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Mahindra

**Mahindra & Mahindra Ltd.**
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
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REF:NS:SEC:
2nd March, 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: 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: a/a

Y:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto and Tractor - (02.03.2015).docx

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Press Release For Immediate Dissemination

# Mahindra's Auto Sector sells 38,033 units during February 2015

**Mumbai, March 2, 2015:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 38,033 units during February 2015 as against 42,166 units during February 2014.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 18,103 units in February 2015 as against 19,308 units during February 2014. The company's domestic sales stood at 34,918 units during February 2015 as against 39,338 units during February 2014. In February 2015, the Truck & Bus division of the company sold 731 units, registering a growth of 21%.

Exports for February 2015 stood at 3,115 units registering a growth of 10%.

Speaking on the monthly performance; **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "The auto industry has not seen any major changes in the Union Budget 2015-16. However looking at the overall budget proposals including planned spend on infrastructure and social reforms, we expect positive sentiments going forward. Further, with an expected revision in lending rates in the RBI policy in early April, the industry should see better times ahead. At Mahindra we are happy with our performance in Exports and the HCV segment where we have seen good growth".

**Sales Summary February 2015**

| Segment | February F15 | February F14 | YTD February F15 | YTD February F14 | MOM FebF15 Vs Feb F14 growth% | YTD Feb F15 Vs YTD Feb F14 growth% |
|---|---|---|---|---|---|---|
| Passenger Vehicles (UVs & Verito) | **18103** | **19308** | **188991** | **205722** | -6% | -8% |
| 4-wheelers Commercial (Passenger & Load)* | 11928 | 14701 | 144678 | 159938 | -19% | -10% |
| 3-wheelers | 4156 | 4724 | 51956 | 56309 | -12% | -8% |
| LCV & HCV | 731 | 605 | 7834 | 7058 | 21% | 11% |

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| | | | | | | |
|---|---|---|---|---|---|---|
| **DOMESTIC TOTAL** | **34918** | **39338** | **393459** | **429027** | **-11%** | **-8%** |
| M&M EXPORTS | 3115 | 2828 | 26180 | 26513 | 10% | -1% |
| **SECTOR TOTAL** | **38033** | **42166** | **419639** | **455540** | **-10%** | **-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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**Ruzbeh Irani**

Chief Group Communications and Ethics Officer and

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**Press Release** **For Immediate Dissemination**

# Mahindra Tractors sells 10,267 units in India during February 2015

**Mumbai, 2nd March 2015:** Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, today announced its sales numbers for February 2015.

Domestic sales in February 2015 stood at 10,267 units, as against 16,553 units during February 2014. Total tractor sales (domestic + exports) during February 2015 stood at 11,437 units, as against 17,593 units for the same period last year. Exports for the month stood at 1,170 units, registering a growth of 13%.

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 10,267 units during February 2015. With negative sentiments and low crop output during this period the industry continues to witness de-growth. At Mahindra, we have seen a positive trend in exports which have grown by 13% during February 2015."

| | Feb 2015 | | | Cumulative Feb | | |
|---|---|---|---|---|---|---|
| | F14 | F15 | %Change | F14 | F15 | %Change |
| Domestic | 16553 | 10267 | *-38%* | 240700 | 209765 | *-13%* |
| Exports | 1040 | 1170 | *13%* | 9262 | 12004 | *30%* |
| Total | **17593** | **11437** | *-35%* | **249962** | **221769** | *-11%* |

*Exports include CKD units.

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