Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st September, 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 Release issued by Mahindra & Mahindra Limited

Please find enclosed a Press Release 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 (01.09.2013).doc

Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra's Auto Sector sells 37,897 units during August 2013

Mumbai, 1 September 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers for August 2013 which stood at 37,897 units as against 45,836 units during August 2012.

The Passenger Vehicles segment (which includes the UVs and Verito) sold 15,821 units in August 2013, as against 21,831 units during August 2012. The company's domestic sales stood at 35,159 units during August 2013, as against 42,826 units during August 2012. The 4 wheeler commercial segment which includes passenger and load vehicles sold 13,718 units, while the 3 wheeler segment clocked 5,149 units in August 2013. Exports for the month of August 2013 stood at 2,738 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "The auto industry which is currently going through one of its most challenging phases, is in desperate need of some short-term fiscal stimulus. The weakening rupee, resulting in increased inflation, is impacting cost of operations. Immediate action by the government is needed so as not to lose out on the upcoming festive season wherein sales could look up and bring some cheer for the auto industry and add additional revenue to the government."

Sales Summary August 2013

Segment	Aug F14	Aug F13	YTD Aug F14	YTD Aug F13	MOM Aug F14 Vs Aug F13 growth%	YOY YTD Aug F14 Vs YTD Aug F13 growth%
Passenger Vehicles (UVs & Verito)	15821	21831	91575	105342	-28%	-13%
4-wheelers Commercial (Passenger & Load)*	13718	14267	70481	68366	-4%	3%
3-wheelers	5149	6004	22006	24968	-14%	-12%
MTBL	471	724	3800	5133	-35%	-26%
DOMESTIC TOTAL	**35159**	**42826**	**187862**	**203809**	-18%	-8%

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M&M EXPORTS	2738	3010	10115	15112	-9%	-33%
SECTOR TOTAL	**37897**	**45836**	**197977**	**218921**	-17%	-10%

* 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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