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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 March, 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 and Tractor (01.03.2014).doc

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Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra's Auto Sector sells 42,166 units during February 2014

Mumbai, March 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 42,166 units during February 2014.

The Passenger Vehicles segment (which includes UVs and Verito) sold 19,308 units in February 2014, as against 23,421 units during February 2013. The company's domestic sales stood at 39,338 units during February 2014, as against 44,399 units during February 2013. The 4-wheelers commercial segment has sold 14,701 units, while the 3-wheelers segment clocked 4,724 units in February 2014. Exports for the month stood at 2,828 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "The Auto Industry has received the much needed boost in terms of an excise duty reduction and this has resulted in higher enquiries over the last one week. The recently concluded Auto Expo has also been a success which will only help in generating demand. At Mahindra we are hopeful that these positive initiatives would be the beginning of a gradual upswing for the auto industry, as we move into the next financial year."

Sales Summary February 2014

Segment	February F14	February F13	YTD February F14	YTD February F13	MOM Feb F14 Vs Feb F13 growth%	YTD Feb F14 Vs YTD Feb F13 growth%
Passenger Vehicles (UVs & Verito)	**19308**	**23421**	**205722**	**253423**	-18%	-19%
4-wheelers Commercial (Passenger & Load)*	14701	15167	159938	157021	- 3%	2%
3-wheelers	4724	4803	56309	60679	-2%	-7%

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Mahindra Rise.

MTBL	605	1008	7058	10567	-40%	-33%
DOMESTIC TOTAL	**39338**	**44399**	**429027**	**481690**	**-11%**	**-11%**
M&M EXPORTS	2828	3425	26513	29779	-17%	-11%
SECTOR TOTAL	**42166**	**47824**	**455540**	**511469**	**-12%**	**-11%**

*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 16.7 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 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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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 16,552 units in domestic market during February 2014, registers 19% growth

Mumbai, March, 1 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.7 billion Mahindra Group, today announced its tractor sales numbers for February 2014. The sales were at 16,552 units in the domestic market, as against 13,944 units in February 2013, a growth of 19%. The company's overall sales have also grown by *18%*, reaching 17,592 units during February 2014.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said, "We have achieved a cumulative domestic growth of 23% till February 2014. Tractor demand for FY14 till date has been robust due to a favorable monsoon and higher minimum support prices. The shortage of labour at farms has given a boost to mechanization resulting in higher demand for tractors."

FARM EQUIPMENT SECTOR						
	February 2014			Cumulative February 2014		
	F 13	F 14	%Change	F 13	F 14	%Change
Domestic	13944	16552	*19%*	196045	240699	*23%*
Exports *	917	1040	*13%*	10510	9262	*-12%*
Total	14861	17592	*18%*	206555	249961	*21%*

*Exports include CKD units.

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