Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
2nd May, 2016

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Two Press Releases issued by Mahindra & Mahindra Limited

Please find enclosed two Press Releases issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

For Immediate Dissemination

Mahindra's Auto Sector Sells 41,863 Units During April 2016, Registers a Growth of 14%

Passenger Vehicles Grow by 16% in April 2016

Mumbai, May 1, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 41,863 units during April 2016 as against 36,727 units during April 2015, representing a growth of 14%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 22,655 units in April 2016 as against 19,464 units during April 2015, a growth of 16%. The company's domestic sales stood at 39,357 units during April 2016 as against 34,467 units during April 2015, a growth of 14%. In April 2016, the Medium and Heavy Commercial Vehicles segment sold 472 units, registering a growth of 82%.

Exports for April 2016 stood at 2,506 units, a growth of 11%.

Speaking on the auto sales performance for April 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "At Mahindra we are happy to have begun the new financial year with a growth of 14%. We do hope that the Honorable Supreme Court, while taking a decision on diesel vehicles ban in NCR region on May 9, will take cognizance of all the facts including the role that the automotive industry plays in the country's industrial growth. Going forward we hope to maintain our growth momentum with our wide range of product portfolio as well as the new launches of variants and refreshes, as per the need of our customers. "

Sales Summary April 2016

	April		
	F17	F16	% Change
Passenger Vehicles	22655	19464	16%
Utility Vehicles	21484	17941	20%
Cars + Vans	1171	1523	-23%
Commercial Vehicles	12947	11329	14%
LCV < 3.5T	11834	10594	12%

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LCV > 3.5T	641	475	35%
MHCV	472	260	82%
3W	3755	3674	2%
Total Domestic Sales	39357	34467	14%
Total Exports	2506	2260	11%
Total Sales (Domestic + Export)	41863	36727	14%

Mahindra Group:

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 16.9 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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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Press Release

For Immediate Dissemination

Mahindra Tractors sells 20,704 units in India during April 2016

Mumbai, May 1, 2016: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for April 2016.

Domestic sales in April 2016 were at 20,704 units, as against 17,006 units during April 2015. Total tractor sales (domestic + exports) during April 2016 were at 21,386 units, as against 18,011 units for the same period last year. Exports for the month stood at 682 units.

Commenting on the month's performance, Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd. said, "We have sold 20704 tractors in the domestic market during April 2016, which is a growth of 22% over the previous year. With the announcement of a normal monsoon forecast for this year, we hope improved market sentiments would drive the demand in the next few months. In the export market, we sold 682 tractors during April 2016."

FARM EQUIPMENT SECTOR						
	Apr			Cumulative Apr		
	F16	F17	%Change	F16	F17	%Change
Domestic	17006	20704	*22%*	17006	20704	*22%*
Exports	1005	682	*-32%*	1005	682	*-32%*
Total	18011	21386	*19%*	18011	21386	*19%*

*Exports include CKD units.

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About Mahindra

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