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Mahindra

Mahindra & Mahindra Ltd.
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Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
Fax: +91 22 24975081

REF:NS:SEC:
1st January, 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: Press Release issued by Mahindra & Mahindra Limited in respect of Tractor Division Sales for December, 2015

Please find enclosed a Press Release 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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Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra Tractors sells 11,686 units in India during December 2015

Mumbai, January 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 December 2015.

Domestic sales in December 2015 stood at 11,686 units, as against 11,286 units during December 2014. Total tractor sales (domestic + exports) during December 2015 stood at 12,868 units, as against 12,474 units for the same period last year. Exports for the month stood at 1,182 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 11,686 tractors in December 2015 in the domestic market. We are happy to see the growth trend continue into December. In exports we sold 1,182 units in December".

FARM EQUIPMENT SECTOR (vs PY)						
	December			Cumulative December		
	F15	F16	%Change	F15	F16	%Change
Domestic	11286	11686	*4%*	185646	161011	*-13%*
Exports	1188	1182	*-1%*	9775	9259	*-5%*
Total	12474	12868	*3%*	195421	170270	*-13%*

About Mahindra

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Mahindra
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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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Our Social Media Channels:

Twitter - https://twitter.com/MahindraRise

Facebook - https://www.facebook.com/MahindraRise

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