Mahindra

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REF:NS:SEC:
1st July, 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 sells 38,092 units during June 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.

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For Immediate Dissemination

Press Release

Mahindra's Auto Sector sells 38,092 units during June 2013

Mumbai July 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers for June 2013 which stood at 38092 units as against 41322 units during June 2012.

The Passenger Vehicles segment (which includes the UVs and Verito) sold 17232 units in June 2013, as against 19792 units during June 2012. The company's domestic sales stood at 36207 units during June 2013, as against 38951 units during June 2012.

The 4 wheeler commercial segment which includes the passenger and load vehicles registered a 5% growth, having sold 13761 units, while the 3 wheeler segment clocked 4303 units in June 2013. Exports for the month of June 2013 stood at 1885 units.

Speaking on the monthly performance, Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. said, "We have witnessed a de-growth in the month of June 2013 amidst an overall decline in the auto industry. The depreciating rupee resulting in spiraling fuel costs coupled with high interest rates and the additional excise duty on SUVs has further dampened the industry without any substantial revenue to Government. Going forward, we do hope that some immediate short term measures are announced and implemented by the Government to bring back buoyancy in demand which is the need of the hour".

Sales Summary June 2013

Segment	June F14	June F13	YTD June F14	YTD June F13	MOM June F14 Vs June F13 growth %	YOY YTD June F14 Vs YTD June F13 growth %
Passenger Vehicles (UVs & Verito)	**17232**	**19792**	**60224**	**61500**	-13%	-2%

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4-wheelers Commercial (Passenger & Load)*	13761	13103	43023	39411	5%	9%
3-wheelers	4303	4836	12367	13815	-11%	-10%
MTBL	911	1220	2599	3458	-25%	-25%
DOMESTIC TOTAL	**36207**	**38951**	**118213**	**118184**	-7%	0%
M&M EXPORTS	1885	2371	4771	7842	-20%	-39%
SECTOR TOTAL	**38092**	**41322**	**122984**	**126026**	-8%	-2%

*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 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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