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Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st December, 2013

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: Press Release issued by the Automotive Sector

Please find enclosed a Press Release pertaining to the captioned subject issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

C:\DLOBACKUP\Backup\Stock-Exchange\Press Release Mahindra's Auto FY 2012-13 (01.12.2013).doc

Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra's Auto Sector sells 39,255 units during November 2013

Mumbai, December 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 39,255 units during November 2013.

The Passenger Vehicles segment (which includes UVs and Verito) sold 16,771 units in November 2013, as against 24,604 units during November 2012. The company's domestic sales stood at 36,261 units during November 2013, as against 46,755 units during November 2012. The 4-wheelers commercial segment had sold 13,186 units while the 3-wheelers segment clocked 5,861 units in November 2013. Exports for the month stood at 2,994 units as against 1,388 units in November 2012, representing a substantial growth.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "Post the festive season month of October, the auto industry has turned to further de-growth and continues to remain subdued. Unless some concrete measures are provided for its revival, we do not foresee any immediate turnaround. Factors such as increase in input costs and the depreciating rupee have not helped in any way. At Mahindra, we continue to focus on operational excellence to augment our overall performance and remain cautiously optimistic of the situation".

Sales Summary November 2013

Segment	Nov F14	Nov F13	YTD Nov F14	YTD Nov F13	MOM NovF14 Vs NovF13 growth%	YOY YTD NovF14 Vs YTD NovF13 growth%
Passenger Vehicles (UVs & Verito)	**16771**	**24604**	**150186**	**180686**	-32%	-17%
4-wheelers Commercial (Passenger & Load)*	13186	14353	115738	113697	-8%	2%
3-wheelers	5861	6867	41269	44856	-15%	-8%
MTBL	443	931	5291	7904	-52%	-33%
DOMESTIC TOTAL	**36261**	**46755**	**312484**	**347143**	-22%	-10%

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M&M EXPORTS	2994	1388	18595	21701	116%	-14%
MTBL EXPORTS	0	0	0	1	--	-100%
SECTOR TOTAL	**39255**	**48143**	**331079**	368845	-18%	-10%

*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 16.2 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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