring that Indian mothers have access to world class offerings.

CordLife is the largest network of Cord Blood banks in the APAC region and has pioneered initiatives like releasing cord blood units for transplants and automated stem cell processing systems. With the largest and most technologically advanced facility within the group, CordLife is one of the largest stem cell banking companies in India.

About Mahindra

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 provides employment opportunities to over 200,000 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.

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