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Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
3rd June, 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: Mahindra Tractors continue growth momentum with 24% increase in sales during May 2013

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 Tractors - (03.06.2013).doc

Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra Tractors continue growth momentum with 24% increase in sales during May 2013

Mumbai, June 3, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 15.9 billion Mahindra Group, today announced its tractor sales numbers for May 2013 which stood at 23,626 units as against 19,016 units in May 2012, a growth of 24%. The company's domestic sales have also grown by 25% standing at 22,471 units during the month.

Speaking on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said, "We are delighted with the 24% growth during May 2013 and are happy to have achieved a consistent growth over the last two months which we are sure will have a positive impact on the overall tractor industry. The prospect of a good monsoon would also add buoyancy to the farmers' morale and lead to a stronger growth for the overall agricultural sector".

Exports for the month of May 2013 stood at 1,155 units, showing a growth of 16% over May 2012.

	Farm Equipment Sector					
	[redacted]					
	F 13	F 14	%Change	F 13	F 14	%Change
Domestic	18019	22471	*25%*	34068	44667	*31%*
Exports	997	1155	*16%*	1748	2161	*24%*
Total	19016	23626	*24%*	35816	46828	*31%*

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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 15.9 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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For further enquiries

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