

Mahindra Finance

Mahindra & Mahindra Financial Services Limited

FD PROCESSING CENTER

15, Arcot Street, Opposite M.G.R. Memorial House, T. Nagar, Chennai-600017

Toll Free No.: 18002335678 (Monday to Friday between 10.00 am to 5.00 pm) • Email : mfinfd@mahindra.com



CRISIL RATING
FAAA
INDICATES HIGHEST SAFETY

CUMULATIVE SCHEME

Minimum Amount	Period (Months)	Amount Payable(Rs.)	Interest* p.a.	Effective Yield p.a.**
Rs.10,000†	12	10,925	9.25%	9.25%
	18	11,510	9.75%	10.07%
	24	12,100	10.00%	10.50%
	36	13,401	10.25%	11.34%
	48	14,508	9.75%	11.27%
	60	15,923	9.75%	11.85%

NON-CUMULATIVE SCHEME

Period (Months)	Interest p.a.*# (Half Yearly)	Interest p.a.*# (Quarterly)
12	9.00%	8.90%
24	9.75%	9.65%
36	10.00%	9.90%
48,60	9.50%	9.40%
Minimum Amount	Rs. 25,000†	Rs. 50,000†

Note : *Senior Citizens / Employees will get an additional rate of 0.25% per annum

† Additional amount will be accepted in multiples of Rs. 1,000/-

Interest Payment Half Yearly on 30th September and 31st March only through NECS/NEFT. Interest Payment Quarterly on 30th June, 30th September, 31st December and 31st March only through NECS/NEFT

** Compounded Annually

Interest rate/Credit rating are subject to change and the Interest rate/Credit rating applicable will be the prevailing Interest rates/Credit rating as on the date of Deposit

Please Note : • Renewals will be accepted in the Scheme prevailing on date of maturity • Only Principal Amount will be renewed in case of renewal

Forms can also be downloaded from Company's Website : www.mahindrafinance.com

Application Forms can be submitted at the designated offices of the Principal Brokers/Agents, Collection Banks and the Company.

PRINCIPAL BROKERS/AGENTS TO THE FIXED DEPOSIT SCHEME



RR Investors Retail Services Pvt. Ltd.

47, M.M. Road, Rani Jhansi Marg, Jhandewalan, New Delhi – 110055 Tel- 011- 23636362/ 63

Collection Bank : kotak & HDFC BANK Application forms can also be submitted at designated branches all over India as indicated on the Company's website

All communications with regard to Fixed Deposit should be addressed to the office of the Fixed Deposit Processing Center at the address mentioned above:

Registered Office : Gateway Building, Apollo Bunder, Mumbai-400 001. India.

TERMS AND CONDITIONS GOVERNING FIXED DEPOSIT SCHEMES

1. ACCEPTANCE OF DEPOSITS:

- i. The minimum amount, period and rate of interest of the scheme is indicated on the cover page. The Company will not entertain any request for change once the scheme is selected. Where the scheme choice is not indicated in the Application Form the deposit will be treated as placed in Cumulative Scheme - 12 months, Senior Citizens* (60 years and above), and employees of the company will be entitled to an additional rate of interest of 0.25% per annum on the respective Deposits.
- ii. Interest on Fixed Deposits will commence from the date of realisation of cheque / demand draft by the Company.
- iii. Any Change in Name, Address, Bank Mandate, Bank Particulars etc, should be lodged with the office of the fixed deposit processing center, at least 45 days before the date on which any payment falls due to avoid delay for dispatching FDR/Interest/Maturity Payment.
- iv. Interest on the Fixed Deposit will cease to accrue from the maturity date of the deposit.
- v. The Board of Directors of the Company reserve the right to change / alter / modify all or any of the Fixed Deposit schemes without prior notice.
- vi. MICR code and NEFT code are mandatory for all the depositors and a copy of cancelled cheque is to be attached along with the application.
- vii. If the KYC documents are incomplete then forms will be rejected and returned without any interest. Please provide the correct documents proof. Provide your mobile number and E-mail ID for faster communication, KYC documents of all the deposit holders should be attached and should be self attested
- viii. Kindly send all your documents to our FD processing Center at Chennai office for faster response. Please do not send any of your FD related documents to any other address. Company will not be responsible for any delay or misplacement of documents which are sent to other office/branch addresses of company.

2. IDENTIFICATION OF DEPOSITORS:

To comply with "Know Your Customer" Guidelines for NBFCs prescribed by the Reserve Bank of India, new investors should provide a copy of any one of the following documents (which contains the clear photograph of the concerned depositor (s)) for identification and proof of residential address:
 (i) Passport (ii) PAN Card with address proof (iii) Voters Identity Card (iv) Driving License. In case the address mentioned in the above documents differs from the present address, a copy of any one of the following documents should be furnished for proof of residential address:
 (i) Telephone Bill (ii) Bank Account Statement (iii) Letter from any recognized public authority (iv) Electricity Bill (v) Letter from employer (vi) Ration Card.

3. APPLICATION:

- i. Applications for Deposits in the prescribed form duly signed by all the joint applicants and accompanied by cheques or demand drafts should be submitted at the addresses given in the Application Form.
- ii. Payments should be made by means of an Account Payee cheque / demand draft made payable to "MMFSL - FIXED DEPOSIT" payable at par at the centers where the application is submitted. Outstation cheques/drafts will not be accepted.
- iii. Deposits will be accepted from Resident individuals, HUFs, Domestic Company, Registered trust and Minors (through their guardians only).
- iv. Signature by thumb impression must be attested by a Magistrate or a Notary Public or a Special Executive Officer under his Official Seal. [Fixed Deposits upto Rs. 15,000 (Rupees Fifteen Thousand Only) will be accepted in cash at the designated offices of the Company.]

4. JOINT DEPOSITS:

- i. In the case of deposits made in Joint Names:
 - a) all correspondence will be addressed, unless otherwise directed by the depositor, to the person whose name appears first on the Deposit Receipt.
 - b) all cheques/interest warrants/ECS Credits for payment of maturity amount/payment of interest will be drawn only in favour of the first named depositor and will be sent to his/her registered address, and any discharge given by either/any of the depositors for payment of interest/repayment of maturity amount shall be valid and binding on all the joint depositors.
 - c) any discharge given by either/any of the depositors for payment of interest/repayment of maturity amount shall be valid and binding on all the joint depositors.
- ii. In the event of death of the first named depositor, the repayment of the Fixed Deposit will be made without reference to the heirs and/or legal representative of the deceased, to the person first in the order of the survivor(s) unless otherwise instructed by the depositor during his lifetime.

5. In the event of death of a sole depositor, the deposit amount and the interest due thereon, will be paid to the legal representative(s) of the deceased on production of proper legal representation such as Probate, Will, Succession Certificate or Letter of Administration granted by a court of competent jurisdiction.

6. FIXED DEPOSIT RECEIPTS:

- i. Fixed Deposit Receipts shall be mailed by Courier or Registered/Speed Post within 6 weeks of the date of realization of the Cheque, at the address of the first applicant given in the Application Form. The Company shall not be responsible for any loss or delay in transit.
- ii. In case of loss or destruction or mutilation of the Deposit Receipt, the Company may at its sole discretion issue a duplicate receipt subject to compliance with its terms and conditions including an indemnity duly signed by all the joint depositors. All expenses in this connection will be borne by the depositor(s).
- iii. Fixed Deposit Receipts will not be transferable. The Company may however, at its discretion permit the addition of one name to the Deposit Receipt under certain circumstances and subject to such terms and conditions as it may deem fit. The Company will not accept or recognise any lien on or assignment of the Fixed Deposit Receipt for a loan taken from or by arrangement with the Company.

7. PAYMENT OF INTEREST

Interest on Deposit (Non Cumulative) will be paid on 30th September and 31st March under Half Yearly scheme and on 30th June, 30th September, 31st December and 31st March under quarterly scheme. In case of interest payment for part period the same will be made on pro-rata basis. However, if a Deposit is made within a period of 30 days prior to any of the interest payment date, the interest for the part period will be paid on the next interest payment date. Payment of interest will be made through National Electronic Clearing Service (NECS) in respect of the places where such facility has been offered by the company or through interest warrant in case of NECS rejected cases.

8. INCOME TAX PROVISIONS RELATING TO FIXED DEPOSITS:

- i. **TAX DEDUCTION AT SOURCE:** TDS rates will be applicable from time to time as per the Income Tax Act, 1961 and Income Tax Rules. Currently, Tax is deductible when interest paid or payable during the financial year exceeds or is likely to exceed Rs. 5000.
- ii. **FURNISHING OF PAN:** As per Section 139A(5A) of the Income Tax Act, every person receiving any sum or income or amount from which Tax has been deducted under the provisions of the Income Tax Act, shall intimate his PAN number to the person responsible for deducting such Tax. As per Section 206AA every person receiving any sum or income or amount from which Tax is deductible shall furnish his Permanent Account Number (PAN) to the person responsible for deducting such Tax failing which Tax shall be deducted at the higher rate i.e. 20%. If PAN is not furnished then Form 15G/H and other exemption certificates submitted will be invalid and tax at the higher rate will be applicable. *Please note in the absence of PAN no credit of the Tax Deducted shall be available in the Tax Statement (Form 26AS) issued under the Income Tax Rules.*
- iii. **SUBMISSION OF FORM 15G/H:** No deduction of Tax shall be made for taxable interest in case a person furnishes to the person deducting the tax a declaration in writing in the prescribed Form 15G/H as applicable, to the effect that the tax on his estimated total income for the year will be NIL. Form 15G/H has to be submitted in Triplicate to the office of the Fixed Deposit Processing Center at the beginning of every financial year. If Form 15G/H is submitted by an individual, along with PAN, Date of Birth is also mandatory. Form 15G can be submitted by an individual other than a senior Citizen*, a minor or a person (not being a Company or a Firm). Form 15H can be submitted by an individual who is a Senior Citizen* of the age of 60 years or above during the financial year (age limit is as prescribed by Income Tax Act). ***The age limit for Senior Citizen is 60 years and above with effect from 01.07.2012 as proposed by the Budget 2012-13. Till the budget receives approval the age limit for Senior Citizen will remain unchanged at 65 years and above.**
- iv. **TDS CERTIFICATES:** In accordance with the CBOT Circular 03/2011 dated 13-05-2011 TDS Certificates in Form No. 16A will be downloaded by the company from TIN Website and the same will be authenticated by mean of digital signature (Circular under Section 119 of the Income Tax Act 1961). **No TDS certificates will be generated from TIN Website if PAN is not furnished to the person deducting the Tax.** While filling up the address of the applicant in the Application Form, please be informed that if this address as provided by you is the same address as updated with NSDL at the time of PAN application then the TDS certificates would be dispatched at this address. However, if the both the addresses are different, then the TDS certificates would be printed with the address as updated with NSDL at the time of PAN application and would be sent by the company at the said address. If there is any change of address please update your address with NSDL by filling up the form for amendments/changes in PAN data and please intimate the said change to the company also.

9. RENEWAL/REPAYMENT OF DEPOSITS:

- i. Deposits can be renewed by submitting the Deposit Receipts discharged on reverse (with revenue stamp) along with a fresh Application Form duly filled and signed by sole/joint Depositor(s) four weeks prior to the date of maturity. Any renewal of Deposit in advance of its maturity date, will be subject to the rate of interest and other terms and conditions prevailing on the date of said maturity. The Fixed Deposit will be repaid only on maturity and not on demand or notice except at the discretion of the Company.
- ii. Repayment of the maturity amount will be made by account payee cheque/demand draft on the Company's Bankers encashable at par or through Electronic Clearing Service (ECS/NECS) facility/RTGS, NEFT
- iii. No change in the first name of the depositor is permitted at the time of renewal.
- iv. Company reserves the right to repay the deposit in case of non receipt of renewal request 4 weeks before the date of maturity.

10. PREMATURE WITHDRAWAL:

- i. No premature withdrawal will be allowed before the completion of three months from the date of receipt as per the directions of the Reserve Bank of India currently in force. In case of request for premature withdrawal after the expiry of three months the rate given in the table below shall apply: However, all premature withdrawals are subjected to the prevailing guidelines of Reserve Bank of India as amended from time to time.
- ii. Request for premature withdrawal may be permitted with specific reason at the sole discretion of the company only and can not be claimed as a matter of right by the depositor, subject to the Non Banking Financial Companies acceptance of Public Deposits (Reserve Bank) directions, 1998.

Period Exceeding	But Less than	Applicable interest rate
3 Months	6 Months	Nil
6 Months	Before the date of Maturity	The interest rate payable shall be 2% lower than the interest rate applicable for the period for which the deposit has run or if no rate has been specified for that period, then 3% lower than the minimum rate at which the public deposits are accepted by the Company.

- iii. Request of pre-maturity should be signed by all the deposit holders.
- iv. In the event of death of a depositor, the deposit may be repaid prematurely to the surviving depositor/s in the case of joint holding with survivor clause, or to the legal heirs with interest at the rate that would have ordinarily been paid, had such deposit been accepted for the period for which such deposit had run upto the date of repayment.
- v. Premature closure request should be received 30 days prior to maturity date.

11. NOMINATION:

- a. Individual Depositors can, singly or jointly nominate other person under this facility. The nominee shall be recognized as the holder of the title to the public deposit on the death of all the depositors. Power of Attorney Holder or a Guardian applying on behalf of a minor cannot nominate. In case the deposit is placed in the name of the minor the nomination can be made only by a person lawfully entitled to act on behalf of the minor. Depositors are advised to provide the specimen signature of the nominee to expedite the transmission of the deposits to the nominee in the event of demise of the depositors. The payment by the Company to the nominee shall constitute full discharge to the Company of its liability in respect of the deposit.
- b. A copy of Birth certificate is to be attached with the application in case the nominee is a Minor.

12. LOAN AGAINST DEPOSITS:

Loans may be granted against public deposits upto 75% of the Deposit amount carrying interest @ 2% per annum (at half yearly rests) above the interest rate and any other additional charges as applicable on such deposits, provided such deposits have run for a minimum period of three months. The outstanding loan together with interest shall be settled in one lump sum by the Depositor or shall be adjusted on maturity of the Deposit. However, the granting of loan will be at the sole discretion of the Company.

13. NATIONAL ELECTRONIC CLEARING SERVICE (NECS):

The interest will be credited directly to the depositors' bank account through NECS only. Intimation of interest credited would be sent to the depositors. However, the interest for the broken period on maturity as well as repayment of deposit amount will be made through warrants/NECS facility/RTGS, as the case may be at the depositors' risk.

14. GENERAL:

- i. Company reserves the right:
 - a) to waive or vary the above terms and conditions.
 - b) to reject any Application for a fresh Deposit or for renewal without assigning any reason and
 - c) to repay the Deposit prematurely before the due date.
- ii. Acceptance, renewal and repayment of Fixed Deposits shall be subject to the Non-Banking Financial Companies Acceptance of Public Deposits (Reserve Bank) Directions, 1998, as amended from time to time.
- iii. In the event of the Company deciding to repay the Deposits before the date of maturity (but not earlier than 12 months from accepting the same), interest on such Fixed Deposit will be paid in terms of regulations, framed by the Central Government / State Government / Reserve Bank of India or any other competent authority.
- iv. Any disputes arising out of the acceptance of Fixed Deposits is subject to the jurisdiction of the courts of Mumbai.
- v. When the due date of any payment falls on a Saturday, Sunday, Bank Holiday or any other day on which the Company's office remains closed, the payment will be made on the next working day.
- vi. In the case of applications from employees, the sole first applicant should be an employee at the time of placement/renewal of deposit. In the case of applications from senior citizens*, the first applicant should be an individual who has completed 60 years of age and should attach any one of the following as proof of age along with the application(s):- self-attested copy of Passport, Voter ID Card, PAN Card, Driving License, Life Insurance Policy, Birth Certificate issued by the competent authority, or any other document acceptable to the Company. (Senior Citizens and Employee of the company and its subsidiaries (MMFSL, MRHFL, MIBL, MBCSPL) will get additional rate @0.25% on the deposit)
- vii. In case the investor makes a multiple selection of tenures under a scheme, the Company will as a default assume the deposit for the highest tenure from the selection made under the scheme. Where an investor makes a multiple selection of scheme, the Company will by default assume the deposit for Cumulative Scheme for the highest tenure from the selection made under that scheme. If an investor under a Non Cumulative Scheme submits wrong/incomplete information for enabling NECS/NEFT payments for the interest, the Company reserves the right to reject the application and refund the amount without any interest for the period and also recover any bank charges and / or postage charges incurred in this regard.
- ix. Application should be in multiples of only Rs. 1000 over and above the minimum investment amount otherwise the applications will be rejected.
- x. To comply with Know Your Customer guidelines for NBFC, following documents need to be attached along with application(s):
 - (a) Domestic Company : copy of Board Resolution, Memorandum & Articles of Association, PAN card and list of authorized signatories
 - (b) Registered Trust : copy of Board Resolution, certified true copy of Trust Deed, PAN card and list of authorized signatories, and KYC documents of all the trustees and authorized signatories.
- xi. Where the investment amount is more than Rs 1 Cr, investor has to give the source of income letter separately with application form.

Mahindra & Mahindra Financial Services Ltd. - Acknowledgement Slip (Collection Bank)

APPL. NO.:

Received with thanks from Mr/Mrs/Ms Cheque / DD / FD (in case of renewal) No.....

For Rs.....dateddrawn on.....Bank.....branch

as Fixed Deposit under Cumulative / Non-Cumulative Scheme for a period of.....month(s)

Following documents received: (self attested)

- Passport → PAN Card with address proof → Voters Identity Card → Driving License → Telephone Bill → Bank Account Statement
 → Letter from any recognized public authority → Electricity Bill → Letter from employer → Ration Card → Cancelled cheque
 → Form 15 G → Form 15 H → Birth certificate in case of minor

Collection Bank
 (on behalf of Mahindra & Mahindra Financial Services Ltd.)
 (Valid subject to realisation of cheque / draft)

Mahindra & Mahindra Financial Services Limited

APPLICATION FORM FOR FIXED DEPOSIT (Please write in BLOCK LETTERS and [✓] the appropriate box)

APPL. NO.

I/We hereby apply for a fixed deposit with your Company as per details below:-

CUMULATIVE 12 Months 18 Months 24 Months 36 Months 48 Months 60 Months**NON-CUMULATIVE** 12 Months 24 Months 36 Months 48 Months 60 MonthsExisting FDR/Folio Interest Payment Frequency Quarterly Half Yearly

The fixed deposit should be in the name (s) of

FIRST NAME

MIDDLE NAME

LAST NAME

PAN No.

1. Mr./Ms.

2. Mr./Ms.

3. Mr./Ms.

Guardian's Name

Mr./Ms.

(in case the Sole / First Applicant is a Minor)

Date of Birth of First Applicant

(Mandatory for all applicants)*

ADDRESS OF SOLE/FIRST APPLICANT

Tel	Mobile	Pin
E-mail		

Status Domestic Company Resident Individual HUF Registered Trust Others**Category** Public Employee No..... Senior Citizen (Attach age proof document) Shareholder Directors Relative Director

Please see instructions in Terms & Conditions (Item No. 14 (v))

DEPOSIT PAYABLE TO Please (3) any one

 First Holder Either or Survivor**Bank Details of the Sole / First Applicant**

(please attach a copy of your Bank's cheque for verification)

Name of Bank	Branch
Account Number	MICR Code
	NEFT IFSC code

AMOUNT OF DEPOSIT

Rs. _____ Rs. (in words) _____

MODE OF PAYMENTCheque / Demand Draft No. _____ Dated _____ Renewal of FDR _____
Drawn on bank _____ Branch _____**IDENTIFICATION OF DEPOSITORS:** To comply with "Know your Customer" Guidelines for NBFCS prescribed by the Reserve Bank of India, new investors should provide a copy of any one of the following documents (which contains the photograph of the concerned first depositor) for identification and proof of residential address.

→ Passport → PAN Card with address proof → Voters Identity Card → Driving Licence.

In case the address mentioned in the above documents differs from the present address, a copy of any of the following documents should be furnished as proof of residential address: → Telephone Bill

→ Bank Account Statement → Letter from any recognized public authority → Electricity Card → Letter from employer → Ration Card

→ Please recover Income Tax as applicable and issue me consolidated TDS Certificate for each financial year.

→ Form 15H/15G is enclosed. Therefore, do not deduct Income tax.

NOMINATION (OPTIONAL)

Name of the Nominee _____ Date of Birth _____

Relationship of Nominee with First Depositor: _____

Guardian's Name (if Nominee is minor) _____

Address of Nominee _____ Pin _____ Tel. _____

Signature of Nominee : _____ Witness : _____

DECLARATION: I/We hereby declare that the amount being deposited herewith is not out of any funds acquired by me/us by borrowing or accepting from any other person. I/We declare that the first named depositor is the beneficial owner of this joint deposit and is to be treated as the payee for the purpose of deduction of Tax under section 194A of the Income Tax Act, 1961. (I/We have read the Terms and Conditions of Deposits and agree to abide by them.) I/We have gone through the financials and other declarations furnished by the Company and after careful consideration I am / We are making the deposit with the Company at my/our own risk and volition. I/We further declare that, I/We am/are authorized to make this Deposit in the above mentioned Scheme and that the amount kept in the Deposit is through legitimate source and does not involve directly or indirectly any proceeds of Schedule of offence and/or is not designed for the purpose of any contravention or evasion of the provisions of the Prevention of Money Laundering Act, 2002 and any Rules, Regulations, Notifications, Guidelines or Directions thereunder, as amended from time to time. I/We shall provide any further information and fully cooperate in any investigation as and when required by the Company in accordance with the applicable Law. I/We further affirm that the information/details provided by me/us is/are true and correct in all respect and nothing has been concealed.

**Thumb impressions must be attested by Magistrate or Notary Public or Special Executive Officer.

Signature

Designation / Authority

FIRST APPLICANT
(Guardian in case of Minor)SECOND APPLICANT
**SIGNATURES OF THE APPLICANT(S)

THIRD APPLICANT

(For Office Use only - Please do not write in this block)

RR INVESTORS RETAIL SERVICES PVT. LTD.
Principal Manager Name/Code

Sub Broker Code

Bank Branch Stamp

Bank Branch Sr. No.

Cheque/Draft No. : _____ Amount : _____ Date of Realisation of Cheque/Draft : _____

FDR No. _____ Date _____ Amount (Rs.) _____

*Please refer point No. 8 of the Terms and Conditions governing the Fixed Deposit Scheme.

Mahindra & Mahindra Financial Services Limited

(A subsidiary of Mahindra & Mahindra Limited)

- Applications for Deposits in the prescribed form duly signed by all the joint applicants and accompanied by cheque or demand draft should be submitted at the address given in the Application form.
- To comply with "Know Your Customer" Guidelines for NBFCs prescribed by the Reserve Bank of India, new investors should provide a copy of any one of the following documents (which contains the photograph of the concerned depositor) for identification and proof of residential address:
 - Passport (ii) PAN Card with address proof (iii) Voters Identity Card (iv) Driving Licence. In case the address mentioned in the above documents differs from the present address, a copy of any one of the following documents should be furnished for proof of residential address:
 - Telephone Bill (ii) Bank Account Statement (iii) Letter from any recognized public authority (iv) Electricity Card (v) Letter from employer (vi) Ration Card.
- Payments should be made by way of an A/c Payee cheque/demand draft made payable to "MMFSL - Fixed Deposit" payable at par at the centres where the application is submitted.

PARTICULARS AS PER NON-BANKING FINANCIAL COMPANIES AND MISCELLANEOUS NON-BANKING COMPANIES (ADVERTISEMENTS) RULES 1977 AS AMENDED

A. Name of the Company: Mahindra & Mahindra Financial Services Limited (MMFSL), Regd. Office - Gateway Bldg., Apollo Bunder, Mumbai - 400 001.

B. Date of Incorporation: 1st January, 1991

C. Business carried on by the Company and its subsidiaries with details of branches or units, if any:

- The Company is primarily engaged in providing financing for new and pre-owned auto and utility vehicles, tractors, cars and commercial vehicles, personal loans, mutual fund distribution services and related financial services.
- Subsidiaries - The Company has following Subsidiaries:
 - Mahindra Insurance Brokers Limited carrying on the business of Insurance Brokers and having its Regd. Office at Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai - 400 018.
 - Mahindra Rural Housing Finance Ltd carrying on the business of Housing Finance and having its Regd. Office at Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai - 400 018.
 - Mahindra Business & Consulting Services Private Limited is engaged in the business of providing human resource services including staffing, back office support and allied services to the Company, its subsidiaries and Mahindra & Mahindra Limited, the ultimate parent company and having its Regd. Office at Sadhana House, 570 P.B. Marg, Worli, Mumbai - 400 018.

Branches - The Company has branches at Anpara, Atlingal, Ashok Nagar, Almora, Aluva, Ambedkarnagar, Agarata, Agra, Ahmedabad, Ahmednagar, Ajmer Rajasthan, Akola, Aligarh, Alahabad, Alleppey, Awar, Ambeia, Ambikapur, Amravati, Amritsar - Cdg, Anand, Anantapur, Angul, Ankeeshwar, Assansol, Anna Nagar, Aurangabad, Azamgarh, Baran, Bardoli, Batala, Boisar, Beraset, Bina, Bhadrak, Baramall, Bankura, Balodabazar, Bahraich, Belasore, Baidhane - Khamsaon, Bellary, Bhavnagar, Bidar, Biswar, Berhampur, Bhioda, Barghar, Bundi, Bolangir, Banswara, Baila, Balrampur, Banda, Bangalore, Barabanki, Bareilly, Bareilly, Baroda, Basti, Beed, Begusarai, Belgaur, Berhampur, Bhadohi, Bhagalpur, Bhatinda, Bhawanipatna, Bhiwara, Bhopal, Bhubaneswar, Bhuji, Bijapur, Bijnor, Bikaner, Bilsapur, Burdwan, Behror, Chamba, Chikmangalur, Chitradurga, Chaibasa, Chittoorgarh, Chengelpet, Chiplun, Chomu, Chinsurah, Chakan, Calcutta, Calicut, Chandauli, Chandigarh, Chandrapur, Chennai, Chhatrapur, Chhindwara, Churu, Cochin, Coimbatore, CoohBehar, Cuttack, Damoh, Deodard, Dhanera, Durgamgarh, Dibrugarh, Dahod, Durgapur, Darjeeling, Dindigul, Dausa, Dabra, Dewas, Dhar, Deogarh, Daltengori, Delhi TransJamuna, Dehradun, Delhi, Decoria, Dhambani, Dhanbad, Dharmapuri, Dhule, Davanegere, Dholka, Dholpur, Deesa, Edappally, Eluru, Erode, Etawah, Forbesganj, Faizabad Faridabad, Fatehpur, Gurgaon, Gandhinagar, Gangtok, Ghazipur, Ghaziabad, Goa, Godhra, Gondia, Gorakhpur, Goregaon, Gulbarga, Guna, Gurukul, Gurgaon, Guwahati, Gwalior, Gumla, Hanumanagar, Hamirpur, Hazratnagar, Howrah, Hosur, Harda, Hoshangabad, Hailpur, Haldwani, Haridoi, Hardwar, Head Office, Himmatnagar, Hindaun, Hissar, Hubli, Hyderabad, Idukki, Irinjalakuda, Indore, Jorhat, Jalawar, Islampur, Junagadh, Jabalpur, Jagdalpur, Jaipur, Jaisalmer, Jalandhar, Jalgaon, Jaina, Jammu, Jannagar, Jamshedpur, Jaypore, Jhunjhunu, Jodhpur, Jhansi, Jhabua, Jeshpur, Jorapur, Jorethang, Jhansi, Kampraj, Kadape, Krishnanagar, Kalol, Keonjhar, Kushinagar, Kawastha, Khambhatiya, Kalyan, Kanol, Kausambi, Kharagone, Katni, Kayamkulam, Kota, Kottayam, Kumbakonam, Kumool, Kannur, Khammam, Khandwa, Kharagpur, Kolar, Kolhapur, Kollam, Korba, Kailhal, Karimnagar, Kanhangad, Kanpur, Kapadwanj, Karakudi, Karnal, Kasargod, Kuchaman City, Lakhimpur Kheri, Latur, Lucknow, Ludhiana, Maharaishi, Mandla, Margao, Miryaguda, Malegaon, Modasa, Mancherlal, Mandouar, Maunjan, Mahoba, Maihar, Meera, Morena, Manendragar, Mahabubnagar, Madurai, Malappuram, Malda, Mandi, Muktsar, Mangalote, Mathura, Mau, Meerut, Mehsana, Mirzapur, Moga, Muradabad, Muzaffarpur, Mysore, Marvi, Muvattupuzha, Medak, Mundra, Maninagar, Morvi, Madanapalle, Nandyal, Nagarcod, Nagothane, Namakkal, Nandakurner, Nawadaha, Nadlad, Nagaur, Nagpur, Nanded, Namsal, Nasik, Navsari, Nellore, Nizamabad, Neem Ka Thana, Narsinghpur, Narasaraopeta, Nirmal, Orail, Ooty, Ongole, Purulia, Puzambli, Pall, Patan, Patamba, Phulera, Paramgudi, Panna, Palampur, Pitampura, Portblair, Pandharpur, Palanpur, Paripeta, Parbhani, Pathanamthitta, Patiala, Patna, Pondicherry, Pratappgarh, Panvel, Pune, Pala, Purnea, Pudukkottai, Pathankot, Palakkad, Paral, Palyannur, Puri, Raiganj, Rampur, Raichur, Radhanpur, Rayagada, Rourkela, Rajamundry, Rajnandgaon, Rai Bareilly, Raigarh, Raipur, Rajkot, Ranchi, Ratlam, Ratnagiri, Rewa, Rewari, Rajampet, Ramgarh, Shajapur, Sehore, Shahpura, Singhana, Sujargarh, Sangrur, Sitohar, Solan, Suri, Shillong, Seoni, Shahapur, Saharanpur, SRNagar-Hyd, Shimoga, Shivpuri, Sonbhadra, Siddharthnagar, Sawantwadi, Shikrapur, Shahdol, Srikalulam, Shrirampur, Sagar, Salem, Sambalpur, Sangli, Sessaram, Satara, Satna, Sawai Madhopur, Shahjahanpur, Sidhi, Sikar, Siliguri, Simla, Sindhuanur, Sirsa, Sitapur, Solapur, Sri Ganganagar, Sullampur, Surat, Surendranagar, Sheopur, Srinagar, Tezpur, Tharad, Tikamgarh, Tirupeti, Tirupur, Tumkur, Thalassery, Tirur, Tonk, Thrikkakara, Thrissur, Tirunavelli, Trichy, Trivandrum, Thanjavur, Thiruvannamalai, Thiruvalla, Tembhum, Thane, Ujain, Unnao, Udaipur, Vandsa, atakara, Vatakara, Vidisha, Villupuram, Vijapur, Valsad, Vasa, Vapi, Varanasi, Vellore, Vijayawada, Visakhapatnam, Waidhan, Warangal, Waynad, Yavatmal, Yeshwanthpur, Zirakpur.

D. Brief particulars of the management of the Company: The Company's affairs are managed by its Managing Director, under the guidance of the Board of Directors.

E. Name, address and occupation of the Directors of the Company.

NAME	ADDRESS	OCCUPATION
Mr. Bharat N. Doshi Non-Executive Chairman	Mahindra & Mahindra Ltd. Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Executive Director Mahindra & Mahindra Ltd.
Mr. Uday Y. Phadke*	Mahindra & Mahindra Ltd. Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Consultant
Mr. Ramesh Iyer Managing Director	MMFSL Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Company Director
Mr. Dhananjay Mungale	MMFSL Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Consultant
Dr. Pawan Goenka	Mahindra & Mahindra Ltd. Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Company Executive
Mr. M.G. Bhide	MMFSL Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Retired Bank Executive
Mr. Piyush Mankad	MMFSL Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Retired Civil Servant (IAS)
Ms. Rama Bijapurkar	MMFSL Mahindra Towers, P. K. Kurne Chowk, Worli, Mumbai-400 018.	Consultant

The text of this advertisement was approved by the Board of Directors on 25th April, 2011 and the above Advertisement is issued on the authority and in the name of the Board of Directors of the Company. A copy of the text of this Advertisement signed by the majority of the Board of Directors who approved this Advertisement has been delivered to the Regional Office of the Department of Non-Banking Companies of the Reserve Bank of India, Mumbai.

*The financial activities of the Company are regulated by Reserve Bank of India. It must, however, be distinctly understood that Reserve Bank of India does not undertake any responsibility for the financial soundness of the Company or for the correctness of any of the statements or the representations made or opinions expressed by the Company and for the repayment of deposits/ discharge of liabilities by the Company.

Place : Mumbai
Date : 25th April, 2011
FORMS AVAILABLE AND ACCEPTED AT
Application forms for Deposits will be supplied on request at the Corporate Office of the Company - MMFSL, Sadhana House, Behind Mahindra Towers, 2nd Floor, 570 P.B. Marg, Worli, Mumbai - 400 018, Tel: 022-6652 6000, Fax: 022-24900728, the offices of the Fixed Deposit Processing Center/the Offices of the Principal Managers to the Fixed Deposit Scheme. Email: mfrind@mahindra.com
* Resigned as Vice-Chairman of the Board of Directors of the Company with effect from 24th October, 2011 Mr. Phadke continues to be a Director of the Company.

F & G. Profits and Dividend : (Rs. in Lakhs)

YEAR ENDED	PROFIT BEFORE DEPRECIATION AND TAX	PROFIT BEFORE TAX	PROFIT AFTER TAX	DIVIDEND ON EQUITY SHARES
2008-09	33434.90	32582.09	21452.06	55%
2009-10	53047.14	52056.85	34270.73	75%
2010-11	71823.62	70244.82	46310.92	100%

H. Summarised financial position of the Company as appearing in the two latest audited balance sheets immediately preceding the date of the advertisement i.e. as on 31st March 2011 and 31st March 2010:

LIABILITIES	(Rs. in Lakhs) as on 31.03.2011	(Rs. in Lakhs) as on 31.03.2010	ASSETS	(Rs. in Lakhs) as on 31.03.2011	(Rs. in Lakhs) as on 31.03.2010
Share Capital	10245.29	9598.15	Net Fixed Assets	8177.23	4760.07
Employee Stock Option Outstanding	208.08	119.95	Investments	67455.45	21592.94
Reserves & Surplus	238556.05	163136.37	Current Assets Loans & Advances	1278103.83	904452.08
Secured Loans	830065.27	532593.09	Deferred Tax Asset	21672.96	20692.87
Unsecured Loans	137436.17	113182.11	Mis. Exp. Written off	0	0
Current Liabilities & Provisions	158898.61	132866.29			
Total	1375409.47	951497.96	Total	1375409.47	951497.96

NOTE : Contingent Liabilities - Rs 81143.68 Lakhs. (Contains Income Tax Matters - Rs.5569.24 Lakhs, Corporate Undertaking on Assignment Transactions - Rs.73253.29 Lakhs, Outstanding Capital Commitment Rs. 599.16 Lakhs & pending Legal Suits Rs.1721.99 Lakhs) The previous year figures are suitably re-grouped. Total Exposure to companies in the same Group and other entities in which Directors are holding substantial interest as on 31st March 2011 - Rs. Nil.

- The amount which the Company can raise by way of deposits - Rs. 875164.14 Lakhs
 - Amount of deposits held as at 31st March 2011 - Rs. 83374.17 Lakhs
- The Company has no overdrafts other than unclaimed deposits.
- J. Non-Banking Financial Companies Acceptance of Public Deposits (Reserve Bank) Directions, 1998:
- Rate of Return to the depositors: Deposits will be accepted under Non-Cumulative Scheme and Cumulative Income Scheme. The interest rate for all cases is as per the scheme mentioned on the cover page of current Fixed Deposit form.
 - Mode of Repayment of Deposits: All repayments for refund of principal will be made by an account payee cheque/demand draft on the Company's Bankers encashable at par/National Electronic Clearing Service (NECS) facility / Real Time Gross Settlement (RTGS) / National Electronic Fund Transfer (NEFT) / Online Account Transfer
 - Interest Rate in case of premature payment of Deposits

Period Exceeding	But Less than	Applicable interest rate
0 Days	3 Months	Withdrawal not allowed
3 Months	6 Months	Nil
6 Months	Period of Deposit	The interest rate payable shall be 2% lower than the interest rate applicable for the period for which the deposit has run or if no rate has been specified for that period, then 3% lower than the minimum rate at which the public deposits are accepted by the Company.

- The Deposit Receipt duly discharged on revenue stamp should be sent to the Corporate Office of the Company at least 4 weeks before the date of maturity to enable the Company to repay the Deposit. In the event of non receipt of the fixed deposit receipt before Ten days of the maturity date, the Company will repay the fixed deposit amount.
- Presently the Company has been assigned "FAAA" by CRISIL Ltd.
- In the case of non-repayment of deposit or part thereof as per the terms and conditions of such deposit, the depositor may approach the Company Law Board, Western Region Bench, 2nd Floor, NTC House, 15 Narottam Morarjee Marg, Ballard Estate, Mumbai 400 038.
- In case of any deficiency of the Company in servicing, its depositor may approach the National Consumer Redressal Forum, State Level Consumer Redressal Forum or the District Level Consumer Redressal Forum, for relief.
- Deposits accepted by us are not insured.
- The Company is having a valid Certificate of Registration No. 13.00996 dated 21st March, 2007 in lieu of certificate of Registration No. 13.00996 dated 4th September 1998 issued by the Reserve Bank of India under section 45IA of the Reserve Bank of India Act, 1934. However the Reserve Bank of India does not accept any responsibility or guarantee about the present position as to the financial soundness of the Company or for the correctness of any of the statements or representations made or opinion expressed by the Company & repayment of deposit / discharge of liabilities by the Company.

- L. The Company hereby declares:
- that it has complied with the provisions of the directions contained in the Non-Banking Financial Companies (Reserve Bank) Directions 1998;
 - that compliance with the directions does not imply that repayment of deposits is guaranteed by the Reserve Bank of India;
 - that the deposits accepted by the Company (other than secured deposits, if any accepted under the provisions of the directions, the aggregate amount of which may be indicated) are unsecured and ranking pari passu with other unsecured liabilities;
 - that the acceptance of deposits is subject to the terms and conditions as appearing in the application form which are subject to change without notice;
 - that the Company is not in default in the repayment of any deposit or part thereof and any interest thereupon in accordance with the terms and conditions of such deposits;
 - that the financial position of the Company as disclosed and the statements made in the application form are true and correct. The Company and its Board of Directors are responsible for the correctness and veracity thereof; and
 - the Board of Directors reserves the right to offer special terms for high value deposits within the RBI Guidelines.

By the Order of the Board
For Mahindra & Mahindra Financial Services Limited

Amavav M. Pardwalla
Company Secretary