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Mahindra

Mahindra & Mahindra Ltd
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REF:NS:SEC:
1st April, 2015

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

Dear Sirs,

Sub: Mahindra's Auto Sector sales for March, 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's Auto Sector sells 45,212 units during March 2015

Mumbai, April 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 45,212 units during March 2015 as against 51,636 units during March 2014.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 21,030 units in March 2015 as against 23,433 units during March 2014. The company's domestic sales stood at 41,193 units during March 2015 as against 48,490 units during March 2014. In March 2015, the Truck & Bus division of the company sold 1,076 units.

Exports for March 2015 stood at 4,019 units registering a growth of 28%.

Speaking on auto sales performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "With factors such as expectation of normal monsoon, settling down of petrol and diesel prices and the likely softening of interest rates, we expect the auto industry to perform better, in FY2016. As a lead indicator, we have already seen the impact in segments such as the HCV, which is on a recovery path. At Mahindra, while we have performed reasonably well on all our flagship products, we are particularly happy with our performances in HCV and Exports, which have grown by 22% and 28% respectively, in March 2015. Going forward, we expect to perform better on the back of all these factors coupled with our planned new launches".

Sales Summary March 2015

Segment	March F15	March F14	YTD March F15	YTD March F14	MOM March F15 Vs March F14 growth%	YTD March F15 Vs YTD March F14 growth%
Passenger Vehicles (UVs & Verito)	**21030**	**23433**	**210021**	**229155**	-10%	-8%
4-wheelers Commercial (Passenger & Load)*	14279	17649	158957	177587	-19%	-10%
3-wheelers	4808	6305	56764	62614	-24%	-9%

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LCV & HCV	1076	1103	8910	8161	-2%	9%
DOMESTIC TOTAL	**41193**	**48490**	**434652**	**477517**	**-15%**	-9%
M&M EXPORTS	4019	3146	30196	29659	28%	2%
SECTOR TOTAL	**45212**	**51636**	**464848**	**507176**	**-12%**	**-8%**

*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 16.5 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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For further enquiries please contact:

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