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Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
1st August, 2015

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 34,652 units during July 2015

Mumbai, August 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 34,652 units during July 2015 as against 35,567units during July 2014.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 14,456 units in July 2015 as against 16,569 units during July 2014. The company's domestic sales stood at 31,087 units during July 2015 as against 33,047 units during July 2014. In July 2015, the Medium and Heavy Commercial Vehicles segment sold 314 units, registering a growth of 11%.

Exports for July 2015 stood at 3,565 units registering a growth of 41%.

Speaking on the auto sales performance, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "While the auto industry is currently seeing muted growth, we do believe that the launch of some exciting new products will help it turn the tide. In addition, with the advent of a good monsoon till date and reduction in fuel prices, we expect sentiments to improve, leading to overall growth in auto sales. At Mahindra we continue to be excited with our portfolio of products as well as our upcoming launches. We are happy to have seen continuous growth in our HCV and exports numbers".

Sales Summary July 2015

	July			YTD July		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	14456	16569	-13%	67935	74225	-8%
Utility Vehicles	13204	14348	-8%	62558	66528	-6%
Cars + Vans	1252	2221	-44%	5377	7697	-30%
Commercial Vehicles	12148	11336	7%	47621	47930	-1%
LCV < 3.5T	11230	10611	6%	43680	44619	-2%
LCV > 3.5T	604	441	37%	2620	2266	16%
MHCV	314	284	11%	1321	1045	26%
3W	4483	5142	-13%	16649	16950	-2%
Total Domestic Sales	31087	33047	-6%	132205	139105	-5%

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Total Exports	3565	2520	41%	12014	9085	32%
Total Sales (Domestic + Export)	34652	35567	-3%	144219	148190	-3%

*Includes Maxximo, Gio, Genio & Bolero Pick up

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 16.9 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 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 14,273 units in India during July 2015

Mumbai, 1st August 2015: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for July 2015.

Domestic sales in July 2015 stood at 14,273 units, as against 16,379 units during July 2014. Total tractor sales (domestic + exports) during July 2015 stood at 15460 units, as against 17,407 units for the same period last year. Exports for the month stood at 1,187 units, registering a growth of 15%.

Commenting on the monthly performance, **Rajesh Jejurikar, President & Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 14,273 tractors during July 2015 in the domestic market. Owing to the advent of a good monsoon across India, sowing has begun in full earnest which should improve market sentiments going forward. At Mahindra, we have seen a positive trend in our tractor exports which has grown by 15% during the last month."

	July 2015			Cumulative July		
	F15	**F16**	**%Change**	**F15**	**F16**	**%Change**
Domestic	16379	14273	***-13%***	88299	73423	***-17%***
Exports	1028	1187	***15%***	3663	4395	***20%***
Total	**17407**	**15460**	***-11%***	**91962**	**77818**	***-15%***

*Exports include CKD units.

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