

# M&M, external investors to invest ₹875 cr in Classic Legends

**PRIZED POSSESSION.** M&M will continue to hold 60 per cent stake in Classic Legends

**Our Bureau**  
Mumbai

Indian automaker Mahindra & Mahindra (M&M) announced that it will be investing ₹875 crore along with external investors in Classic Legends Private Ltd (CLPL). Classic Legends owns iconic motorcycle

brands including Jawa, Yezdi, and BSA.

The ₹875-crore infusion will be received in one or more tranches, of which ₹525 crore will be invested by M&M, and ₹350 crore will be invested by external investors. The investment will be done over the next two-three years.

Classic Legends' revenue

from operations was ₹709.74 crore for the financial year ended on March 31, 2023.

"CLPL will use the proposed investment of ₹875 crore to build a strong business that leverages the strengths of M&M and its partners. The proposed investment in CLPL by the company and certain existing shareholders of CLPL falls within the ambit of related party transactions and would be done on an arm's length basis," the company informed in an exchange filing.

Post investment, M&M will continue to hold 60 per cent of its stake in the paid-up equity share capital of Classic Legends.

## CLPL'S INVESTMENT

*businessline* had earlier reported that Classic Legends will invest ₹1,000 crore over the next three years to ramp up marketing, distribution, and new product development.

## KEY DETAILS

- Classic Legends owns iconic motorcycle brands including Jawa, Yezdi, and BSA
- The ₹875-crore infusion will be received in one or more tranches, of which ₹525 crore will be invested by M&M, and the rest by external investors
- The investment will be done over two-three years

About 50 per cent of the new investments will be used for rolling out BSA bikes in the international markets, the other half will be used to strengthen the distribution and marketing in India. The company is also ready with its electric motorcycle and is set to launch in the UK soon.

## M&M to acquire 60.01% stake in Emergent Solren

Mahindra & Mahindra (M&M) will acquire 58,64,835 equity shares of Emergent Solren Private Ltd (ESPL), a solar power generator subsidiary of Mahindra Holdings Ltd (MHL) for ₹288.05 crore. Post-acquisition, M&M will have a 60 per cent stake in ESPL, while MHL's shareholding in the company will be nil. The company, which was incorporated in November 2022, develops and operates renewable solar projects with a capacity of 360 MWp. The company said, in its stock exchange filing, that after the stake acquisition, it will sell the same to Sustainable Energy Infra Trust ("SEIT"), a renewable energy InvIT formed by Canada-based Ontario Teachers' Pension Plan and the Mahindra group.