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Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
1st December, 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 the Tractor Division

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.

C:\DLOBACKUP\Backup\Stock-Exchange\Press Release Mahindra's Tractor FY 2012-13 (01.12.2013).doc

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Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra Tractors sells 22343 units in domestic market during November 2013, registers 13% growth

Mumbai, 1 December, 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 November 2013 which stood at 22343 units in the domestic market, as against 19757 units during November 2012, a growth of 13%. The company's overall sales have also grown by 13%, standing at 23119 units during November 2013 with exports at 776 units.

Speaking on the sector's monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said "Following the festive season, we are happy to keep up our sales momentum with a growth of 13% in November 2013. On the back of a good monsoon, we expect the robust demand for tractors to continue during the remaining months of this financial year."

	Farm Equipment Sector					
	November 2013			Cumulative November 2013		
	F13	F14	% Change	F13	F14	%Change
Domestic	19757	22343	13%	151987	188501	24%
Exports	719	776	8%	7475	6722	-10%
Total	20476	23119	13%	159462	195223	22%

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 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 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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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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