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Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
1st May, 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 (01.05.2014).doc

Mahindra Rise.

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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 36,274 units during April 2014

Mumbai, May 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 36,274 units during April, 2014.

The Passenger Vehicles segment sold 18,148 units in April, 2014, as against 20,748 units during April 2013. The company's domestic sales stood at 34,107 units during April 2014, as against 39,902 units during April 2013. The 4-wheelers commercial segment has sold 11,677 units, while the 3-wheelers segment clocked 3,532 units in April 2014. Exports for the month stood at 2,167 units, a growth of 42%

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. said**, "It is unfortunate that the auto industry has not seen an upturn over the last couple of months in spite of a reduction in excise duty. We do hope that post the general elections, sentiments improve leading to a better economic situation and hence increased demand. At Mahindra, we are happy with our Exports performance for the month and we continue to be optimistic going forward and expect to witness a gradual upswing on the back of our product offerings and customer centric initiatives".

Sales Summary April 2014

Segment	April F15	April F14	MOM April F15 Vs April F14 growth%
Passenger Vehicles (UVs & Verito)	**18148**	**20748**	-13%
4-wheelers Commercial (Passenger & Load)*	11677	14414	-19%
3-wheelers	3532	4036	-12%
MTBL	750	704	7%
DOMESTIC TOTAL	**34107**	**39902**	**-15%**
M&M EXPORTS	2167	1530	42%
SECTOR TOTAL	**36274**	**41432**	**-12%**

*Includes Maxximo, Gio, Genio & Bolero Pick up

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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 16.7 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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For further enquiries please contact:

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Mahindra Rise.

Press Release **For Immediate Dissemination**

Mahindra Tractors sells 19895 units in domestic market during April 2014

Mumbai, May, 1 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.7 billion Mahindra Group, maintained its leadership position in the Indian tractor industry during April 2014.

Domestic sales in April 2014 stood at 19895 units, as against 22196 units during April 2013. Total tractor sales (domestic + exports) during April 2014 stood at 20731 units, as against 23202 units for the same period last year. Exports for the month stood at 836 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 19895 units during April 2014. Unseasonal rains and hail during March in some parts of the country has impacted sentiment leading to lower sales of tractors in April. We do hope that the onset of monsoon brings cheer to farmers and the agriculture industry alike".

FARM EQUIPMENT SECTOR			
	April 2014		
	F 14	F15	%Change
Domestic	22196	19895	*-10%*
Exports	1006	836	*-17%*
Total	23202	20731	*-11%*

*Exports include CKD units.

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,

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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.

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