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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 September, 2014

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 Sir,

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: as above.

D:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto (01.09.2014).doc

Mahindra Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 35, 175 units during August 2014

Mumbai, September 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,175 units during August 2014, as against 37,897 units during August 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 14,140 units in August 2014, as against 15,821 units during August 2013. The company's domestic sales stood at 33,145 units during August 2014, as against 35,159 units during August 2013. In August 2014, the 4-wheelers commercial segment sold 12,975 units, while the 3-wheelers segment clocked 5,433 units, registering a growth of 6%. Exports for the month stood at 2,030 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations(AFS), Mahindra & Mahindra Ltd. said**, "In spite of our overall sales remaining flat in August, we continue to be optimistic due to the industry's enhanced business confidence which is reflected by the manufacturing sector showing signs of revival. We do hope that the government continues to drive the agenda of reforms together with execution which would spur investments. The automotive industry, including us, is hopeful of a better demand leading up to the ensuing festival season ".

Sales Summary August 2014

Segment	August F15	August F14	YTD August F15	YTD August F14	MOM August F15 Vs August F14 growth %	YTD August F15 Vs YTD August F14 growth

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						%
Passenger Vehicles (UVs & Verito)	**14140**	**15821**	**81861**	**91575**	**-11%**	**-11%**
4-wheelers Commercial (Passenger & Load)*	12975	13718	64098	70481	-5%	-9%
3-wheelers	5433	5149	22383	22006	6%	2%
MTB	597	471	3908	3800	27%	3%
DOMESTIC TOTAL	**33145**	**35159**	**172250**	**187862**	**-6%**	**-8%**
M&M EXPORTS	2030	2738	11115	10115	-26%	10%
SECTOR TOTAL	**35175**	**37897**	**183365**	**197977**	**-7%**	**-7%**

*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 employs more than 180,000 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.

Visit us at www.mahindra.com

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Our Social Media Channels:

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Mahindra Rise.

Press Release **For Immediate Dissemination**

Mahindra Tractors sells 13733 units in domestic market during August 2014

Mumbai, September 1, 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, maintained its leadership position in the Indian tractor industry during August 2014.

Domestic sales in August 2014 stood at 13733 units, as against 13543 units during August 2013. Total tractor sales (domestic + exports) during August 2014 stood at 15006 units, as against 14158 units for the same period last year. Exports for the month stood at 1273 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.**, "We have achieved a domestic growth of 1% during August 2014. Deficient rainfall has disturbed the timely sowing of crops and impacted farmer sentiments. However, we hope that the approaching festive season will give a boost to the industry growth in the months to come."

	FARM EQUIPMENT SECTOR					
	Aug 2014			Cumulative August 2014		
	F14	F15	%Change	F14	F15	%Change
Domestic	13543	13733	*1%*	102704	102032	*-1%*
Exports	615	1273	*107%*	4500	4936	*10%*
Total	14158	15006	*6%*	107204	106968	*0%*

*Exports include CKD units.

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