Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st October, 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.

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Mahindra Rise.

Press Release For Immediate Dissemination

Mahindra's Auto Sector sells 44,911 units during September 2014

Domestic sales register a growth of 5%

Mumbai, October 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 44,911 units during September 2014, as against 43,289 units during September 2013, registering a growth of 4%.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 19,893 units in September 2014, as against 18,916 units during September 2013. The company's domestic sales stood at 42,408 units during September 2014, as against 40,574 units during September 2013, registering a growth of 5%. In September 2014, the 4-wheelers commercial segment sold 15,979 units registering a growth of 9%, while the 3-wheelers segment clocked 6,096 units. Exports for the month stood at 2,503 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations (AFS), Mahindra & Mahindra Ltd. said,** "The sales numbers for September have been encouraging and we are glad that the automotive industry is turning the bend. We expect the ensuing festive season to bring in some much needed cheer with a slew of new launches from manufacturers as well as a reduction in the Current Account Deficit and stable and reducing fuel prices. At Mahindra, we are very happy with the positive growth, especially in our stronghold segments of UVs and Pick Ups which have grown by 9% and 30%, respectively. We do hope that the recently launched New Generation Scorpio will continue to be a trendsetter".

Sales Summary September 2014

Segment	September F15	September F14	YTD September F15	YTD September F14	MOM SepF15 Vs SepF14 growth%	YTD Sep F15 Vs YTD Sep F14 growth%
Passenger Vehicles (UVs & Verito)	**19893**	**18916**	**101754**	**110491**	5%	-8%
4-wheelers Commercial (Passenger & Load)*	15979	14709	80077	85190	9%	-6%
3-wheelers	6096	6403	28479	28409	-5%	0%
MTB	440	546	4348	4346	-19%	0%
DOMESTIC	**42408**	**40574**	**214658**	**228436**	**5%**	**-6%**

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TOTAL						
M&M EXPORTS	2503	2715	13618	12830	-8%	6%
SECTOR TOTAL	**44911**	**43289**	**228276**	**241266**	**4%**	**-5%**

*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 16.5 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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Mahindra
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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 27321 units in domestic market during September 2014

Mumbai, October 1, 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, maintained its leadership position in the Indian tractor industry during September 2014.

Domestic sales in September 2014 stood at 27321 units, as against 25922 units during September 2013. Total tractor sales (domestic + exports) during September 2014 stood at 28739 units, as against 26637 units for the same period last year. Exports for the month stood at 1418 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.**, "We are happy to have achieved a domestic growth of 5% during September 2014. The festive season has provided a boost to domestic tractor industry growth. We do hope that this growth continues over the next few months."

	FARM EQUIPMENT SECTOR					
	Sep 2014			Cumulative September 2014		
	F14	F15	%Change	F14	F15	%Change
Domestic	25922	27321	***5%***	128626	129353	***1%***
Exports	715	1418	***98%***	5215	6354	***22%***
Total	26637	28739	***8%***	133841	135707	***1%***

*Exports include CKD units.

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