Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st May, 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 Releases issued by Mahindra & Mahindra Limited

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 Mahindra's Auto & FES- FY 2012-13 (01.05.2013).doc

Mahindra
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Press Release

For Immediate Dissemination

Mahindra Tractors achieves impressive growth of 38% in April 2013

Sales in domestic market stand at 22196 units for the month

Mumbai, May 1, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 15.9 billion Mahindra Group, further reiterated its leadership position in the tractor industry in April 2013 by achieving an impressive 38% growth.

"We are happy with the 38% growth which we have achieved during April 2013. We feel that this is on the back of improved market sentiments. In addition the expectation of a normal monsoon is clearly being seen as a positive indicator" said **Rajesh Jejurikar, Chief Executive, Farm Equipment Sector, Mahindra & Mahindra Ltd.**

Mahindra Tractors began FY14 on a positive note, with domestic sales in April 2013 showing a 38% growth for the first time since November 2012. The domestic sales stood at 22196 units, as against 16049 units during April 2012. Total tractor sales (domestic + exports) in April 2013 stood at 23202 units, as against 16800 units for the same period last year, registering a growth of 38%. Exports for the month of April 2013 stood at 1006 units, also showing a growth of 34% over April 2012.

	April 2013		
	F 13	F 14	%Change
Domestic	16049	22196	*38%*
Exports	751	1006	*34%*
Total	16800	23202	*38%*

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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, 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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For further enquiries

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Press Release **For Immediate Dissemination**

Mahindra's Auto Sector sells 41432 units in April 2013

Mumbai May 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers for April 2013 which stood at 41432 units as against 40715 units during April 2012.

The Passenger Vehicles segment (which includes the UVs and Verito) registered a growth of 1%, having sold 20748 units in April 2013, as against 20554 units during April 2012.The company's domestic sales stood at 39902 units during April 2013, as against 39295 units during April 2012.

The 4 wheeler commercial segment which includes the passenger and load vehicles registered a 10% growth, having sold 14414 units, while the 3 wheeler segment clocked 4036 units in April 2013. Exports for the month of April 2013 stood at 1530 units, a growth of 8%.

Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. said, "We are extremely disappointed that the additional 3% excise duty on SUVs has not been reversed in the Finance Bill, which would have brought about some cheer and momentum for SUV makers and provided them with a level playing field. We remain cautiously optimistic of the current situation and do hope that with the much awaited and needed reduction in interest rates announcement by the RBI next week, the auto industry will look up. At Mahindra, we hope to create excitement with the launch of the Verito Vibe and other product variants".

Sales Summary April 2013

Segment	April 2013	April 2012	MOM April 2013 Vs April 2012 growth
Passenger Vehicles (UVs & Verito)	**20748**	**20554**	1%
4-wheelers Commercial (Passenger & Load)*	14414	13054	10%
3-wheelers	4036	4659	-13%
MNAL	704	1028	-32%
DOMESTIC TOTAL	**39902**	**39295**	2%
M&M EXPORTS	1530	1420	8%
MNAL EXPORTS	0	0	--
SECTOR TOTAL	**41432**	**40715**	2%

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

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