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Mahindra

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REF:NS:SEC:
1st March, 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's Auto Sector registers 14% growth in passenger vehicles in February 2013 and Mahindra Tractors sells 13944 units in the domestic market during February 2013.

Please find enclosed two Press Releases 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 AS & FES (01.03.2013).doc

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Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector registers 14% growth in passenger vehicles in February 2013

Auto sales stands at 47824 units during February 2013, registers growth of 11%

Mumbai, March 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 47824 units during February 2013 as against 43087 units during February 2012.

The Passenger Vehicles segment (which includes the UVs and Verito) registered a growth of 14%, having sold 23421 units in February 2013, as against 20573 units during February 2012.The company's domestic sales stood at 44399 units during February 2013, as against 40461 units during February 2012, an increase of 10%.

The 4 wheeler commercial segment which includes the passenger and load vehicles registered a sale of 15167 units, while the 3 wheeler segment clocked 4803 units in February 2013. Exports for the month of February 2013 stood at 3425 units.

Speaking on the performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** commented, "We have a balanced budget from the Finance Minister that emphasizes inclusive and sustainable growth which we hope will bring the much needed positive sentiment for the economy, including the automotive industry. However, levying a 3% higher duty on SUVs on the basis of higher ground clearance is disappointing as it slows down further growth and does not provide equal competitive space to all players. Our February 2013 performance is reflective of the customers' preference for our products, for which we thank them".

Sales Summary February 2013

Segment	Feb F13	Feb F12	YTD Feb F13	YTD Feb F12	MOM Feb F13 Vs Feb F12 growth	YOY YTD Feb F13 Vs YTD Feb F12 growth
Passenger Vehicles (UVs & Verito)	**23421**	**20573**	**253423**	**197095**	14%	29%
4-wheelers Commercial (Passenger & Load)*	15167	13522	157021	137977	12%	14%
3-wheelers	4803	5111	60679	62351	-6%	-3%
MNAL	1008	1255	10567	12304	-20%	-14%

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Mahindra
Rise.

DOMESTIC TOTAL	44399	40461	481690	409727	10%	18%
M&M EXPORTS	3425	2626	29778	26517	30%	12%
MNAL EXPORTS	0	0	1	1	-	0%
SECTOR TOTAL	47824	43087	511469	436245	11%	17%

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

About 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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Mahindra Rise.

Press Release

For Immediate Dissemination

Mahindra Tractors sells 13944 units in the domestic market during February 2013

Mumbai, March 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 February 2013.

Domestic sales in February 2013 stood at 13944 units, as against 14341 units during February 2012. Total tractor sales (domestic + exports) in February 2013 stood at 14861 units, as against 15316 units for the same period last year. Exports for the month of February 2013 stood at 917 units.

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