FOR IMMEDIATE RELEASE

CONTACT: Kelsea Olson, GS&F
kolson@gsandf.com
(615) 385-1100 / cell: (770) 843-4624

U.S. ARMY SPC. BRAD WILSON RECEIVED KEYS TO CUSTOM-BUILT HOME AT WELCOME HOME CELEBRATION EVENT ON JUNE 18

HENDERSONVILLE, Tenn. (June 18, 2014) – U.S. Army Spc. Brad Wilson received the keys to his custom-built home in Hendersonville on June 18. Pulte Homes, Mahindra USA and Mahindra's implement manufacturing partner KMW LTD, in partnership with Operation FINALLY HOME, supported the construction of the home. Mahindra USA has served as the lead sponsor.

Operation FINALLY HOME is a 501(c)(3) organization that honors wounded, ill and injured veterans and widows of fallen soldiers with new custom-built, mortgage-free homes.

"We are honored to partner with the Operation Finally Home team in this shared mission to support our military. It is an incredible experience to see the Wilson family walk through the front door of their new home and into the next chapter of their life," said Cleo Franklin, Mahindra USA's vice president of marketing and strategic planning. "We thank U.S. Army Spc. Wilson for his service to our country and his family for their sacrifices to allow him to serve and wish them well."

Wilson, a highly decorated combat veteran, suffered an ambush by a rocket-propelled grenade in 2010 while in Afghanistan, causing him to experience several injuries, including severe migraines, insomnia, memory loss, lack of balance and vision problems, all associated with post-traumatic stress disorder. Wilson and his wife, Lisa, have three children: Elizabeth, 5; Sadie, 3; and Brad Jr., 1.

In addition to the support received from Mahindra USA, Pulte Homes also played a pivotal role in the Wilson project.

We are honored to participate with Operation FINALLY HOME to help put this brave veteran and his family in a better place. That is what PulteGroup is all about," said Jon Cherry, division president for the Nashville operations of PulteGroup, which builds homes under the Pulte Homes, Centex and Del Webb brands. "We hope this home will help improve the quality of life for the Wilson family and they can begin building family memories for many years to come."

"We are very thankful to Mahindra USA, KMW LTD and Pulte Homes for their continued commitment to our mission of honoring and empowering veterans," said Rusty Carroll, executive director of Operation FINALLY HOME. "It takes a combined effort from all parties to complete these builds, and we are all very excited to offer the Wilson's a fresh start."

About Operation FINALLY HOME
Operation FINALLY HOME was established in 2005 as a nonpartisan/nonprofit 501(c)(3) organization. The mission of Operation FINALLY HOME is to provide custom-built, mortgage-free homes to America's military heroes and the widows of the fallen who have sacrificed so much to defend our

-more-

freedom and values. Operation FINALLY HOME partners with corporate sponsors, builder associations, builders, developers, individual contributors, and volunteers to help America's military heroes and their families transition to the home front by addressing one of their most pressing needs – a home to call their own. To find out more, visit OperationFinallyHome.org**.**

About PulteGroup, Inc.
PulteGroup, Inc. (NYSE: PHM), based in Bloomfield Hills, Mich., is one of America's largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb and DiVosta Homes, the company is one of the industry's most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better. For more information, visit www.pultegroup.com or @PulteGroupNews.

About Built to Honor™
PulteGroup's Built to Honor™ program was launched in 2013 to recognize and thank returning military personnel who have been injured during their term of service by providing mortgage-free homes to veterans and their families. Built to Honor works in partnership with nonprofit organizations, such as Operation FINALLY HOME, to identify veteran candidates. Follow Built to Honor on Twitter: @BuiltToHonor.

About Mahindra USA
Mahindra USA (MUSA) is part of the US $ 16.7 billion Mahindra Group's Automotive and Farm Sector - the number one selling tractor company in the world, based on volumes and the only tractor manufacturer in the world to win the industry's top two quality awards – the Deming Application Prize and the Japan Quality Medal, care of Union of Japanese Scientists and Engineers. Houston, Texas based Mahindra USA (MUSA) is a wholly owned subsidiary of Mahindra & Mahindra Ltd. and began selling tractors in the USA in 1994. MUSA has since grown rapidly due to high customer satisfaction levels and strong customer referrals. Mahindra USA has four distribution points in North America to help meet the needs of its customers and the growing demand for its products. Mahindra's professional-grade tractors range from 22 HP – 100 HP and include the revolutionary new Max series tractors. The Mahindra Max 22 and Max 25 are the first real tractors in the sub-compact market and feature true tractor performance and capabilities. The Mahindra Max 22 and Max 25 are joined by the industry's first mid-compact tractor, the Mahindra Max 28 XL, which has compact tractor performance and versatility in a near compact tractor size. All Mahindra Tractors are built with heavy-duty components that allow them to outperform other tractors in their class and are designed to provide consumers with the ability to push more, pull more and lift more, so they can do more, in less time. To learn more about Mahindra USA, please visit www.mahindrausa.com.

###