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Press Release

For Immediate Dissemination

Mahindra Tractors sells 26,723 units in the domestic market during June 2013, registers 19% growth

Mumbai, 1 July, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.2 billion Mahindra Group, today announced its tractor sales numbers for June 2013. The sales stood at 26,723 units in the domestic market, as against 22,493 units in June 2012, a growth of 19%. The company's overall sales have also grown by 17% standing at 27,749 units during June. Exports for the month stood at 1,026 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said, "We are extremely happy with our performance in the first quarter of FY 2014. The domestic growth of 19% achieved during June 2013 is indicative of the positive momentum this year. The improved Kharif crop output prospect is expected to spur the rural economy further."

	FARM EQUIPMENT SECTOR					
	June'13			Cumulative June'13		
	F 13	F 14	% Change	F 13	F 14	% Change
Domestic	22493	26723	19%	56561	71390	26%
Exports	1272	1026	-19%	3020	3187	6%
Total	23765	27749	17%	59581	74577	25%

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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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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