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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 42104 units in the domestic market during May 2013, grows by 5%

Mumbai June 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers for May 2013 which stood at 42104 units in the domestic market as against 39938 units during May 2012.

The company's total sales stood at 43460 units during May 2013, as against 43989 units during May 2012. **The Passenger Vehicles segment (which includes the UVs and Verito) registered a growth of 5%, having sold 22244 units in May 2013 as against 21154 units during May 2012.**

The 4 wheeler commercial segment which includes the passenger and load vehicles registered a 12% growth, having sold 14848 units, while the 3 wheeler segment clocked 4028 units in May 2013. Exports for the month of May 2013 stood at 1356 units.

Speaking on the monthly performance, Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. said, "We have achieved an overall growth of 5% in our domestic volumes during May 2013 for our automotive sector, in spite of a challenging environment. The growth in capital investment and private spending have also slowed down which is a cause for concern. At Mahindra we remain cautiously optimistic of the situation and do hope that on the back of the new product launches, the auto industry will rev up sooner than later".

Sales Summary May 2013

Segment	May FY14	May FY13	YTD May F14	YTD May F13	MOM May F14 Vs May F13 growth %	YOY YTD May F14 Vs YTD May F13 growth %
Passenger Vehicles (UVs & Verito)	**22244**	**21154**	**42992**	**41708**	**5%**	**3%**
4-wheelers Commercial (Passenger & Load)*	14848	13254	29262	26308	12%	11%
3-wheelers	4028	4320	8064	8979	-7%	-10%

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MNAL	984	1210	1688	2238	-19%	-25%
DOMESTIC TOTAL	**42104**	**39938**	**82006**	**79233**	**5%**	**3%**
M&M EXPORTS	1356	4051	2886	5471	-67%	-47%
SECTOR TOTAL	**43460**	**43989**	**84892**	**84704**	**-1%**	**0%**

*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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