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Mahindra
Rise.

Mahindra & Mahindra Ltd.
Mahindra Towers, Worli,
Mumbai 400 018. India.
Tel : + 91 (022) 2493 1441, 2496 1441
Fax : +91 (022) 2497 5081

REF:NS:SEC:
1st February, 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 for the month of January, 2013 for the Automotive and Farm Equipment Sectors

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 - Jan 2013 - Auto + FES - (01.02.2013).doc

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Press Release **For Immediate Dissemination**

Mahindra's Auto Sector registers 33% growth in passenger vehicles in January 2013

Auto sales stands at 49503 units during January 2013, registers growth of 11%

Mumbai February 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced a 11% growth in its auto sales numbers which stood at 49503 units during January 2013 as against 44718 units during January 2012.

The Passenger Vehicles segment (which includes the UVs and Verito) registered a growth of 33%, having sold 26555 units in January 2013, as against 19975 units during January 2012. The company's domestic sales stood at 47841 units during January 2013, as against 41369 units during January 2012, an increase of 16%.

The 4 wheeler commercial segment which includes the passenger and load vehicles registered a sale of 14451 units, while the 3 wheeler segment clocked 5811 units in January 2013. Exports for the month of January 2013 stood at 1662 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** commented, "The recently announced reduction of 25 BPS both in the Repo and CRR rates is a positive step and is expected to bring in the much desired momentum in the market. The Industry has already seen reductions in auto loan rates announced by some banks which will help improve customer sentiments. We are happy to have grown in some of our major segments during January 2013".

Sales Summary January 2013

Segment	January 2013	January 2012	YTD Jan FY13	YTD Jan FY12	MOM Jan FY13 vs Jan FY12 % Growth	YOY Growth (YTD Jan FY13 vs YTD Jan FY12 % Growth)
Passenger Vehicles (UVs & Verito)	**26555**	**19975**	**230002**	**176522**	33%	30%
4-wheelers Commercial (Passenger & Load)*	14451	13725	141854	124455	5%	14%
3-wheelers	5811	6126	55876	57240	-5%	-2%
MNAL	1024	1543	9559	11049	-34%	-13%
DOMESTIC TOTAL	**47841**	**41369**	**437291**	**369266**	**16%**	**18%**
M&M EXPORTS	1662	3348	26353	23891	-50%	10%
MNAL Exports	0	1	1	1	-100%	0%

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Mahindra Rise.

SECTOR TOTAL	**49503**	**44718**	**463645**	**393158**	**11%**	**18%**

**Includes Maxximo, Gio, Genio & Bolero Pick up*

About The Mahindra Group

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, 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 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.

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For further enquiries

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Press Release **For Immediate Publication**

Mahindra Tractors sells 16402 units in the domestic market during January 2013

Mumbai, February 1, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 15.9 billion Mahindra Group, maintained its leadership position in the tractor industry in January 2013.

Domestic sales in January 2013 stood at 16402 units, as against 17950 units during January 2012. Total tractor sales (domestic + exports) in January 2013 stood at 17473 units, as against 19362 units for the same period last year. Exports for the month of January 2013 stood at 1071 units.

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