Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st January, 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:\c-drive 30-11-2013\DLOBACKUP\Backup\Stock-Exchange\Press Release Mahindra's Auto and Tractor (01.01.2014).doc

Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 39,611 units during December 2013

Mumbai, January 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 39,611 units during December 2013.

The Passenger Vehicles segment (which includes UVs and Verito) sold 16,436 units in December 2013, as against 22,761 units during December 2012. The company's domestic sales stood at 36,881 units during December 2013, as against 42,307 units during December 2012. The 4-wheelers commercial segment had sold 14,399 units while the 3-wheelers segment clocked 5,606 units in December 2013. Exports for the month stood at 2,730 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "During the first nine months of the current fiscal, the auto Industry has seen a negative growth due to sustained deceleration in economic activity and consequent weakness in consumer and business sentiments. While the immediate turnaround in the auto Industry is not expected without certain policy corrections and support, the worst seems to be over. At Mahindra we continue to focus on customer centricity and do hope that the new year will bring in the much needed cheer for the Auto Sector".

Sales Summary December 2013

Segment	December F14	December F13	YTD December F14	YTD December F13	MOM Dec F14 Vs Dec F13 growth%	YTD Dec F14 Vs YTD Dec F13 growth%
Passenger Vehicles (UVs & Verito)	**16436**	**22761**	**166622**	**203447**	-28%	-18%
4-wheelers Commercial (Passenger & Load)*	14399	13706	130137	127403	5%	2%
3-wheelers	5606	5209	46875	50065	8%	-6%

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MTBL	440	631	5731	8535	-30%	-33%
DOMESTIC TOTAL	**36881**	**42307**	**349365**	**389450**	**-13%**	**-10%**
M&M EXPORTS	2730	2990	21324	24692	-9%	-14%
SECTOR TOTAL	**39611**	**45297**	**370689**	**414142**	**-13%**	**-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 16.7 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 16257 units in domestic market during December 2013

Mumbai, January 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 December 2013 which stood at 16257 units in the domestic market, as against 13712 units during December 2012, a growth of 19%. The company's overall sales have also grown by 15%, standing at 17037 units during December 2013. The exports for the month stood at 780 units.

Speaking on the sector's monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said, "I am happy to share that at the end of the first 9 months of the current fiscal year, we have achieved a domestic growth of 24%. With expectations of a bumper Rabi crop, we believe we will see a double digit growth in the next 3 months. A continued shift towards greater mechanization on farms will provide an impetus to sales."

	Farm Equipment Sector					
	December 2013			*Cumulative December 2013*		
	F13	F14	*% Change*	F13	F14	*%Change*
Domestic	13712	16257	*19%*	165699	204758	*24%*
Exports	1047	780	*-26%*	8522	7502	*-12%*
Total	14759	17037	*15%*	174221	212260	*22%*

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.

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