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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 17,771 units in the domestic market during July 2013, registers 15% growth

Mumbai, 1 August, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.2 billion Mahindra Group, today announced its tractor sales numbers for July 2013. The sales stood at 17,771 units in the domestic market, as against 15,495 units in July 2012, a growth of 15%. The company's overall sales have also grown by 12% standing at 18,469 units during July 2013. Exports for the month stood at 698 units.

Speaking on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said, "The second quarter of FY 2013 has begun well and we are happy with our domestic volume of 17,771 units and 15% growth achieved in July 2013. The monsoon this year has been normal, which augurs well for the farm sector. A revival in agri-production will provide greater impetus to the economy amidst the overall slowdown".

FARM EQUIPMENT SECTOR						
	[redacted]			[redacted]		
	F 13	F 14	%Change	F 13	F 14	%Change
Domestic	15495	17771	*15%*	72056	89161	*24%*
Exports	1026	698	*-32%*	4046	3885	*-4%*
Total	16521	18469	*12%*	76102	93046	*22%*

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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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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