Mahindra

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

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REF:NS:SEC:
1st October, 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: Press Release issued by Mahindra & Mahindra Limited in respect of Tractor Sales for September, 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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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 17,052 units in India during September 2015

Mumbai, October 1, 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 September 2015.

Domestic sales in September 2015 stood at 17,052 units, as against 27,321 units during September 2014. Total tractor sales (domestic + exports) during September 2015 stood at 18,087 units, as against 28,739 units for the same period last year. Exports for the month stood at 1035 units.

Commenting on the month's performance, **Rajesh Jejurikar, President & Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have sold 17,052 tractors in the domestic market during September 2015. With the rainfall improving towards the later part of the month. We are looking forward to the upcoming festive season to bring in positive sentiments in the marketplace. In export markets we sold 1035 tractors during September 2015".

	FARM EQUIPMENT SECTOR					
	September			Cumulative September		
	F15	F16	%Change	F15	F16	%Change
Domestic	27321	17052	***-38%***	129353	101226	***-22%***
Exports	1418	1035	***-27%***	6354	6378	***0%***
Total	28739	18087	***-37%***	135707	107604	***-21%***

*Exports include CKD units.

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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 16.9 billion multinational group based in Mumbai, India, Mahindra employs more than 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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