(1/6)

Mahindra

**Mahindra & Mahindra Ltd.**
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
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REF:NS:SEC:
1st November, 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: 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.

C:\DLOBACKUP\Backup\Stock-Exchange\Press Release Mahindra's Auto & RES FY 2013-13 (01.11.2013).doc

2/6

Mahindra Rise.

**For Immediate Dissemination**

**Press Release**

# Mahindra's Auto Sector sells 50,558 units during October 2013

## Grows by 17% over September 2013

**Mumbai, November 1, 2013:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 50,558 units during October 2013.

The Passenger Vehicles segment (which includes UVs and Verito) sold 22,924 units in October 2013, as against 26,932 units during October 2012. The company's domestic sales stood at 47,787 units during October 2013, as against 51,316 units during October 2012. The 4-wheelers commercial segment had a marginal growth, at 17,362 units while the 3-wheelers segment clocked 6,999 units in October 2013. Exports for the month grew by 31% at 2,771 units in October 2013.

**It is noteworthy that the auto sector of the company has recorded a growth of 17% in October 2013 over its September 2013 sales.**

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "During such tough and challenging times, we are heartened with our performance in October 2013 which has grown by 17% over the last month. In spite of new launches, the auto sector has witnessed a de-growth of nearly 5% during the first half of FY 2013-14 and the recent repo rate hike may prove to be a dampener for potential customers. The auto industry continues to look forward to an immediate support in terms of a stimulus package to perk it up as well as bring back the growth momentum for the economy in general & automotive sector in particular".

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(3/6)

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**Sales Summary October 2013**

| Segment | Oct F14 | Oct F13 | YTD Oct F14 | YTD Oct F13 | MOM Oct F14 Vs OctF13 growth % | YOY YTD OctF14 Vs YTD OctF13 growth % |
|---|---|---|---|---|---|---|
| Passenger Vehicles (UVs & Verito) | **22924** | **26932** | **133415** | **156082** | -15% | -15% |
| 4-wheelers Commercial (Passenger & Load)* | 17362 | 16561 | 102552 | 99344 | 5% | 3% |
| 3-wheelers | 6999 | 6973 | 35408 | 37989 | 0% | -7% |
| MTBL | 502 | 850 | 4848 | 6973 | -41% | -30% |
| **DOMESTIC TOTAL** | **47787** | **51316** | **276223** | **300388** | -7% | -8% |
| M&M EXPORTS | 2771 | 2122 | 15601 | 20313 | 31% | -23% |
| MTBL EXPORTS | 0 | 1 | 0 | 1 | -100% | -100% |
| **SECTOR TOTAL** | **50558** | **53439** | **291824** | **320702** | -5% | -9% |

*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.

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(4/6)

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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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5/6

Mahindra Rise.

For Immediate Dissemination

Press Release

# Mahindra Tractors sells 37,532 units in domestic market during October 2013, registers 30% growth

**Mumbai, 1 November, 2013:** Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.2 billion Mahindra Group, today announced its tractor sales numbers for October 2013 which stood at 37,532 units in the domestic market, as against 28,872 units during October 2012, a growth of 30%. The company's overall sales have also grown by 29%, standing at 38,263 units during October 2013 as against 29,565 units in October 2012. Exports for the month stood at 731 units.

Speaking on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd** said, "The tractor industry continues to do well overall and has seen a healthy growth this fiscal. At Mahindra, we are happy to maintain a robust growth momentum with a 30% domestic growth during October 2013. This is on the back of a good monsoon, improved cash flows as well as greater mechanization".

| | FARM EQUIPMENT SECTOR | | | | | |
|---|---|---|---|---|---|---|
| | October 2013 | | | Cumulative October 2013 | | |
| | F 13 | F 14 | %Change | F 13 | F 14 | %Change |
| Domestic | 28872 | 37532 | 30% | 132230 | 166158 | 26% |
| Exports | 693 | 731 | 5% | 6756 | 5946 | -12% |
| Total | 29565 | 38263 | 29% | 138986 | 172104 | 24% |

**About The Mahindra Group**

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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, information technology and vacation

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(6/6)

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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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